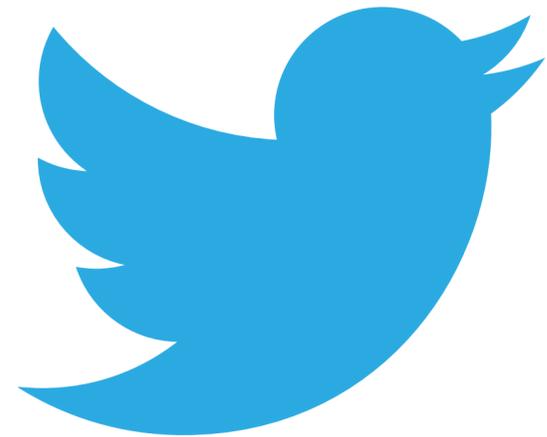


Actioning insights from the customers perspective



Hi! I'm Sean

@cosmocramer



April 23, 1985

retrontario

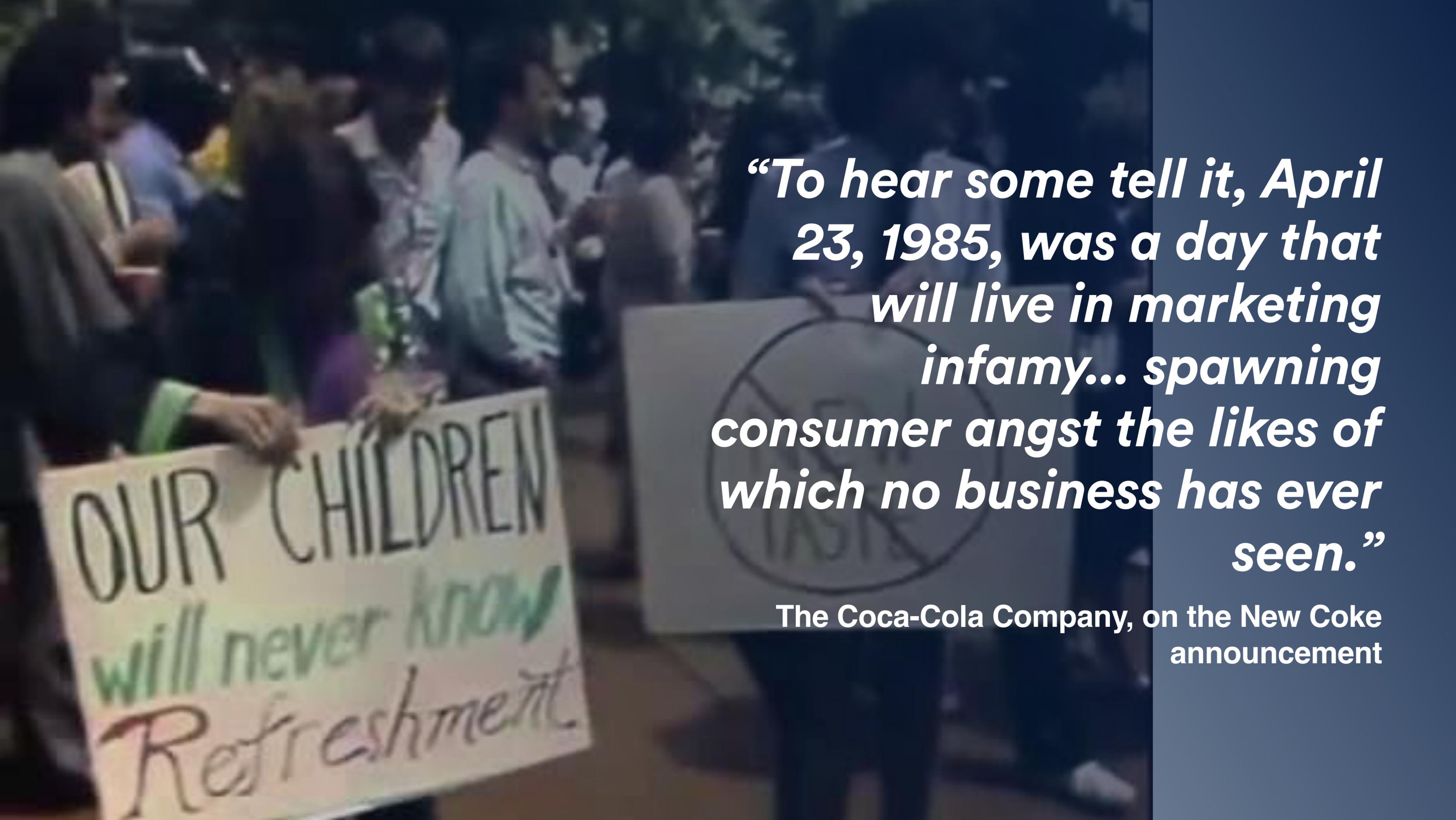


NEW!

COKE

Trade-mark (R)

12 FL OZ 354 mL



“To hear some tell it, April 23, 1985, was a day that will live in marketing infamy... spawning consumer angst the likes of which no business has ever seen.”

The Coca-Cola Company, on the New Coke announcement

400K

Additional calls to the support center

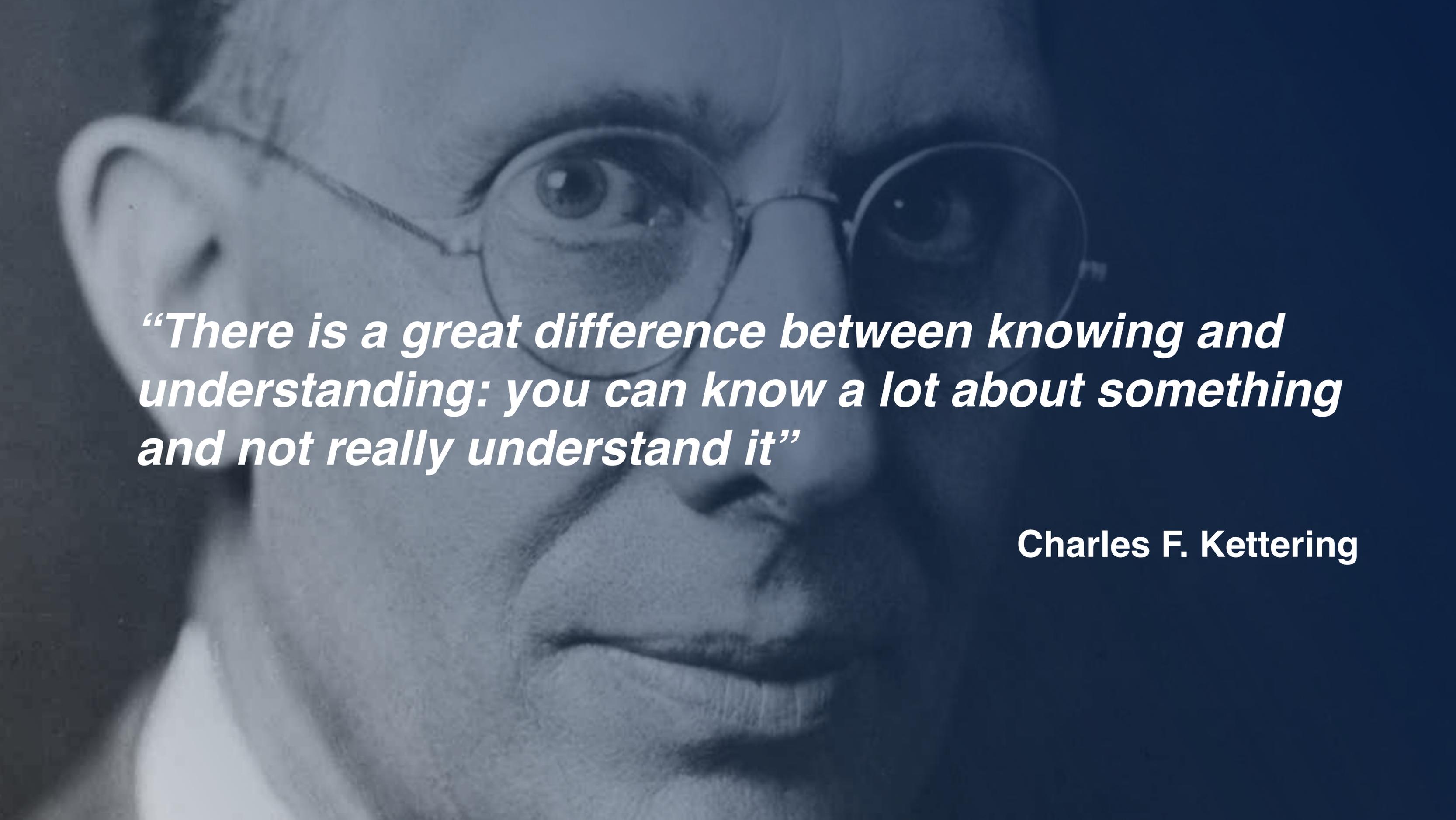
4 Billion

In lost revenue



Coca-Cola

classic



“There is a great difference between knowing and understanding: you can know a lot about something and not really understand it”

Charles F. Kettering

OUR STORY

**Over 150,000
pieces of
feedback a
month**





Reliability

Performance, Up-time, Quality, and Security





Reliability

Performance, Up-time, Quality, and Security



Usability

Complexity, Ease-of-use, Discoverability of features





Reliability

Performance, Up-time, Quality, and Security



Usability

Complexity, Ease-of-use, Discoverability of features

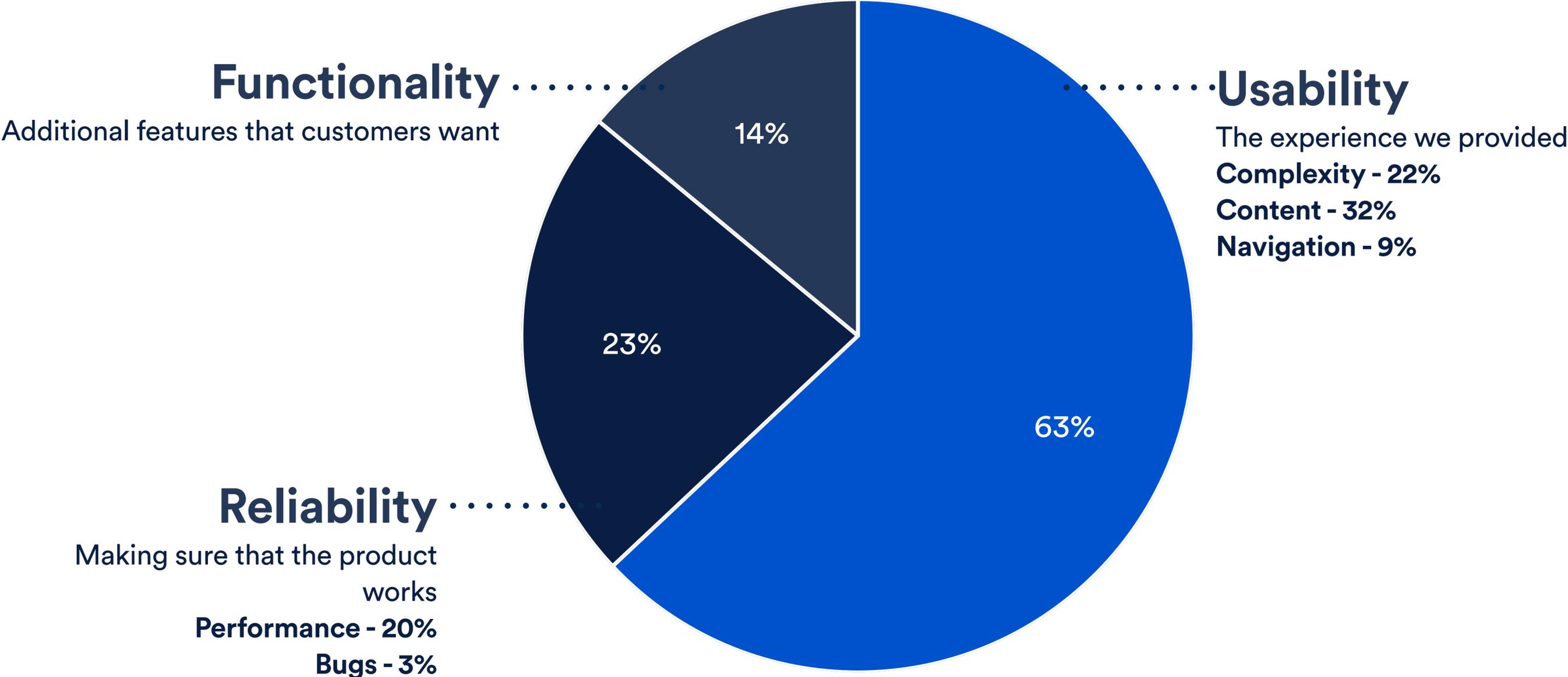


Functionality

Missing features, would-like, and might-help requests

RUF

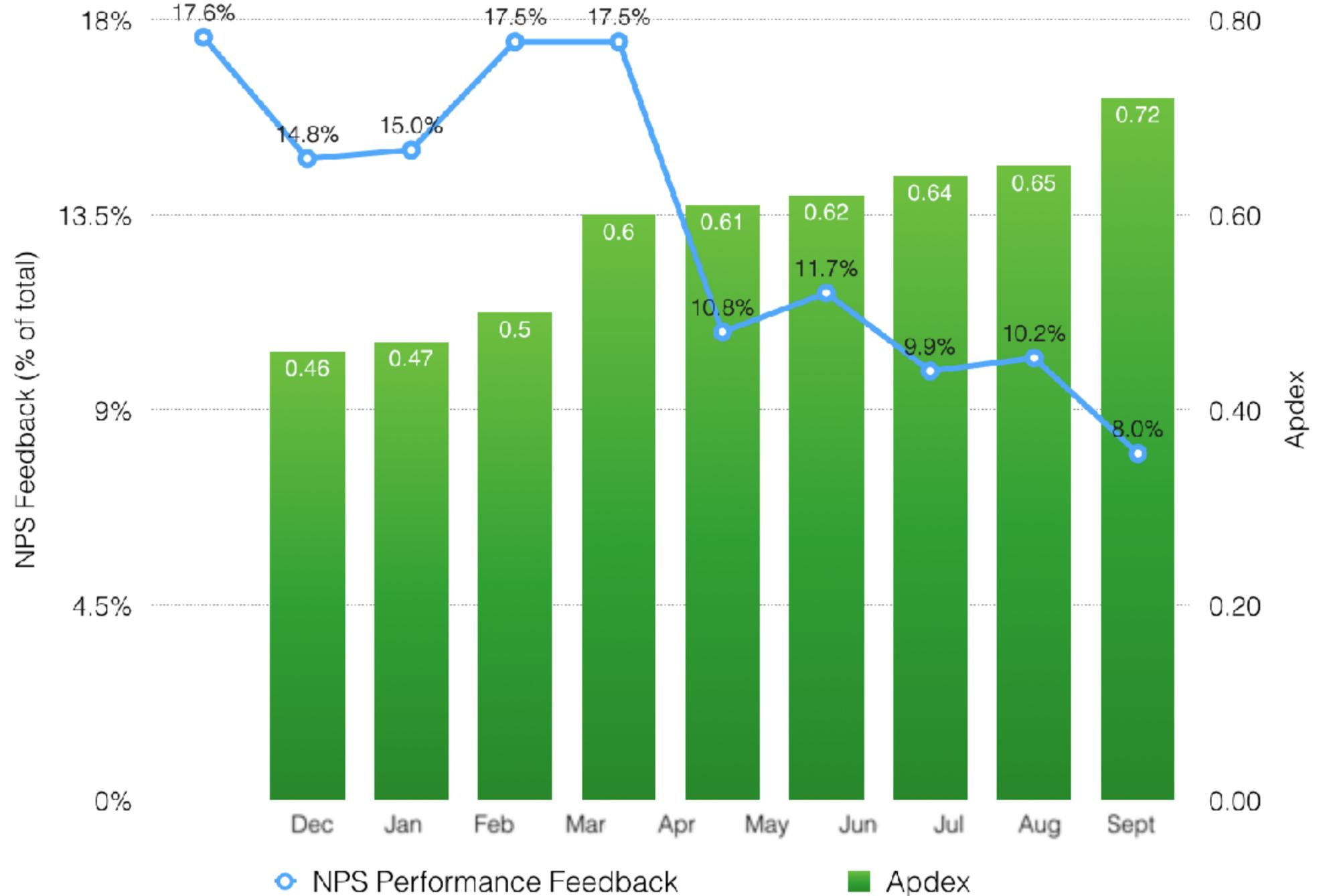
RUFING OUT FEEDBACK



IMPROVE THROUGH PERFORMANCE

Focused on APDEX

Lower the page loads to improve the performance of our experience

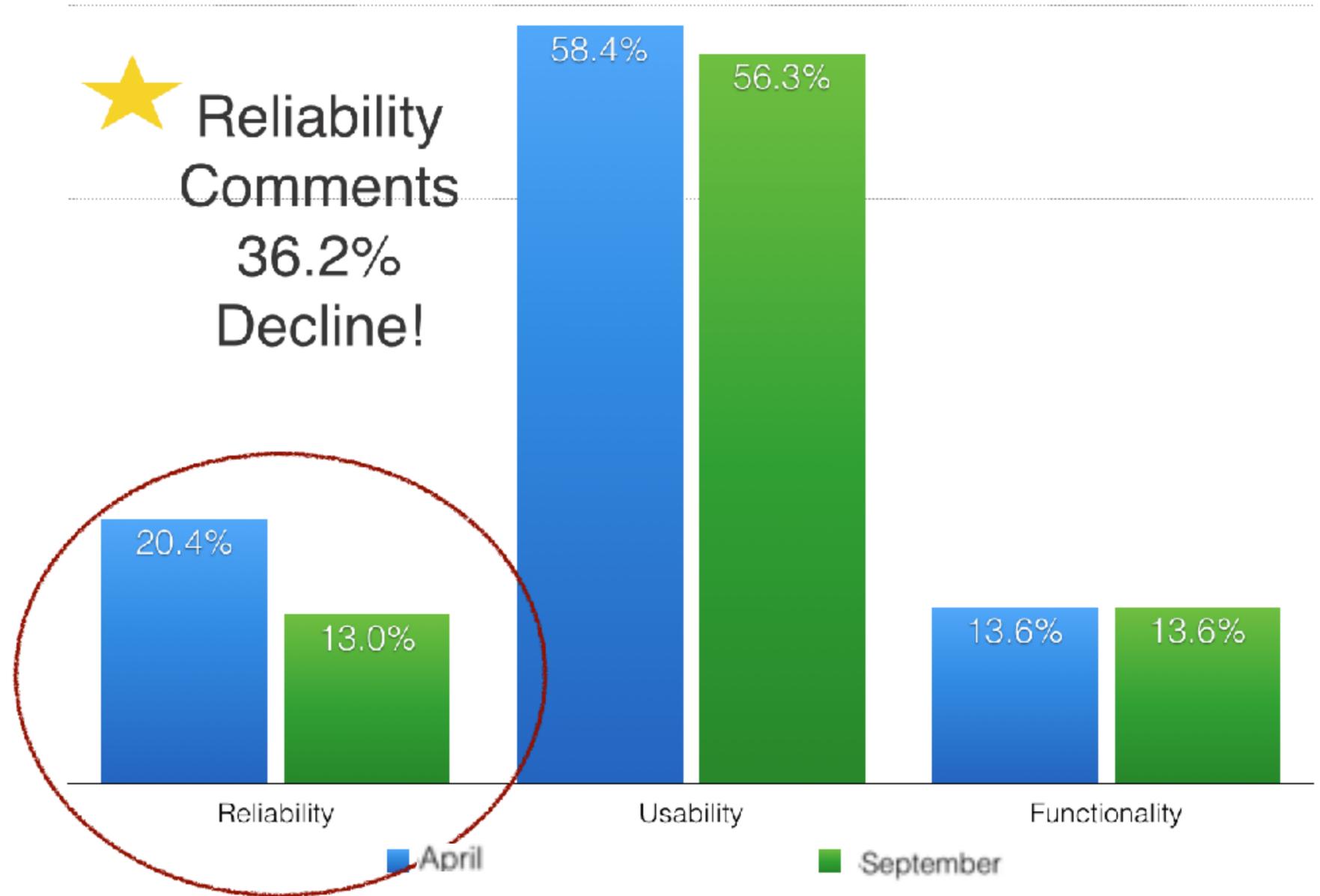


IMPROVEMENTS IN VOLUME

Changes in feedback

Changes in the products effected the overall happiness of our customers

RUF Feedback Volume (% monthly total)



Why use RUF?



Easy

Simplify numerous feedback themes into easier digestible categories



Value

Add weighting to feedback giving higher visibility to higher impact opportunities



Unified

Be unified across all other feedback sources.

RUF 101



Sources

Measure

System

Close the Loop

Find the sources

Understand your feedback funnel along with the traffic and frequency

Measure your feedback

Who is it from? What area is it effecting?
How many said it?

Weight your feedback

Not every piece of feedback is equal. Determine the impact that feedback will have.

Customer Impact Score

(Active Users * Severity* 90 Day) / Scaling Factor

RUF 101



Sources

Measure

System

Close the Loop

How to calculate RUF pain

$$\frac{\text{\# of Detractor Mentions}}{\text{Total \# of Comments}}$$

Comments in April ended with over 2211, 117 of those fall into detractors talking about usability. If we take the number of people that talked about usability (117) and divided it by the total number of people that gave comments (2211) we get a usability pain of 5.3%.

RUF 101



Sources

Measure

System

Close the Loop

Leverage an NLP

A lot of great open source NLP's. We used StanfordNLP

Create your theme grouping

Build your standard RUF theme. Reach out to me if you want to use mine to start

Monitor your improvements

Scorecard it out! Monthly or quarterly.

Communicate the impact that change has made both internally and externally

RUF 101



Sources

Measure

System

Close the Loop

23-48 hour follow up

Don't let feedback fall on empty and deaf ears. Follow up with your users

Email & Blog

Be proud of the changes you make. Share about them externally and let your customers know

```
%%[Var @First_Name, @First_NameStr Set @First_Name = first_name if  
Empty(@First_Name) then set @First_NameStr = "Hi," else set @First_NameStr =  
Concat("Hi ", @First_Name, ",") endif ]%% %%= v(@First_NameStr) =%%
```

I'm Chris Carter from the Voice of the Customer team, following up about your product feedback. We're genuinely sorry to hear that you're having problems using JIRA. I want to assure you that we're real people and we're listening.

You're probably asking 'What is JIRA doing about my feedback?'. For starters, we created the Voice of the Customer team to ensure that your voice is heard throughout Atlassian. We also want to ensure that you're aware of the improvements we're making based on your feedback. With your help, we're constantly working to make JIRA the best it can be. Here are the key areas we are focusing on over the coming months:

1. Improve JIRA speed
2. Making key usage scenarios simpler and easier to learn
3. Building a mobile app for JIRA

If there are any additional questions or feedback you have please email us at vcc@atlassian.com and let me know.

Thank you for taking part in Atlassian's product development process. We truly appreciate it.

Cheers,
Chris Carter

RUF it out! - Thanks

