

# Challenge Sheet

## SPRI

### Collecting and using user feedback

How might we improve the collection and use of feedback from users assisted by SPRI, to better understand the quality of the service provided, beyond just those who participate in specific programs or grants?

#### Sub-challenges

- How might we collect feedback from users who make one-time inquiries in an automated and agile way, without the need for long surveys or delayed responses?
- How might we display the feedback received in a clear, understandable, and useful way for the team managing the support service?
- How might we adapt the current survey system so that it distinguishes between different types of support, improves response rates, and avoids mixing various stages of the process?

#### Context

SPRI, the Basque Government's business development agency, provides direct assistance to thousands of companies every year. This support is delivered through a unified service via phone, email, and in-person assistance, offering guidance to users on available support programs, procedures, and grants.

A significant part of the team's work involves resolving queries, clarifying requirements, or supporting processes, even when the user does not ultimately apply for a program. However, current surveys are only sent to those who receive aid, leaving a large number of interactions unassessed.

This creates a major knowledge gap: the team cannot be sure whether the service is meeting the needs of other users, or how to improve key aspects of the initial support. Additionally, the analysis of feedback is done manually, requiring effort, lacking traceability, and offering limited practical value for day-to-day decision-making.

SPRI's team aims to transform this approach by implementing a more immediate system to collect feedback right after each consultation in a simple, useful way, without overburdening

resources. The system should help distinguish between types of support, identify areas for improvement, and strengthen the perceived quality of the service among the Basque business community.

## Objectives

- Measure the quality and usefulness of the support service beyond participation in specific programs.
- Collect feedback in a timely and low-effort manner, close to the moment of interaction.
- Identify areas of improvement regarding content, clarity, and problem-solving in responses.
- Have access to structured, useful data to support decision-making for the support team.
- Improve representation of all types of users who receive assistance.

## What are we looking for?

A technological solution that can:

- Collect quick and specific feedback immediately after a consultation, even if it doesn't result in a program application.
- Differentiate between types of support (information, referral, resolution) to allow for segmented analysis of service quality.
- Display and use results in an accessible, clear, and useful way for the team.
- Avoid duplicated or redundant surveys and eliminate irrelevant questions depending on the situation.
- Reduce the effort required for analysis by allowing the reuse of templates, automating reports, and supporting decisions.
- Detect real-time improvement patterns in the service provided.

We are not seeking to replace the current system or implement a heavy tool, but rather a lightweight, integrable functionality or system that complements existing resources, avoids user fatigue, and strengthens continuous improvement of the service.

## Key Considerations

- The solution must be usable without technical or programming knowledge.
- Integration with SPRI's current tools (e.g., information system, Excel, SharePoint) will be positively valued.
- The system must include measurement tools (KPIs) to monitor service quality levels.
- Results should be easy to understand and useful for decision-making.
- Feedback must be filterable by type of support, date, or user profile.
- The system must not increase the team's workload.
- It should be user-friendly.
- All information must be stored in SPRI's repository.
- Data collection must comply with LOPD and GDPR (legal review recommended).
- Feedback must be collected in both Spanish and Basque.

## Key Dates and Process

To participate in the challenge, register at this link: <https://bind.spri.eus/govtech-application/>

- Deadline for submitting your proposal: 04/08/2025 at 23:59h
- Semifinalist startups will be announced between 13/10/2025 and 17/10/2025
- Finalist startups will be announced on 30/10/2025
- The winning startup will be announced on 20/11/2025

## Selection Process

**Phase 1** – Pitches by semifinalist startups with the public entity: Startups will present their solution in a 10-minute pitch.  
→ 3 finalist startups will be selected.  
→ This phase will take place from October 27 to 29, 2025.

**Phase 2** – Interviews with the finalist startups and the public entity: Startups will present a deeper version of their proposal.  
→ This phase will take place from November 17 to 19, 2025.

## What you access

### Winning startup

- Paid pilot of up to €15,000
- The pilot will begin in January 2026 and will last 6 months