

REVOLVING DOOR PROGRAM

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THE CUSTOMER'S PERCEPTION IS OUR REALITY

FEEDBACK MATURITY



Iterative End-to-End

Cross-org
Predictable + timely

Iterative on Projects

Feedback as you go
Dedicated resources

Ad-hoc

Important projects
Some see value

Guerilla

Don't ask, just do
No budget

CUSTOMER EXPERIENCE

Aware

Research

Shortlist

Onboarding

Usage

Articles
Blog posts
Infographics
Videos
Curated Content

Website Content
Landing Pages
Webinars
Case Studies
eBooks
White Papers

Case Studies
Product Reviews
Buyers Guides
Product Demos
Emails

Welcome Emails
Training
Communities
Instructions
Upsell Marketing

Product Manuals
Support
Communities
Upsell Marketing

ITERATE ON EACH



Story of
page

5 second
message

Everything
together

WHAT STOPS US?

The UX team has higher priorities

I don't have time

I don't have access to customers

I don't know how

This is just a small thing

WHAT IS A REVOLVING DOOR PROGRAM?

Program designed to quickly gather feedback from customers that runs on a cycle



3 COMPONENTS THAT MAKE IT "REVOLVING"

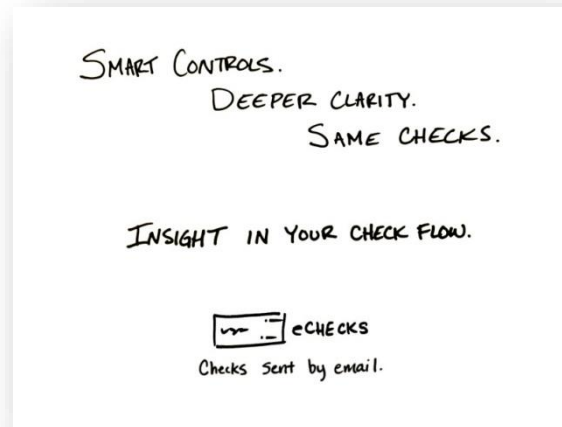
Regularly scheduled customer feedback sessions

March 2016							April 2016						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							1	2	3	4	5	6	7

PREDICTABLE

CONTINUOUS

Test whatever is available



AGILE / LEAN

EARLIER + MORE OFTEN

SHARED UNDERSTANDING

Report back quickly

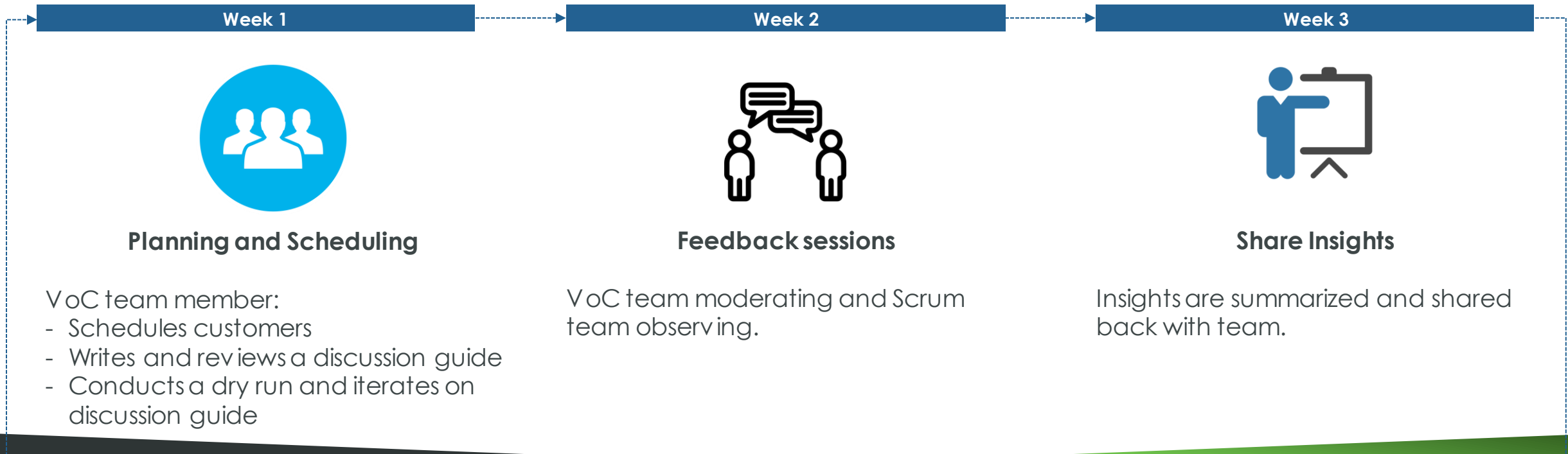
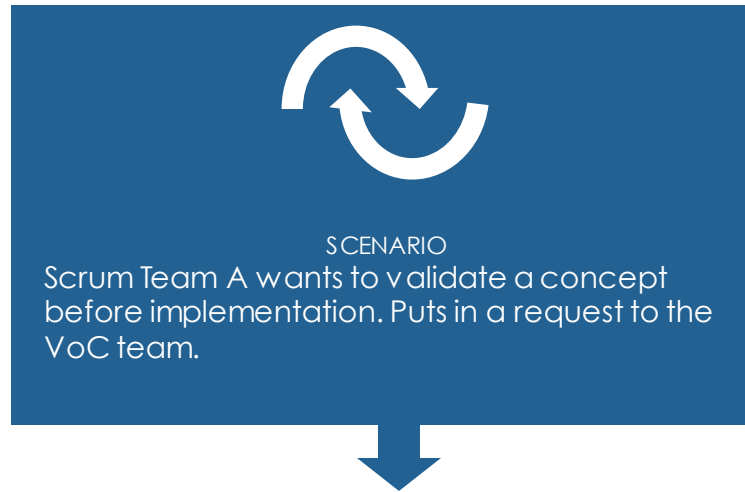


AGILE / LEAN

TIMELY

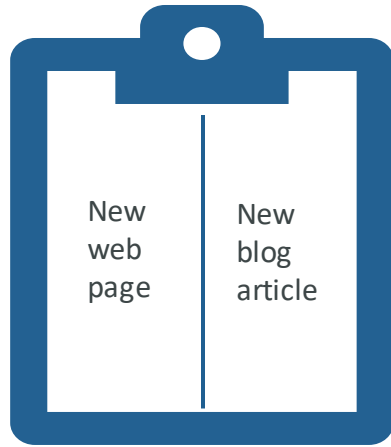
HOW DOES A REVOLVING DOOR PROGRAM WORK?

Example



EXAMPLES OF HOW THIS WORKS

Feedback Session

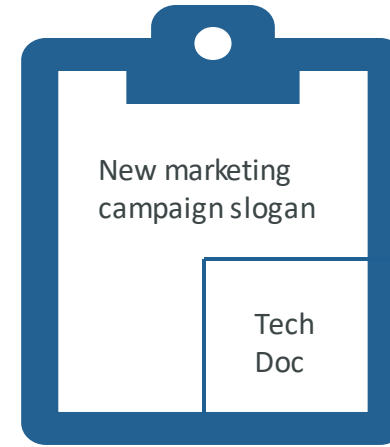


Week 3

5-8 customers

Topic:
Whatever is being worked on that affects the Journey

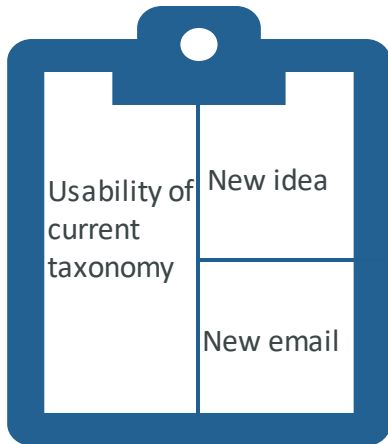
Feedback Session



Week 11

5-8 customers

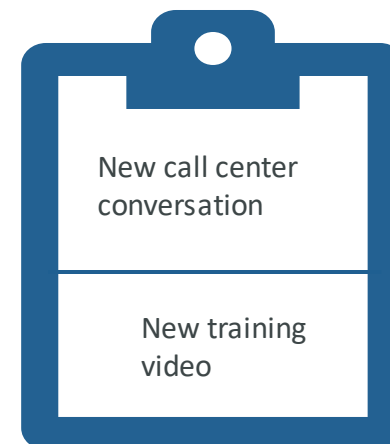
Feedback Session



Week 8

5-8 customers

Feedback Session



Week 14

5-8 customers

WHAT WE LEARN IN A REVOLVING DOOR SESSION?



- Uncover **pain points** with current experience
- Understand **perception** and comprehension
- Uncover insights that may not occur to you
- **Gut check** – am I on the right track?
- Learn more about the customer, hear the **way they speak**
- Understand **behaviors**: what people say vs. do

WHAT WE WILL NOT LEARN...

- Quantitative results
- Definitive answers
- Will someone buy X?
- How much will someone pay for X?

STEPS TO GET MOVING

Choose a researcher

Experience with:

- Usability testing
- Concept testing
- Card sorting activities
- Interviewing people

Recruit customers

Find customers who:

- Are **active participants** in the journey the team is working on.
- Match your personas

Create a calendar

- Plug in work your team is working on
- Send email to teams, offering to add to existing tests
- Provide dates

WHY SHOULD FOLKS CARE ABOUT THE PROGRAM?



Structured feedback in a predictable and agile manner



Promote a culture of customer-centricity



See and then craft your customer's perception. End-to-end.



Validate strategic direction and business decisions earlier and more often

CONVERSATIONS NOW

What if we asked the customer about...

I want to know why the conversion is better with this email

All new work will go through revolving door before implementation

We have an upcoming campaign, do the customers understand?

We decided to change direction because customers...



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