



Put Customers at the Center of Software Delivery

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**DEVOPS
WORLD**
by CloudBees

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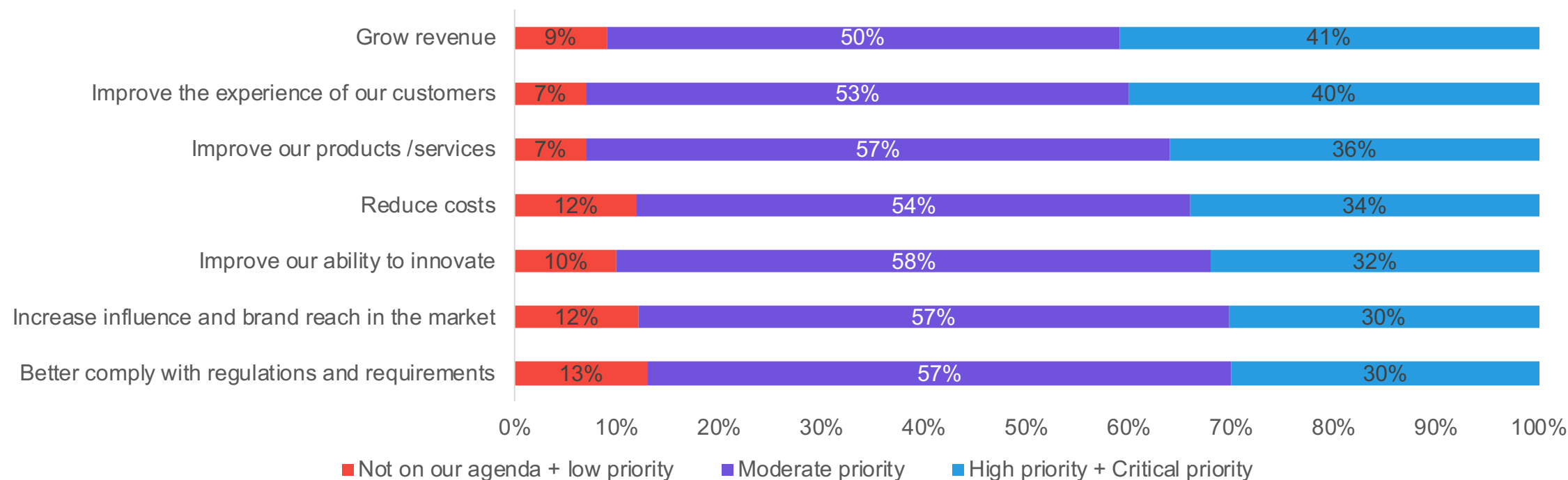


Delivering Outstanding Outcomes
Requires Putting The Customer At
The Center of the Software Delivery Cycle



Revenue and customers remain top priorities – even in a pandemic

Which of the following initiatives are likely to be your organization’s top business priorities over the next 12 months?



Software and business leaders are well aligned

Which of the following initiatives are likely to be your business priorities over the next 12 months?

Improve the
experience of our
customers 3.85

Improve our
products and
services
3.81

Improve our
ability to innovate
3.66

Reduce costs
3.61

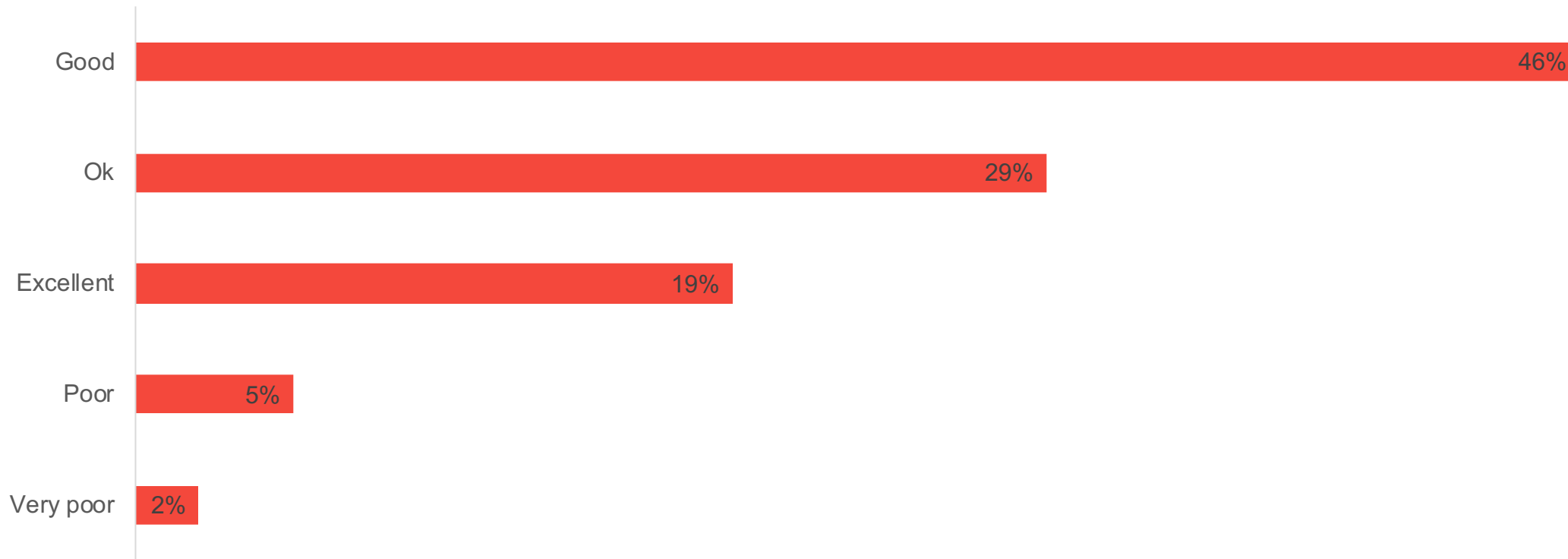
Improve our use
of data insights
3.53

Better comply
with regulations
and requirements
3.50

Accelerate our
shift to digital
business
3.38

But when it comes to customer experience....the results are mixed

What is your company's customer experience rating?



Source: Forrester Data Global Business Technographics Workforce Benchmark Survey, 2018

Integrating The Customer Into Software Delivery



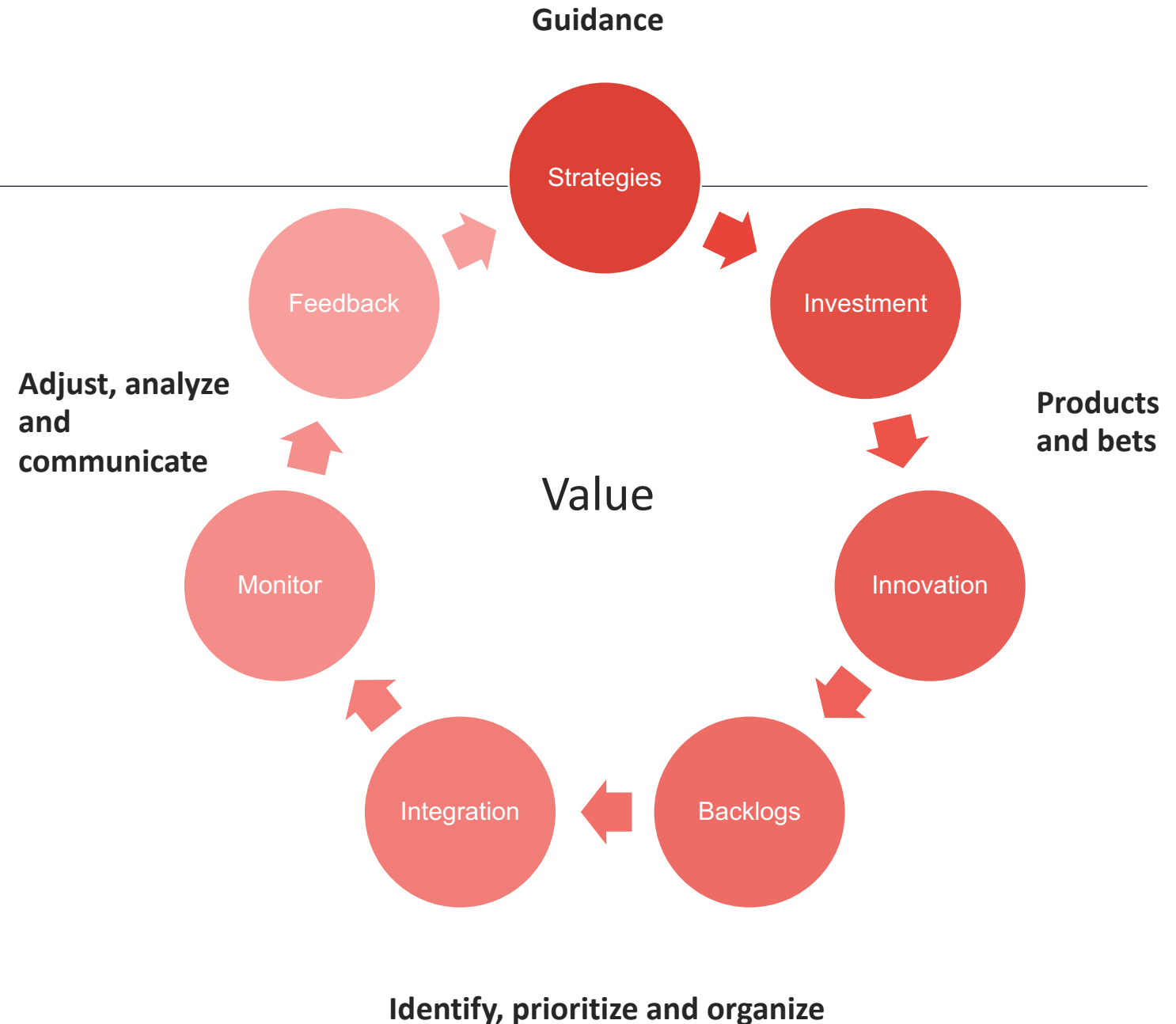
Starting With Strategy



The Beginning Of The Journey

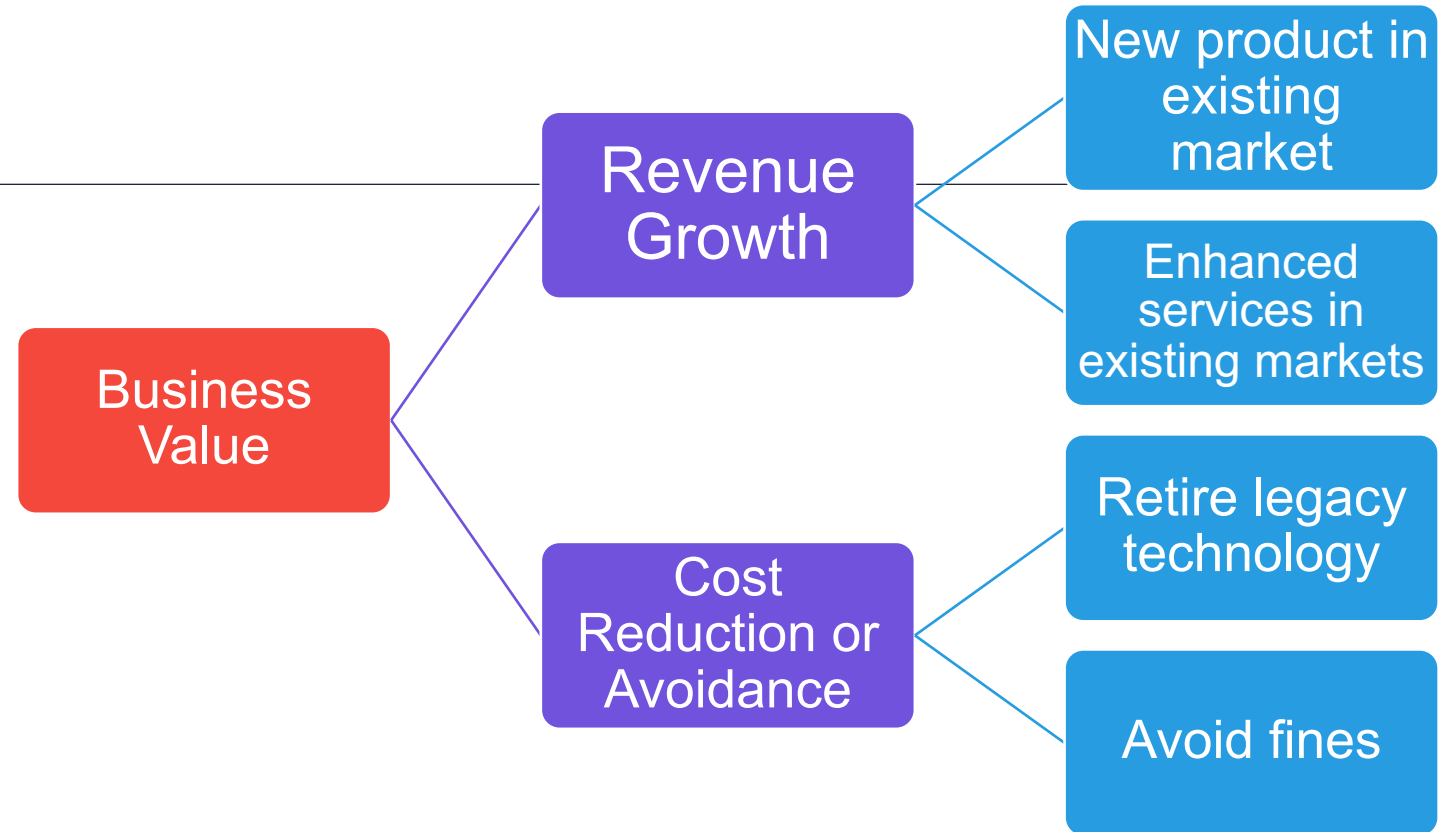
Traditional strategic planning takes an inside out approach

Agile shifts the emphasis to outside in, but it's still inside out



The transformation continues with epic planning

Project oriented planning keeps strategies insulated



Improves alignment to **strategic goals**

What's the net outcome?

87% organizations agree – traditional experiences no longer satisfy

1/3 companies have strong marketing/IT relationships

CIO/CMO close partnerships do see 1.3x more YoY growth

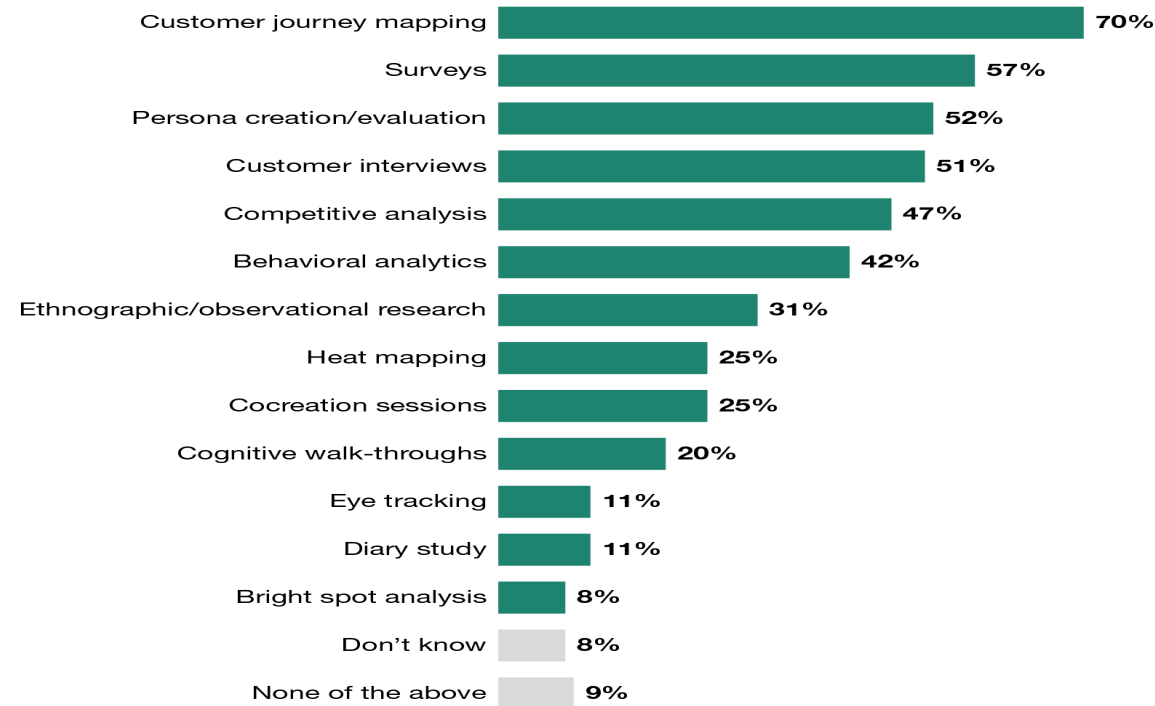
Only about half companies consistently report positive value delivery



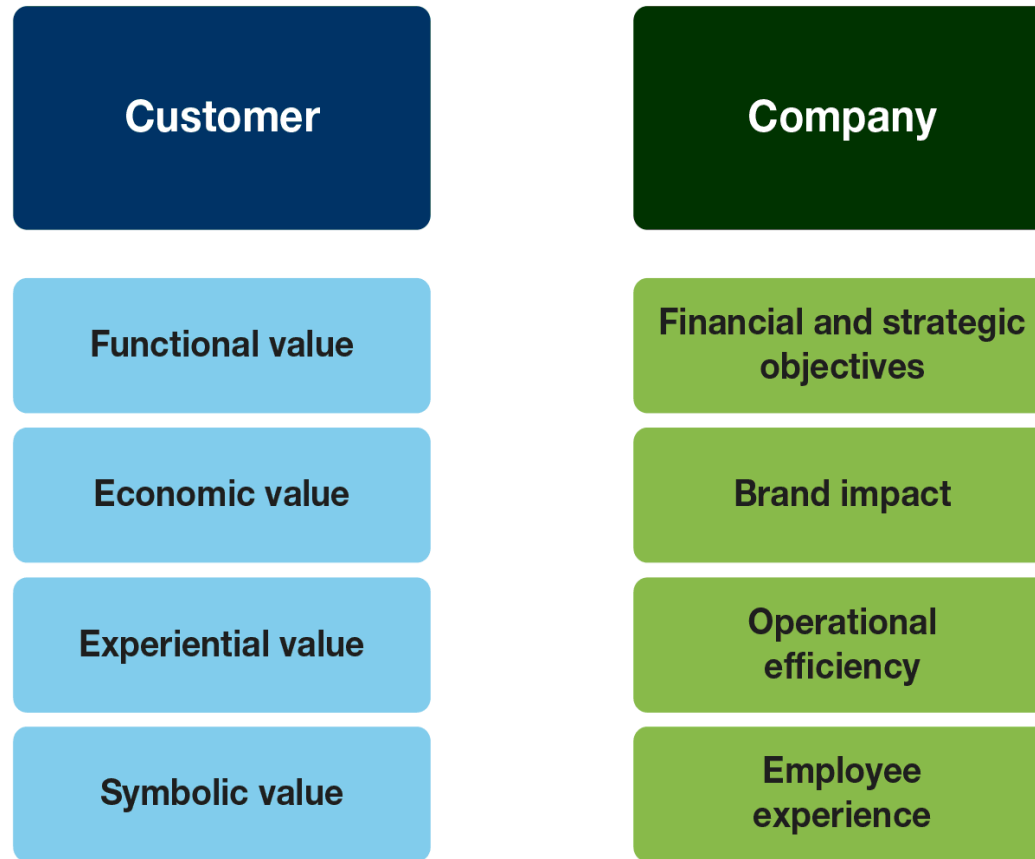
Customer journey mapping leading tool to capture customer sentiment

“A moment is defined as the point when a person interacts with a brand to get what he or she wants immediately and in context. Which of the following techniques do you use to identify important moments in the customer experience?”

(Multiple responses accepted)



Customer journeys identify the real value in a product



CUSTOMER JOURNEY MAP

PERSONA NAME: CARLA

PRODUCT: E-Commerce store

Gain a better understanding of the buying experience visualizing it through the eyes of your customers while interacting with your company and brand.

Customer Stages

Identify all the main stages of your customer journey.

Awareness

Consideration

Acquisition

Service

Retention

Customer Goals

What do users want to accomplish in this stage?

No goals at this point

To find the best shoes

Order effortlessly and get the best price

Receive package on-time, hassle free

Repeat good customer service

Customer Actions

Describe which actions users need to do to reach the goals.

See ad

Compare and evaluate alternatives

Search on website and add to cart

Track package. Sign for it. Contact customer service

Sign up to loyalty program via email

Touchpoints & Channels

How do users get information to make a decision or reach goals?

Social Media post

Magazine Ad

Word-of-mouth

Website & reviews

Add to cart facility on website

Make payment using merchant services

Delivery service SMS and email

Physical package and product and order notes

Email subscriber list.

Social media tagging

Customer Thoughts

What are users thinking or expecting during these actions?

I hope these ads are interesting to me

It's hard to make a decision. What if they aren't comfortable?

I hope I get the right size! I wonder how much shipping is?

I hope my shoes come on time. I need to stay home to receive them.

I love my shoes so much, I'm going to share and tag them on Instagram

Overall Customer Experience

What are the users' feelings in this stage? (e.g.: happy, frustrated)

Interested, curious

Requires effort but excited

Payment is painful

Excited and frustrated

Positive, happy to share

Pain Points

What are the problems or negative experiences that users are facing in this stage?

Information overload

It's hard to trust reviews

Must enter C/C numbers

Delivery window is too big

Information overload

Opportunities to Improve

How can we help users to reach the goal? Identify opportunities that could be improved or insights.

Use Google Analytics to further track interested users

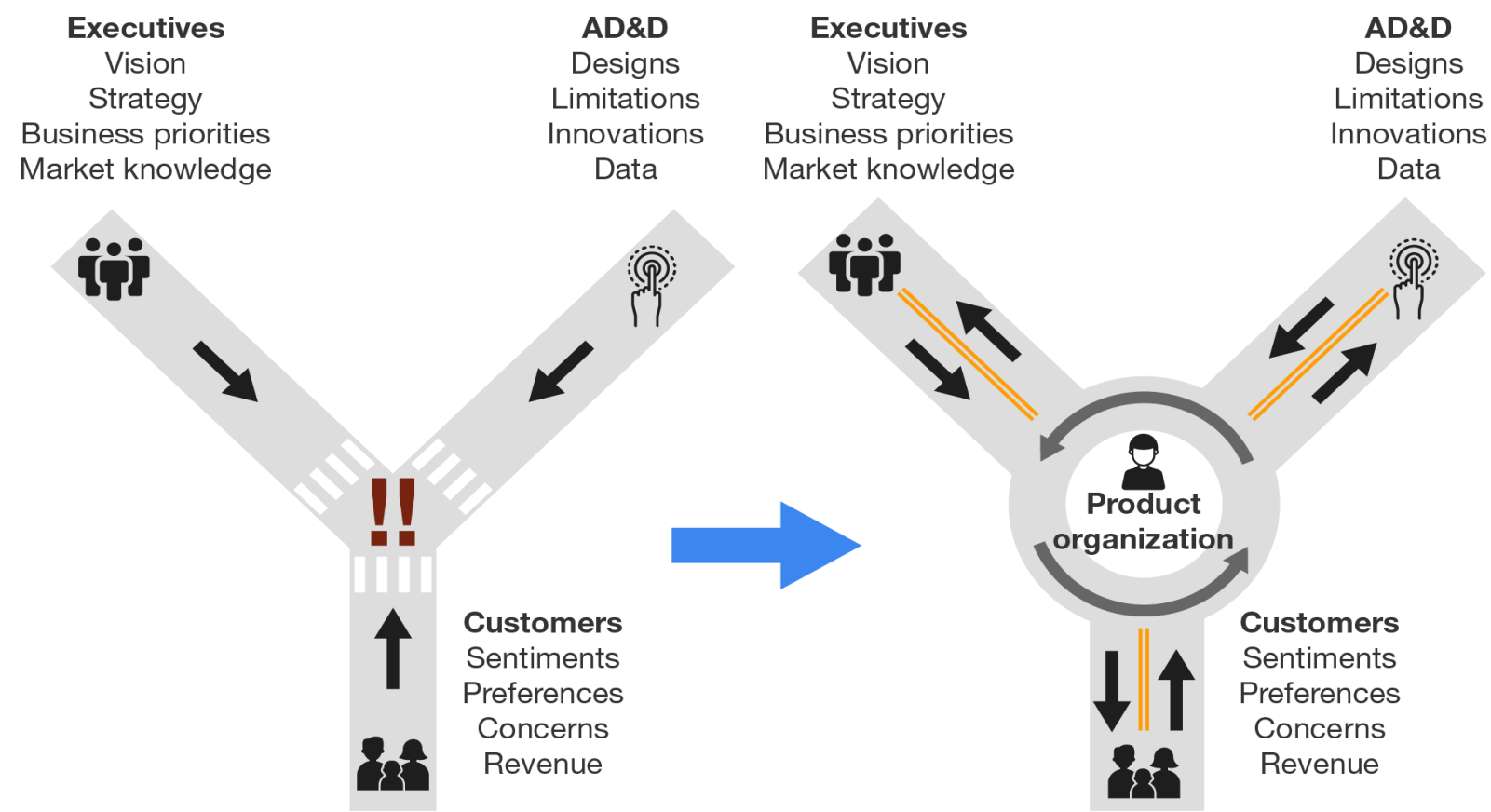
Encourage more reviews on website

Free shipping

Manage shipping internally. Optional pick up

Get them into loyalty program earlier. Reply to all social comments

Customer journeys clarify expectations for product teams

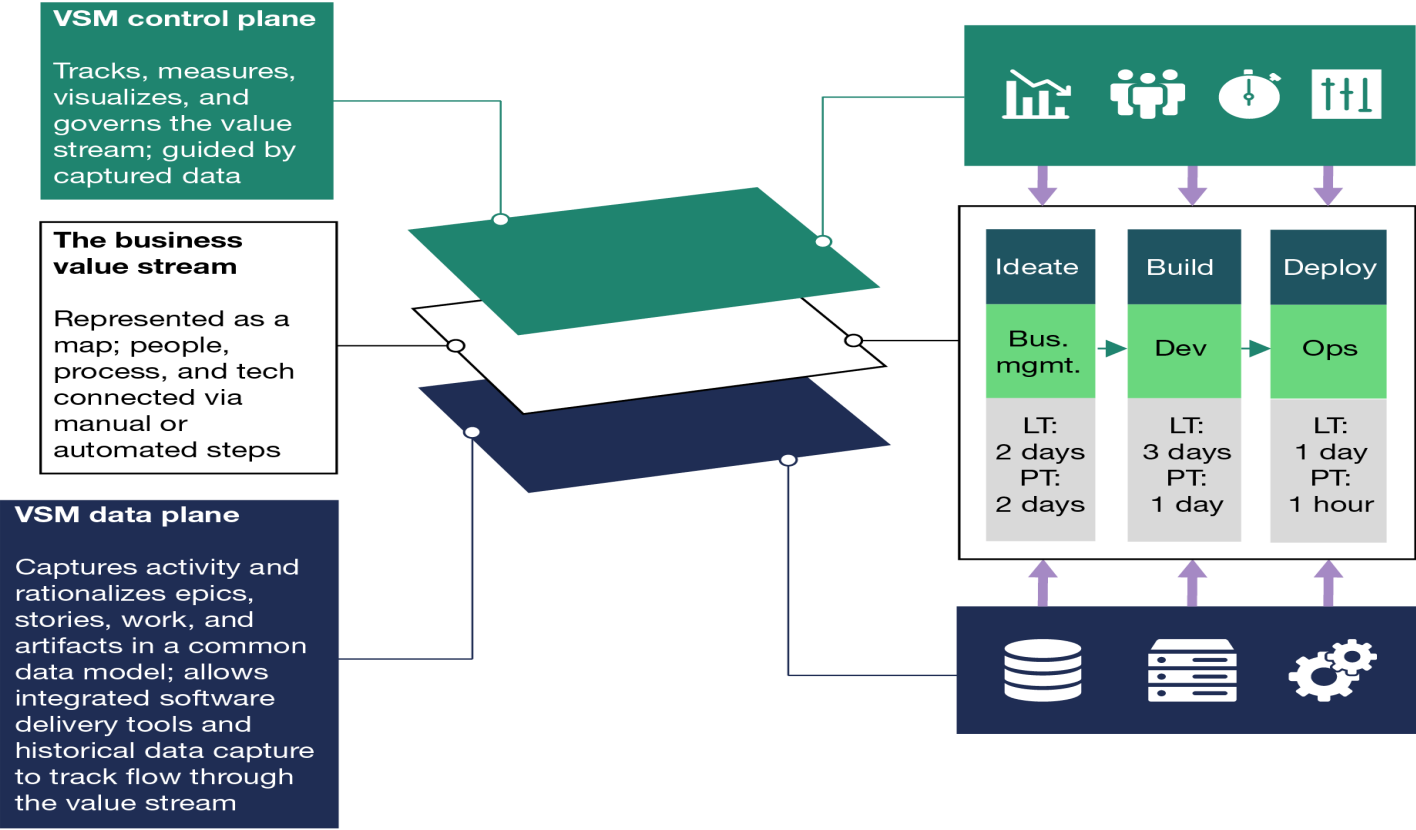


Provides the necessary information for prioritizing Value Streams

Monitors

Guidance

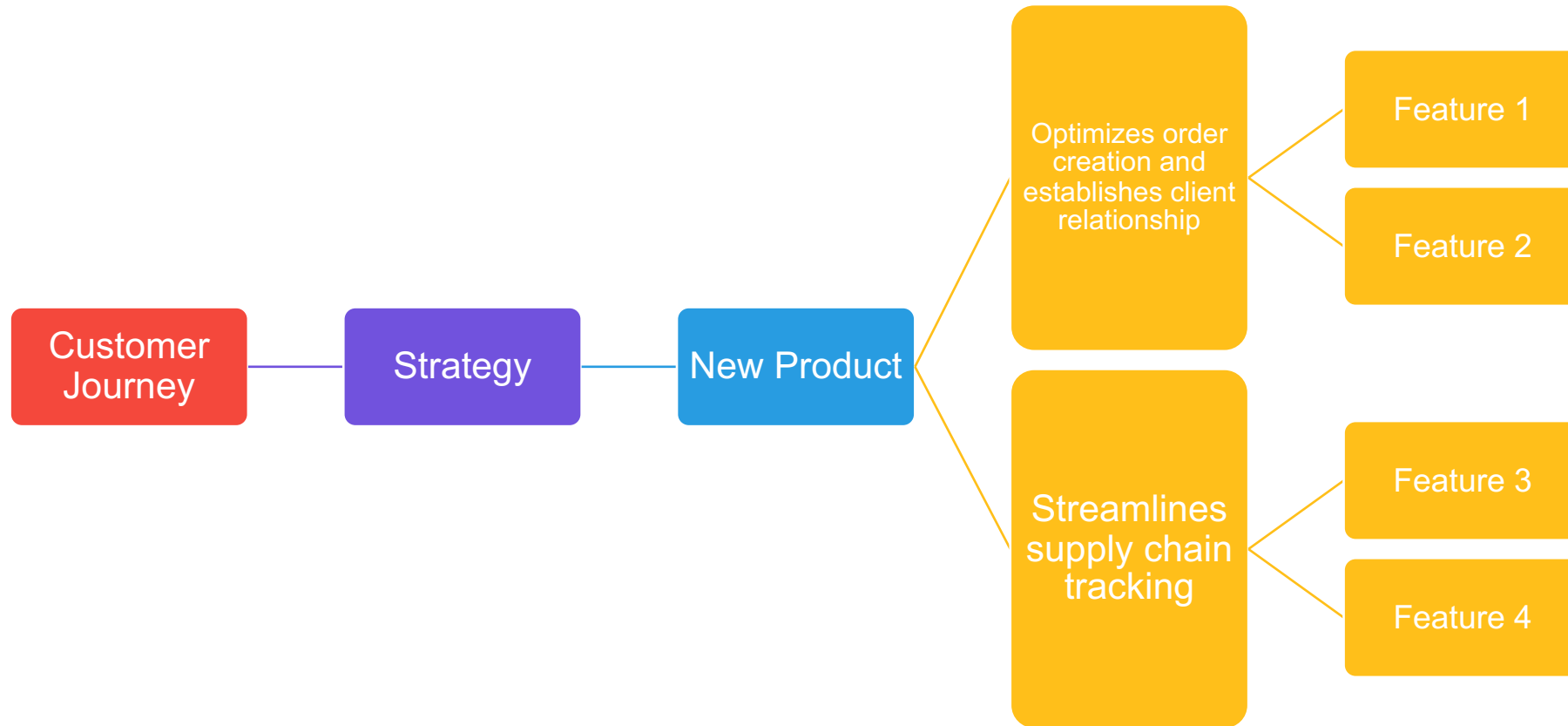
Feedback



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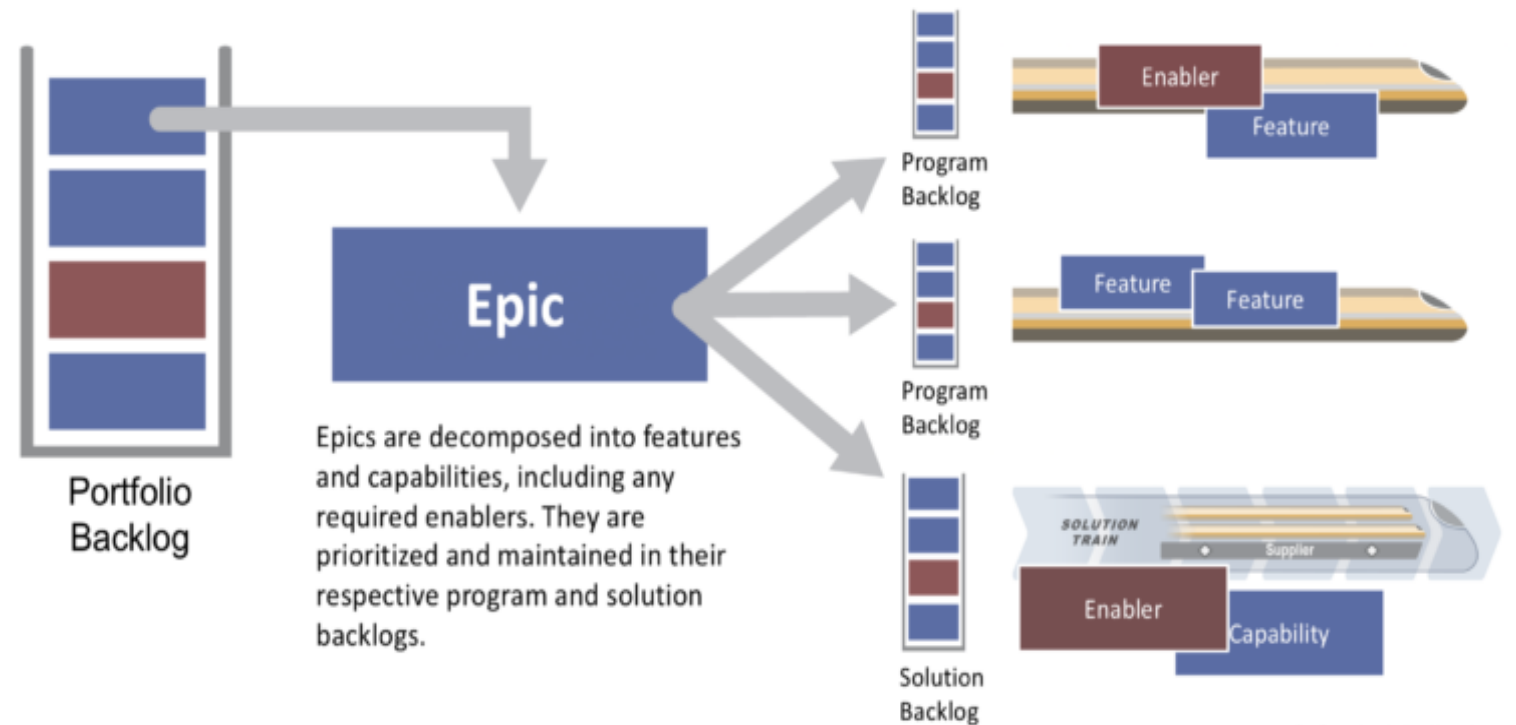
Using customer journeys provides guidance to prioritize features




Improves alignment to **strategic goals**

Integrating work streams optimizes delivery of prioritized value

- Identifies dependencies:
 - Tasks and activities
 - Resources
 - Roadmaps
- Provides guidance:
 - Decomposing work
 - Supports estimates
- Provide insight into:
 - Performance measures
 - Team velocity

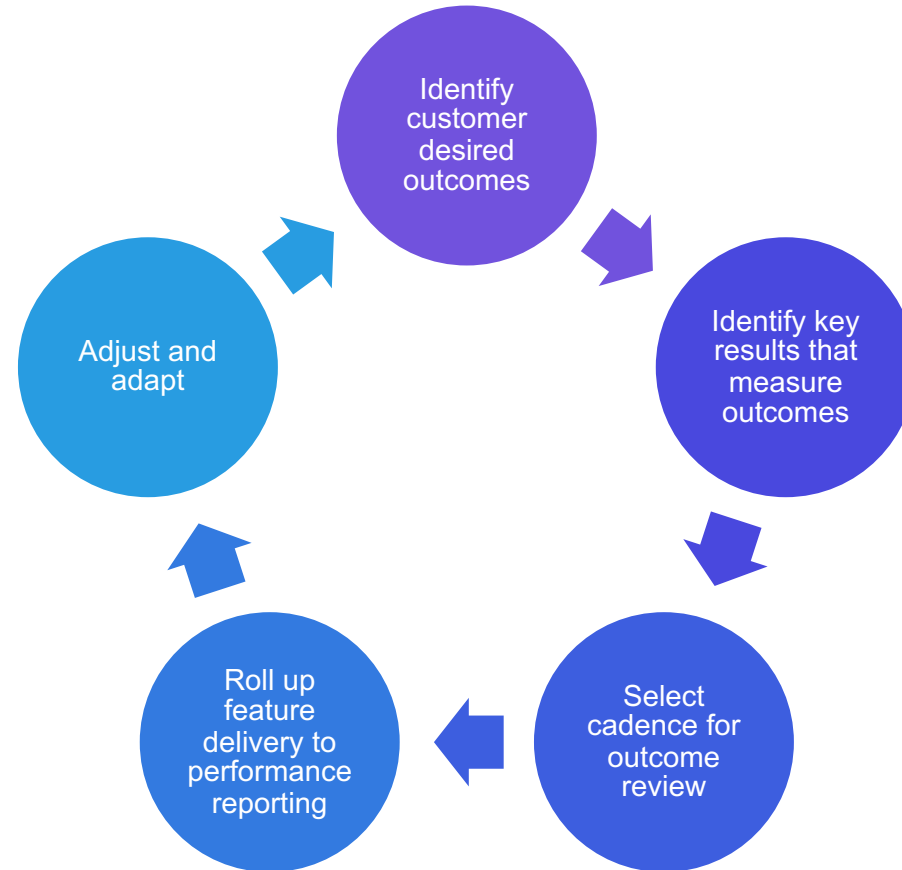


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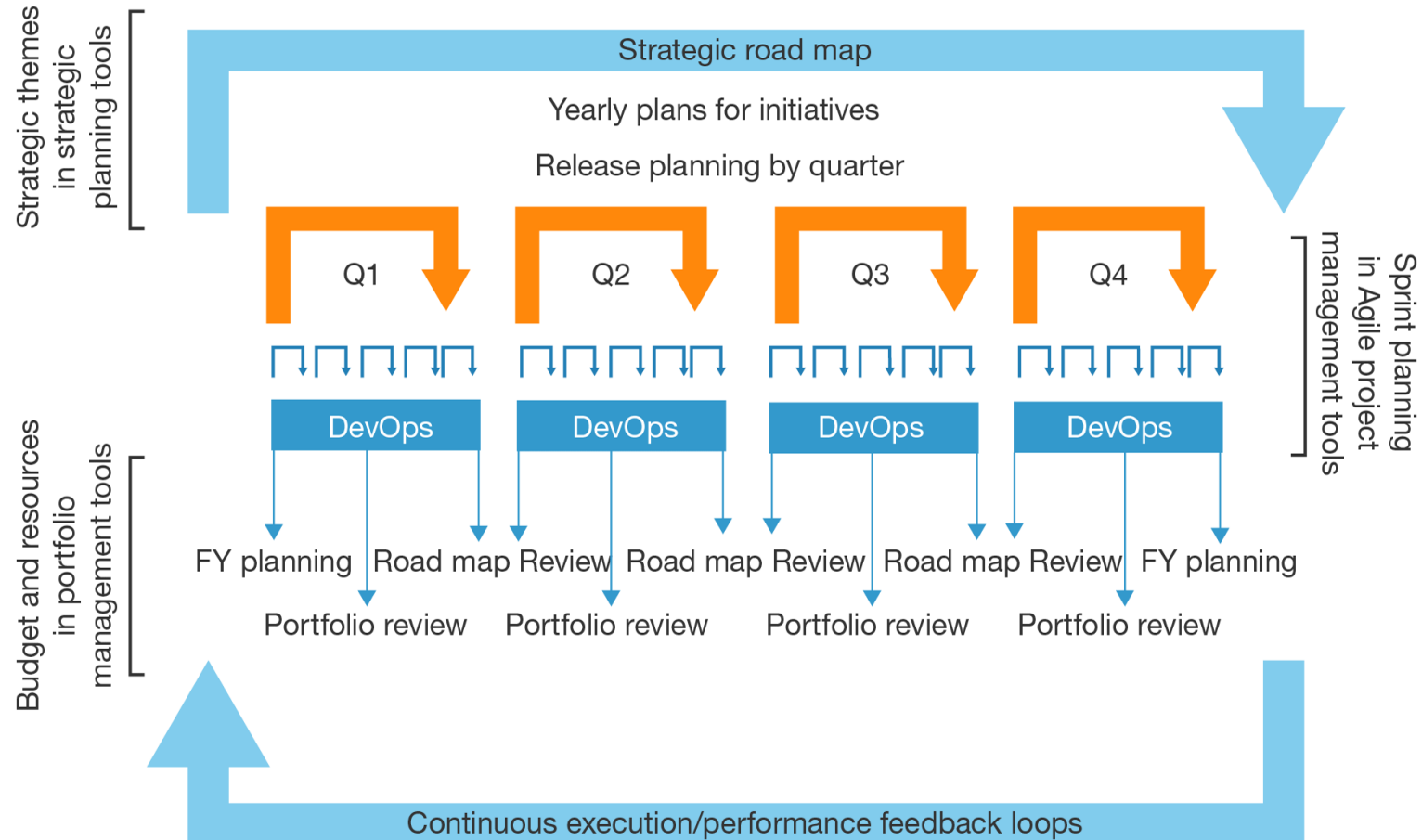
A close-up photograph of a red dart with a silver barrel and a sharp point, embedded in the center bullseye of a target. The target has concentric rings and numbers. The background is a soft-focus bokeh of warm, golden-brown and teal light spots.

Identify outcome
and performance
measures to
monitor and
adjust portfolios

Manage and adapt



Consistent cadence reviews enables realistic optimization – and keeps it current





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