


SEAMLESSLY INTEGRATING THE USER FEEDBACK LIFECYCLE INTO EXISTING PROJECT MANAGEMENT WORKFLOWS FOR THE WHITE LABEL AGENCY.

Every year the White Label Agency delivers thousands of WordPress projects for hundreds of clients. They needed a better way to manage hundreds of thousands of user comments and suggestions. They chose Userback to integrate the user feedback lifecycle into their existing ClickUp team environment without having to make any compromises to the way they wanted to work.

"There was no easy solution to have our partners submit feedback and have it fully integrated with ClickUp. There was always some feature that we had to give up in order for another to work."



BOBBY KING
COO @ The White Label Agency

 White Label Agency

BUSINESS BACKGROUND

With a team of over 100 specialist developers, The White Label Agency delivers and manages over 3,000 WordPress projects every year for over 600 clients.

With so many clients and projects to manage, the team at the White Label Agency truly understand the value of user feedback, and how critical it is to the success of their own and their clients' businesses.

“Client feedback was difficult to manage and not integrated with the project management tool.”

BUSINESS CHALLENGE

However, with no easy solution for their clients to submit feedback and have it fully integrated with their project management tool – ClickUp, the feedback process was inefficient and slowed down the time it would take to deliver client projects.

As an agency who specializes in helping other agencies free up their time, White Label Agency knew that they had to find a way to streamline client and integrate feedback seamlessly with their project management tool.

SOLUTION

For each website project, White Label Agency now captures client feedback using Userback’s WordPress plugin option.

Clients simply need to pull up the website and start giving their feedback and comments directly from the website.?

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And because Userback can integrate feedback with ClickUp, those feedback and comments appear directly on the project ClickUp board where all stakeholders have visibility into the progress.

It’s an extremely efficient way to manage client feedback, which helps White Label Agency deliver more and better websites for their clients.

“Userback simplifies client feedback and integrates with ClickUp.”

“We truly appreciate how easy it is to use Userback. We were able to quickly implement it into our existing project workflow without having to change systems or greatly modify our processes. And their support is fantastic!”

BOBBY KING • COO @ WHITE LABEL AGENCY

Thanks for reading.

ABOUT USERBACK

Userback is a market-leading user feedback platform helping 20,000+ software teams to understand what customers need so they can build better web applications, faster.

Userback streamlines and automates the realtime in-app collection, evaluation and management of visual feedback and contextual surveys. Userback can be used standalone or seamlessly integrated into existing business workflows to allow product managers and developers to validate ideas, optimize product-market fit, refine roadmaps, prioritize features, fix bugs and deliver value with greater insight, impact and efficiency. Founded in Australia in 2016, Userback is backed by Craft Ventures.

Start free at
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