

OpenReq OpenCall SEnerCon

Exploiting and responding to customer feedback

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Content

- Who are we?
- Why OpenReq?
- What did we do as part of OpenCall?
- Which modules did we use?
- What are the results
- What about the future?

SEnerCon – Who are we?

- Founded in 1992 by Dr. Johannes Hengstenberg
- Led by Immanuel Hengstenberg since 2017
- Offering consultations and software solutions around energy consumption
- Developed and programmed around 10 online energy checks for end users with over 15 Mio consultations until now
- 2001 founded subsidiary company co2online which is leading climate protection campaign promoted by German environment ministry

Why OpenReq?

- Trying to involve users into developing process
- Experiences made with SUPERSEDE
- Promising modules provided by OpenReq
- Expectations to reduce manual effort and do more automatically

Our scope

- Integrating some modules as-is
- Gather information using OpenReq modules
- Evaluate the information provided by OpenReq
- Compare with the modules we are using (SUPERSEDE modules)

Our scope changed!

- Why changing scope
 - Our focus changed from evaluating to collecting
 - we saw the chance to greatly improve our user tracking
- What exactly changes
 - Evaluation not based on content but based on module itself
 - Identifying the problems of the modules and improving them
 - Making the modules useable for everyone
 - Improving the quality of the code and information provided

Modules used by us

- ri-logging
- ri-collection-explicit-feedback-google-play-page
- ri-collection-explicit-feedback-google-play-review

Results - what we gained

- Access to information of our App (GooglePlay)
- Access to all the reviews of the users (rating, message, name)
- Configurable logging module
 - Specific logging
 - Less evaluation effort of the logged data
 - Dynamic adaptivity of logging

Results - what we provided

- ri-collection-explicit-feedback-google-play-page
 - Refactoring of the implementation
 - Increase in stability and code quality
 - Status : pending (pull request on GITHUB not accepted yet)
- ri-collection-explicit-feedback-google-play-review
 - Refactoring of the implementation
 - Increase in stability and code quality
 - Status : pending (pull request on GITHUB not accepted yet)

Results - what we provided

- ri-logging frontend (JavaScript)
 - Refactoring of the implementation
 - Increase in stability and code quality
 - Drastic increase in logging possibilities (by about 15x times)
 - Status : accepted
- ri-logging backend (python)
 - Refactoring of the implementation
 - Increase in stability and code quality
 - Adding second storage choice (MySQL additionally to MongoDB)
 - Status : pending (no pull request on GITHUB yet)

Results - what we learned

- For evaluations you need big data pool, which we don't have yet
- logging of all clicks will provide more problems than results
 - Around 40% of all data we logged can't be used
 - Filtering data after collecting it is too late
 - Logging user interactions with the tool can bring privacy issues
- Your software should work together with the user
 - Open communication of logging
 - User should be able to disable parts of logging
 - Avoiding cookies, its taking users disc space

In the future

- We will periodically collect information from GooglePlay
- We will try to integrate the ri-logging module on all our pages and tools
 - We will also encourage our subsidiary company to use it on their pages instead of google analytics
- We will make it possible for the users to deactivate the logging he would like to avoid (user-specific configuration)
- We will continue to work on the ri-logging module and offer the results on GITHUB
- We will keep up the documentation of our work on our server for at least 2 years
 - <https://rest.energiesparkonto.de/openreq/ri-logging/>

Thank you for your attention