

A USERBACK SUCCESS STORY

How Faster Feedback Led to Smoother Projects and Happier Clients.

Userback plays a major role in our business. It helps us deliver smarter support, better communication, and long-term partnerships.

RENAUD GAGNÉ • CO-FOUNDER • SUPERSONIC

Learn how Supersonic, a digital agency for landscaping businesses, has enhanced QA and improved client satisfaction by delivering projects faster with Userback.



Supersonic was created to make websites simple, easy and stress-free.



Supersonic is a digital agency specializing in web design and marketing services tailored specifically for landscaping businesses. With a focus on high-converting websites, SEO, and Google Ads management, Supersonic helps landscapers grow faster and smarter. From the first conversation to launch day and beyond, the company delivers a 5-star experience that builds long-term partnerships.

The Business Challenge

Before adopting Userback, Supersonic struggled with several key challenges that impacted their workflow and client satisfaction. Quality assurance (QA) was a major pain point, with bugs and visual issues often slipping through the cracks before websites were presented to clients. The project management process also suffered, as collecting and implementing client changes required lengthy meetings, scattered screenshots, and tedious manual note-taking. The entire feedback process was inefficient and often caused delays in project launches.

“Some clients took months to provide feedback before we could launch their websites. They felt like they had to compile a massive Google Doc full of screenshots and instructions, which made the task so overwhelming that it created paralysis.”

The Userback Solution


Supersonic discovered Userback through a simple Google search and was immediately impressed by the:

- Intuitive user interface
- Visual feedback features
- Affordable pricing
- Flexible integration capabilities
- Ability to trigger feedback by URL

Implementation

Userback was easy to implement, and the team quickly integrated it into both client-facing and internal workflows.

To fit seamlessly into their workflow, Supersonic integrates Userback with Monday.com and Zoho, using Zoho Flow to automate feedback routing and task management.

One feature they particularly love is the ability to hide the feedback widget from public view. By placing a small  icon in the website footer, only clients can trigger the feedback form — ensuring privacy without compromising usability.

Today, Userback is used across Supersonic's entire team — from QA and web design to the SEO and Google Ads teams.

“Once you've used Userback, you'll wonder how you ever ran a web design agency without it. It makes client feedback effortless, keeps projects moving, and turns a frustrating process into a smooth, scalable system. Honestly, it feels like our secret weapon.”

The Results

Since adopting Userback, Supersonic has seen dramatic improvements in many areas:

9x

Stronger QA: The team captures 9x more quality assurance issues before the client ever sees the demo, resulting in smoother reviews and fewer surprises.



Quicker Resolution: Most feedback tickets are now resolved within 24–48 hours, which is a big improvement from the previous average of 7 days.



Improved Satisfaction: Clients feel more confident and in control during the feedback process, which supports Supersonic's commitment to exceptional service.



Most product teams struggle to collect feedback from their users. And when they do, it's often vague and hard to understand.

Userback is a feedback tool for collecting regular and highly contextual user feedback, giving you the ability to act faster and build better products.

With embeddable feedback widgets and surveys, Userback makes it easy to collect user feedback from inside your website and web application.

Start free at:
app.userback.io/signup