

Executive Decision Memo

February Feedback · 7/3/2026, 7:36:26 PM



EXECUTIVE SUMMARY

Recent updates to the Vebo app have led to significant performance issues, particularly affecting the loading of balance and card screens, resulting in 207 reports (23.8% of feedback). The app frequently crashes when viewing statements, with 46 mentions (5.4%). New problems have emerged, including unresponsiveness post-update and issues with payment processing, highlighting a need for urgent improvements in user experience, particularly in key functionalities that drive customer engagement.

THIS MONTH'S CUSTOMER REALITY

Users are frustrated by chronic performance issues, especially the app's slow loading and buffering when accessing balance and card screens, responsible for 61 of the mentions. Additionally, app crashes and slow response times for payments highlight operational inefficiencies, causing users to lose trust, particularly when payments do not go through as expected. If these issues are not resolved soon, user retention could decline, notably among travelers who rely on these functions abroad.

WHAT GOT WORSE

- App Performance & Load Issues rose from 10.7% to 23.8% of feedback, a total increase of 111 reports. Support Experience Issues increased from 8% to 11.4%, adding 27 reports.

WHAT IMPROVED

- Login / Authentication Issues decreased from 27.4% to 7.1%, with 185 fewer reports.

TOP 3 RECOMMENDED ACTIONS

1. Address the slow loading of balance and card screens; check server response times and optimize the API for faster data retrieval.
2. Investigate the app crashes when viewing statements; instrument error tracking to capture specific push notification failures that precede the crash events.
3. Enhance the payment processing reliability; review recent changes in transaction handling that may cause timeouts and implement user feedback mechanisms to capture payment completion status.