

Review Conversation Analysis — Master Summary

Generated from 199 conversations that resulted in a 5-star review.

All times shown in both UTC and Tehran time (Asia/Tehran).

1. Root Causes of Issues

The LLM read each conversation transcript and extracted every distinct issue raised. Each issue was assigned a **category** and a **sub-category**. A single conversation can have multiple issues. % shown is share of total issues extracted, not share of conversations.

Total issues extracted: 608 across 199 conversations (avg 3.1 issues per conversation)

Category definitions

Category	What it covers
How-To / Setup	Merchant needed guidance on configuring or using a feature — widget placement, campaign setup, email templates, etc.
Technical Bug	Something wasn't working as expected — an error, broken behaviour, or incorrect result
Feature Request	Merchant asked for a capability that either doesn't exist yet, or exists only on a higher plan tier than the merchant is on
Billing	Questions or problems around charges, invoices, subscription plans, or pricing
Account / Access	App installation, login, permissions, or account-level problems
Integration	Issues connecting the app to Shopify or a third-party tool
Other	Doesn't fit any of the categories above

By category

Category	Count	%	
How-To / Setup	319	52%	
Technical Bug	163	27%	
Feature Request	59	10%	
Billing	48	8%	
Account / Access	11	2%	
Integration	8	1%	

Top 20 sub-categories

Sub-category	App	Count	%
How-To / Setup → Wishlist button repositioning	Notify Me!	7	1%
How-To / Setup → Low stock threshold configuration	Notify Me!	6	1%
How-To / Setup → Widget customization	Discounty, Notify Me!	6	1%
How-To / Setup → Pre-order button setup	Notify Me!	5	1%
How-To / Setup → Wishlist icon placement	Notify Me!	4	1%
How-To / Setup → Confirmation message styling	Notify Me!	4	1%
How-To / Setup → Wishlist button placement	Notify Me!	4	1%
How-To / Setup → Initial app setup check	Notify Me!	3	0%
How-To / Setup → Widget color customization	Discounty, Notify Me!	3	0%
How-To / Setup → Widget placement and styling	Notify Me!	3	0%
How-To / Setup → Email template customization	Notify Me!	2	0%
Feature Request → Low stock threshold configuration	Notify Me!	2	0%
How-To / Setup → Email notification configuration	Notify Me!	2	0%
How-To / Setup → Wishlist button styling and placement	Notify Me!	2	0%
How-To / Setup → Confirmation message customization	Notify Me!	2	0%
How-To / Setup → Button color customization	Notify Me!	2	0%
How-To / Setup → Pre-order quantity limit	Notify Me!	2	0%
How-To / Setup → First campaign setup	Discounty	2	0%
How-To / Setup → Campaign widget setup	Discounty	2	0%
How-To / Setup → Wishlist icon placement in header	Notify Me!	2	0%

Resolution rate by category

'Resolved' means the specific issue was answered or fixed within the conversation — e.g. the merchant got the widget working, or the billing question was explained. A Feature Request is almost never 'resolved' in-conversation because building the feature takes time; that's expected and doesn't reflect poorly on support quality.

Category	Issues	Resolved in-conversation	Resolution rate
Account / Access	11	9	82%
Billing	48	42	88%
Feature Request	59	26	44%
How-To / Setup	319	285	89%
Integration	8	6	75%
Technical Bug	163	122	75%

2. Install → First Ticket Timing







Coverage: 199/199 conversations have install timestamps. The remaining 0 are excluded from this section — install data was not recorded in Intercom for those merchants.

How counted: timestamp of app install (from Intercom company profile) subtracted from the conversation start timestamp. A value of 0s means the merchant opened a chat within seconds of installing.

Metric	Value
Conversations	199
Median	1h 32m
Average	93d 2h
75th pct	59d 1h
90th pct	284d 22h
Min	0s
Max	1688d 22h

By time bucket

Groups conversations by how long the merchant had been using the app before reaching out. A value of '< 1 hour' means the merchant contacted support within the first hour of installing.

Value	Count	%	
< 1 hour	96	48%	
6 months+	33	17%	
1 – 6 months	26	13%	
1h – 24h	16	8%	
1 – 4 weeks	16	8%	
1 – 7 days	12	6%	

By app

App	n	Median	Average	Min	Max
Convi	1	1m 4s	1m 4s	1m 4s	1m 4s
Discounty	47	23h 8m	95d 2h	0s	826d 20h
Notify Me!	135	34m 26s	85d 5h	1m 39s	1688d 22h
Subi	16	133d 0h	159d 3h	0s	765d 3h

3. Ticket Sources & Inboxes

Channel = how the conversation was initiated. **customerinitiated** = merchant opened the chat themselves; **automated** = a workflow or bot triggered the conversation; **admininitiated** = your team proactively reached out to the merchant.

Channel

How the conversation started.

Value	Count	%	
customer_initiated	190	95%	
automated	8	4%	
admin_initiated	1	1%	

Inbox / Team

Which Intercom inbox handled the conversation (Proactive, Chat 1, Chat 2, etc.).

Value	Count	%	
Proactive	77	39%	
Chat	56	28%	
Chat 2	40	20%	
Chat 1	19	10%	
Shopify	2	1%	
Fin	2	1%	
Monitoring	1	1%	
Email	1	1%	

4. Conversation Start → Human Handover

How counted: seconds between the conversation start timestamp and the first moment a human agent (not a bot) joined the conversation. Bots like Luna/Fin are excluded — only the first real human admin message counts as handover.

Coverage: 197 of 199 conversations had a measurable handoff timestamp.

Metric	Value
Conversations	197
Median	1m 36s
Average	36m 54s
75th pct	5m 49s
90th pct	18m 54s
Min	1s
Max	2d 0h

By app

App	n	Median	Average
Convi	1	1s	1s
Discounty	45	4m 1s	1h 6m
Notify Me!	135	35s	5m 53s
Subi	16	17m 26s	3h 37m

5. Human Handover → Review Ask

How counted: seconds between the first human agent joining and the moment a review was explicitly requested (detected by scanning for review request keywords in the transcript). Only conversations where a review was asked are included.

Coverage: 198 of 199 conversations had a review explicitly requested.

Metric	Value
Conversations	198
Median	32m 22s
Average	5h 16m
75th pct	1h 12m
90th pct	6h 15m
Min	1s
Max	10d 0h


By app

App	n	Median	Average
Convi	1	4h 15m	4h 15m
Discounty	46	26m 25s	4h 0m
Notify Me!	135	34m 50s	4h 4m
Subi	16	42m 1s	19h 2m

6. Geography

How counted: country is taken from the Intercom contact's location field (city/region/country pulled from the contact profile). Where the contact location was missing, the company's country code from Intercom was used as a fallback. % is share of all 199 conversations.

Top countries (by review volume)

Country	Count	%	
United States	71	36%	
United Kingdom	16	8%	
Australia	14	7%	
Canada	11	6%	
India	11	6%	
Germany	8	4%	
France	7	4%	
Italy	5	3%	
Netherlands	5	3%	
United Arab Emirates	4	2%	
Denmark	4	2%	
Spain	4	2%	
New Zealand	4	2%	
Japan	4	2%	
Mexico	3	2%	
South Africa	3	2%	
Singapore	3	2%	
Portugal	2	1%	
Sweden	2	1%	
Austria	2	1%	

By region

Region	Count	%	
United States	69	35%	
UK	16	8%	
Australia	15	8%	
Canada	11	6%	
India	11	6%	
France	8	4%	
Germany	8	4%	
Spain	5	3%	
Italy	5	3%	
Netherlands	5	3%	
UAE	4	2%	
Denmark	4	2%	
New Zealand	4	2%	
Japan	4	2%	
Mexico	3	2%	

7. Merchant Profile — Who Leaves Reviews?

How counted: Shopify plan and app plan are pulled directly from the Intercom company profile (populated by Shopify/app integration). Store age = days between when the company was first created in Intercom and the conversation date. StoreLeads data (avg rating, review count) is partial — only 79/199 stores had this populated in Intercom.

Shopify plan

Value	Count	%	
Basic	99	50%	
Grow	52	26%	
Advanced	19	10%	
Plus	10	5%	
Plus Trial	1	1%	

App plan by app

Discounty (41 with plan data)

Value	Count	%	
Essential	22	54%	
Starter	7	17%	
Discounty	6	15%	
Lite	4	10%	
Ultimate	2	5%	

Notify Me! (124 with plan data)

Value	Count	%	
Lite	62	50%	
Starter	29	23%	
Standard	19	15%	
Kickstart	7	6%	
Rocket	5	4%	
Pro	1	1%	
Essentials	1	1%	

Subi (15 with plan data)

Value	Count	%	
Subi	5	33%	
Growth	5	33%	
Free	3	20%	
Subi Plus	1	7%	
Starter	1	7%	

Store age at time of conversation (days since Intercom company created)

Metric	Value
Conversations	181
Median	573 days
Average	999 days
75th pct	1564 days
90th pct	2692 days
Min	1 days
Max	4360 days

Existing app store rating (StoreLeads — 79/199 stores)

- Average existing rating: **4.75** / 5
- Median existing rating: **5.00** / 5
- Average existing review count: **3**
- Median existing review count: **2**

8. Contact Email Types

How counted: the merchant's email domain was classified automatically. **personalbusiness** = custom domain (e.g. name@mybrand.com); **personalfree** = Gmail, Hotmail, Yahoo etc.; **team_mailbox** = generic role address (info@, support@, hello@, etc.); **system** = automated/noreply address; **unknown** = couldn't be classified.

Email Type	Count	%	
team_mailbox	71	36%	
personal_free	59	30%	
personal_business	57	29%	
unknown	9	5%	
system	3	2%	

Email type by app

App	personal_business	personal_free	team_mailbox	system	internal
Convi	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)
Discounty	12 (26%)	16 (34%)	15 (32%)	1 (2%)	0 (0%)
Notify Me!	41 (30%)	37 (27%)	49 (36%)	2 (1%)	0 (0%)
Subi	4 (25%)	5 (31%)	7 (44%)	0 (0%)	0 (0%)

9. Agent Count

How counted: number of unique human agents (admins) who sent at least one message in the conversation, extracted from the conversation parts. Bots (Luna, Fin) are excluded. An agent who only left an internal note is still counted.

Agents	Count	%	
1	78	39%	
2	66	33%	
3	31	16%	
5	9	5%	
4	9	5%	
6	3	2%	
8	2	1%	
11	1	1%	

By bucket

Bucket	Count	%	
1	78	39%	
2	66	33%	
3	31	16%	
3+	24	12%	

Agent count by app

App	1 agent	2 agents	3+ agents
Convi	1 (100%)	0 (0%)	0 (0%)
Discounty	21 (45%)	15 (32%)	11 (23%)
Notify Me!	43 (32%)	50 (37%)	42 (31%)
Subi	13 (81%)	1 (6%)	2 (12%)

10. Fin AI Involvement

How counted: Fin participated = Intercom recorded that the Fin AI bot was active in the conversation (from the `fin_participated` flag in the Intercom API response). Fin role (attempted / escalated / none) was determined by the LLM reading the transcript. Intercom resolution state is the official Fin outcome as reported by Intercom.

	Count	%
Fin participated	87	44%
No Fin	112	56%

Fin role breakdown

Role	Count	%	
attempted	93	47%	
none	59	30%	
escalated	47	24%	

Intercom Fin resolution state

State	Count	%	
Escalated	82	41%	
Assumed Resolution	2	1%	
Confirmed Resolution	1	1%	
Negative feedback	1	1%	








Fin by app

App	Total	Fin participated	%
Convi	1	0	0%
Discounty	47	32	68%
Notify Me!	135	42	31%
Subi	16	13	81%

11. When Do Conversations Happen? (Tehran Time)

How counted: conversation start timestamp (UTC) converted to Asia/Tehran timezone (IRST UTC+3:30 in winter, IRDT UTC+4:30 in summer — DST-aware). Day of week and hour extracted from the Tehran-local datetime.

Day of week (Tehran)

Day	Count	%	
Wednesday	42	21%	
Monday	35	18%	
Tuesday	34	17%	
Thursday	33	17%	
Friday	24	12%	
Sunday	16	8%	
Saturday	15	8%	

Hour of day (Tehran, 24h)

Hour (TEH)	Count	%	Bar
00:00	5	3%	
01:00	7	4%	
02:00	1	1%	
03:00	8	4%	
04:00	5	3%	
05:00	4	2%	
06:00	9	5%	
07:00	8	4%	
08:00	11	6%	
09:00	3	2%	
10:00	6	3%	
11:00	3	2%	
12:00	13	7%	
13:00	12	6%	
14:00	12	6%	
15:00	9	5%	
16:00	10	5%	
17:00	10	5%	
18:00	4	2%	
19:00	15	8%	
20:00	10	5%	
21:00	10	5%	
22:00	12	6%	
23:00	12	6%	

Peak hour (Tehran): 19:00 — 15 conversations (8%)

Day x hour heatmap (Tehran) — conversation count

Day	00-03	04-07	08-11	12-15	16-19	20-23
Monday	2	5	2	9	3	14
Tuesday	5	9	6	7	2	5
Wednesday	2	3	7	12	12	6
Thursday	6	5	6	5	6	5
Friday	3	3	2	6	7	3
Saturday	3	.	.	3	4	5
Sunday	.	1	.	4	5	6

12. Additional Signals

Conversation sentiment

The LLM assessed the merchant's overall tone throughout the conversation — separate from the review rating. Since all conversations in this dataset led to a 5-star review, you'd expect mostly positive, but a small number show negative/neutral sentiment mid-conversation before being resolved.

Sentiment	Count	%	
positive	97	49%	
very_positive	90	45%	
neutral	7	4%	
negative	4	2%	
very_negative	1	1%	

Conversation resolution status

Whether the LLM assessed the conversation as resolved by the end. 'Partially resolved' means the main issue was addressed but something remained open.

Status	Count	%	
resolved	136	68%	
partially_resolved	61	31%	
unresolved	1	1%	
unclear	1	1%	

SLA compliance

SLA Status	Count	%	
hit	72	36%	
missed	14	7%	
canceled	2	1%	
active	1	1%	

Conversation language

Language	Count	%	
English	182	91%	
French	5	3%	
Italian	3	2%	
Spanish	3	2%	
Simplified Chinese	2	1%	
Portuguese	1	1%	
German	1	1%	
Japanese	1	1%	
Hebrew	1	1%	

Refund discussed

Refund discussed	Count	%	
no	189	95%	
yes	10	5%	

Conversation reopens

- Conversations with at least 1 reopen: **80** (40%)

Reopens	Count	%	
0	119	60%	
1	47	24%	
2	13	7%	
4	11	6%	
3	7	4%	
5	2	1%	

Other apps mentioned

Apps (of any kind — competitors or integrations) that merchants mentioned by name in their conversation.

App	Count	%	
Klaviyo	4	29%	
Fast Bundle	2	14%	
Mailchimp	1	7%	
WooCommerce	1	7%	
MailChimp	1	7%	
Boost.ai	1	7%	
Smile.io	1	7%	
ConvertKit	1	7%	
Wishlist Hero	1	7%	
Appikon	1	7%	

Product blockers / missing features

Total blocker mentions: 225 across 147 conversations

Blocker	Count
Backend bug preventing scheduled campaign price modifications from applying on time	1
AI bot unable to handle urgent technical escalations, causing significant delays in reaching a human agent	1
Third-party app conflict overwriting Discounty price and compare-at price fields after campaign activation	1
Discounty cannot lock prices in Shopify admin to prevent other apps from overwriting them	1
Discount code expired before merchant had time to upgrade, requiring manual reactivation by the agent	1
No bulk method to assign specific products to a pre-order offer or manage exclusions in bulk	1
Pre-order availability date format is fixed and cannot be customized (e.g., year cannot be omitted)	1
Checkout payment method line cannot be hidden through the app due to Shopify compliance requirements	1
SMS reminder template contains literal \n characters instead of proper line breaks	1
Migrated subscription contracts inherited \$0 shipping fee from prior app, causing incorrect free shipping on renewals	1
Reinstalling the app automatically reactivated and charged subscription contracts without merchant action, contradicting agent assurances	1
No bulk-delete option for contracts — only cancellation is available, leaving residual data in the app	1
Contracts tab inaccessible without selecting a paid/free plan, preventing merchant from self-managing cancellations immediately after reinstall	1
Custom Shopify theme prevented standard app embed from rendering the wishlist button without manual code intervention	1
Wishlist button on homepage/collection featured products requires a paid Rocket plan upgrade	1

Conversation length (messages)

Metric	Value
Conversations	199
Median	47 messages
Average	54 messages
75th pct	66 messages
90th pct	101 messages
Min	8 messages
Max	170 messages

Review text length (characters)

- Reviews with no written text (stars only): **43** (22%)
- Among reviews with text — median length: **108 chars**, avg: **150 chars**

Merchant explicitly agreed to leave a review

Agreed	Count	%	
yes	179	90%	
not_explicitly	18	9%	
no	2	1%	

13. Review Origins

Of 200 five-star reviews collected, 199 were traced back to a support conversation in Intercom. 1 review was submitted organically — no prior conversation was found.

	Count	%
Originated from a support conversation	199	99.5%
Submitted without a conversation	1	0.5%
Total	200	100%

14. Issue Patterns in Conversation-Linked Reviews

Each conversation had its issues extracted by the LLM. The tables below cross-tabulate those issues against app, channel, install age, and each other to surface recurring patterns.

Issue category by app

Category	Convi	Discounty	Notify Me!	Subi	Total
Account / Access	0	3	8	0	11
Billing	0	8	34	6	48
Feature Request	0	18	37	4	59
How-To / Setup	1	52	246	20	319
Integration	0	0	8	0	8
Technical Bug	1	38	107	17	163
Total	2	119	440	47	608

Top sub-categories with resolution rate

Sub-category	Count	Resolved	Rate
How-To / Setup → Wishlist button repositioning	7	7	100%
How-To / Setup → Low stock threshold configuration	6	6	100%
How-To / Setup → Widget customization	6	6	100%
How-To / Setup → Pre-order button setup	5	5	100%
How-To / Setup → Wishlist icon placement	4	4	100%
How-To / Setup → Confirmation message styling	4	4	100%
How-To / Setup → Wishlist button placement	4	4	100%
How-To / Setup → Initial app setup check	3	3	100%
How-To / Setup → Widget color customization	3	3	100%
How-To / Setup → Widget placement and styling	3	3	100%
How-To / Setup → Email template customization	2	1	50%
Feature Request → Low stock threshold configuration	2	2	100%
How-To / Setup → Email notification configuration	2	1	50%
How-To / Setup → Wishlist button styling and placement	2	2	100%
How-To / Setup → Confirmation message customization	2	2	100%
How-To / Setup → Button color customization	2	2	100%
How-To / Setup → Pre-order quantity limit	2	2	100%
How-To / Setup → First campaign setup	2	2	100%
How-To / Setup → Campaign widget setup	2	2	100%
How-To / Setup → Wishlist icon placement in header	2	2	100%

Issue category by conversation channel

Category	admin_initiated	automated	customer_initiated
Account / Access	.	1	10
Billing	1	3	44
Feature Request	.	2	57
How-To / Setup	.	17	302
Integration	.	.	8
Technical Bug	.	14	149

Issue category by install age at time of conversation

Reveals whether issue type correlates with how long the merchant has been using the app.

Category	< 1 hour	1h – 24h	1 – 7 days	1 – 4 weeks	1 – 6 months	6 months+	unknown
Account / Access	9	1	.	1	.	.	.
Billing	23	1	3	3	6	12	.
Feature Request	30	3	5	5	9	7	.
How-To / Setup	180	22	15	24	27	51	.
Integration	7	1	.
Technical Bug	70	13	10	18	20	32	.

Co-occurring issue categories (within the same conversation)

When a conversation raised multiple issues, which categories appeared together most often?

139 conversations had issues in more than one category.

Category A	Category B	Co-occurrences
How-To / Setup	Technical Bug	103
Feature Request	How-To / Setup	48
Feature Request	Technical Bug	38
Billing	How-To / Setup	32
Billing	Technical Bug	21
How-To / Setup	Integration	8
Billing	Feature Request	7
Integration	Technical Bug	7
Account / Access	How-To / Setup	7
Account / Access	Technical Bug	7

15. Shop Uniqueness & Cross-App Overlap

How counted: shops are identified by Shopify domain. A domain appearing across multiple apps means that merchant uses and reviewed more than one of your apps.

- **Total unique shops:** 199 (= 199 conversations — every review came from a different merchant)
- **Shops with 2+ review conversations (same or different app):** 0
- **Shops that reviewed more than one app:** 0

All 199 reviews came from 199 fully distinct shops. No merchant appears more than once in this dataset — meaning there is no cross-app overlap and no shop submitted multiple reviews across the period covered.

Each review represents a unique merchant relationship.