

How Novelcrafter researches a 230,000-user community in minutes – and catches documentation gaps every day

Novelcrafter connected Intercom, Discord, and Canny to Modem, replacing tool-by-tool searching with a daily support-quality report and community research that answers before the founder loses focus.

"While I'm working on something I can just hop over and ask Modem, and get an answer in minutes – instead of searching across all the channels and getting out of the flow."



Leonie Gräbel · Founder, Novelcrafter

CHALLENGE

Novelcrafter is writing software for people juggling too many ideas at once: a story bible for characters, locations and progressions, chapters you can rearrange without breaking continuity, and AI where the author keeps full control of the prompts and the models. Bootstrapped since September 2023, it has reached 230,000 registered users and a Discord community near 10,000 members – on word of mouth alone, with a team of eight.

That community talks everywhere: Discord, Intercom, Canny, Reddit, and author forums Novelcrafter doesn't own. Each one came with its own search box. "If I need to look at feedback in Canny, I need to use their search. If I want to look at feedback in Intercom, I need to use their search. Same thing, different tools."

Canny became the worst of it – 3,500+ comments, duplicate detection that didn't work, notifications that never grouped. Novelcrafter eventually hired a contractor short-term for the sole job of clearing the backlog and migrating it into Linear.

Volume wasn't even the hard part. "The hardest part about feedback is that we need to play doctor," Leonie says. "Someone has an issue, and they don't tell us the issue. They tell us the solution they think might help." Separating a bug from a UX dead end from a genuine feature gap – in German, French, Chinese and everything else – is judgment work, and there was only ever one small team to do it. Through a year of backend rewrites the team largely stopped acting on incoming feedback altogether. It kept arriving anyway.

WHY MODEM

What Novelcrafter needed wasn't another inbox. It was memory that outlives whichever tool the feedback happened to arrive in. "I might abandon Canny, but I can keep the memory," Leonie says. "Everyone is building these platforms – and I don't need to use them once they're plugged into Modem."

Support tools already analyze their own data, but only their own. "They're Intercom. They're their own ecosystem. With Modem we can do the same for Discord, the same across other channels, because it connects to everything."

2 / day

Documentation gaps surfaced from support conversations, every morning

5 min

To answer a community research question spanning six months of history, across every channel

MODEM IN ACTION: THE DAILY HALLUCINATION REPORT

Novelcrafter answers first-line support with an AI bot. Those conversations flow into Modem continuously, already aggregated and analyzed alongside every other channel. Each morning a Modem automation scans the previous day's worth and posts a short report to Slack on where the bot got it wrong. Three kinds of signal surface:

- **Wrong answers**, which usually trace back to documentation that contradicts itself across pages
- **Missing features**, which the bot doesn't know exist because nobody documented them
- **Human hand-offs**, the inverted signal – if support had to step in and correct the bot, that itself is evidence something was off

The bot is wrong because the docs are. It flags at least two such gaps a day – sometimes the same one recurring until the docs catch up. And the fix compounds well past Intercom. "A lot of people just go to ChatGPT and say 'I need help with Novelcrafter.' If we fix it for our support bot and the site gets re-crawled, it improves the responses for every other chatbot on the market too."

RESEARCH ON DEMAND

When a Unicode text-handling bug surfaced mid-build, Leonie asked one question instead of running three searches. "I was able to go back in time through Discord, Canny, Intercom, everything, and figure out if there were cases." Answers land in under five minutes.

Romance was the clearest case. The team knew it had romance writers; it did not know how much of the community they had become, or what they kept asking for. Modem ranked those questions by how often they came up over six months. "It showed us what we did not know."

That ranking became the sections of a new landing page, built around demand the team could finally see. It also exposed a harder pattern: those writers kept hitting model guardrails – and not only in romance. A school bullying scene, a war memoir, a workplace harassment scene, and the model refuses. Modem ranked those tickets too, and Novelcrafter published a benchmark of which models write which categories of difficult content.

"You would never think, we need a benchmark on how well a model writes bigotry. But people come to us and say, I need to write this story and it just won't let me. That's a support ticket."

The reach isn't limited to support channels either: PostHog and Customer.io are connected too, so product analytics and newsletter results can be asked about in the same place. "One tool we have everything connected to."

RESULTS

The measurable win is documentation quality: at least two gaps surfaced every day, in a product whose docs are the first thing humans and chatbots both read.

The less visible win is staying in flow. "I do a bit of marketing, I need to do the business, I need to do tech work," Leonie says. "Modem lets me keep being in the flow a lot more."

COMPANY

Novelcrafter – novelcrafter.com

FOUNDED

2023 · Hamburg, Germany

SCALE

230,000 registered users · nearly 10,000 Discord members

FUNDING

Bootstrapped

INDUSTRY

SaaS creator tools

TEAM

Founder-led · 8 people

INTEGRATIONS

Intercom · Discord · Canny · Customer.io · PostHog

USE CASES

Support quality · Documentation gaps · Product research · Marketing research