PENDOMONIUM 2023

A Hitchhiker's Guide to Product Advocacy

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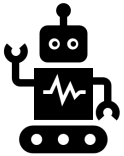
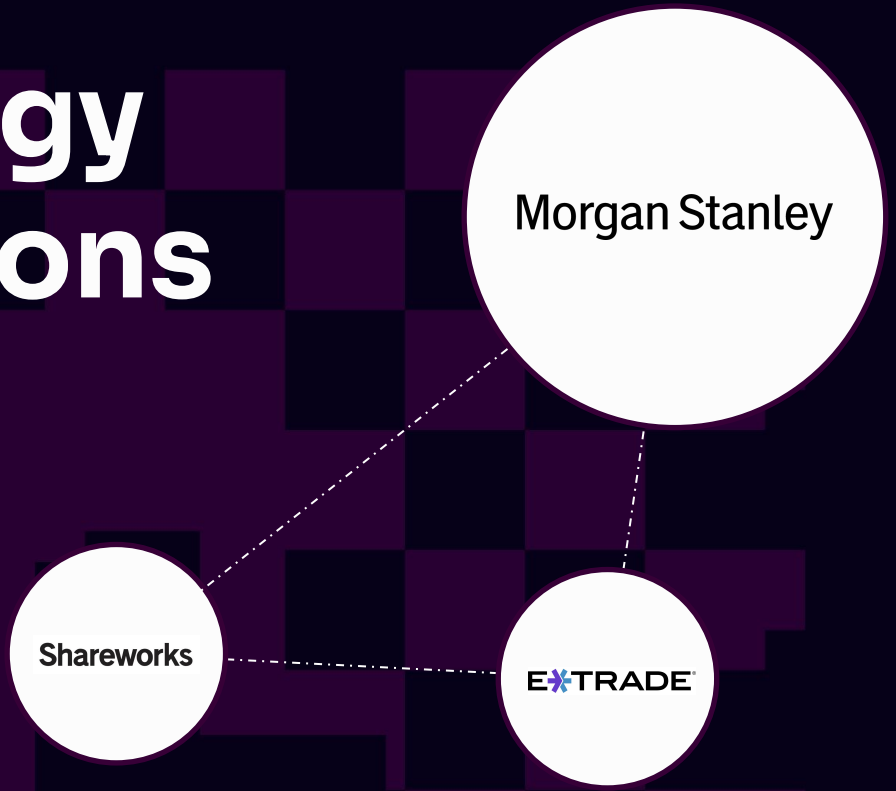
In the beginning

A Brief History

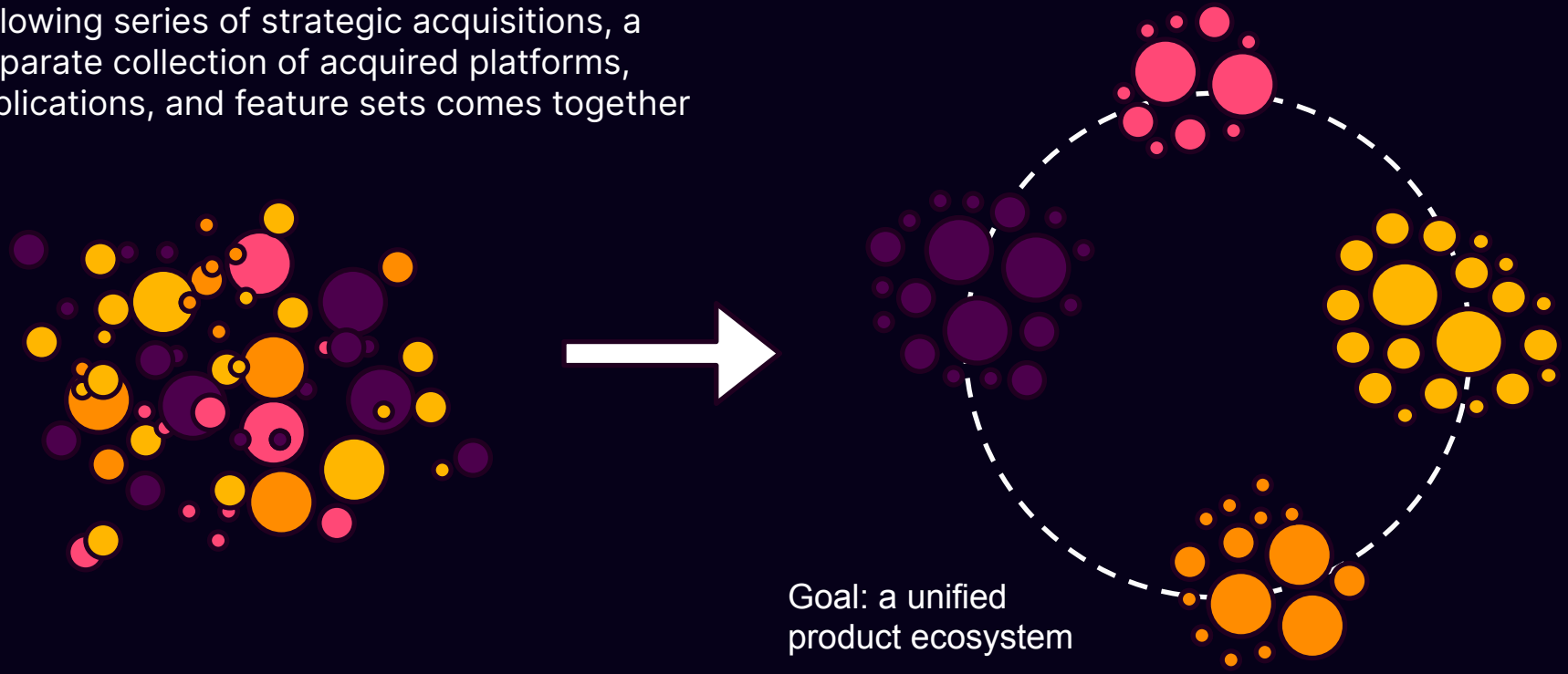


Technology Acquisitions



Mission: Bringing Order

Following series of strategic acquisitions, a disparate collection of acquired platforms, applications, and feature sets comes together

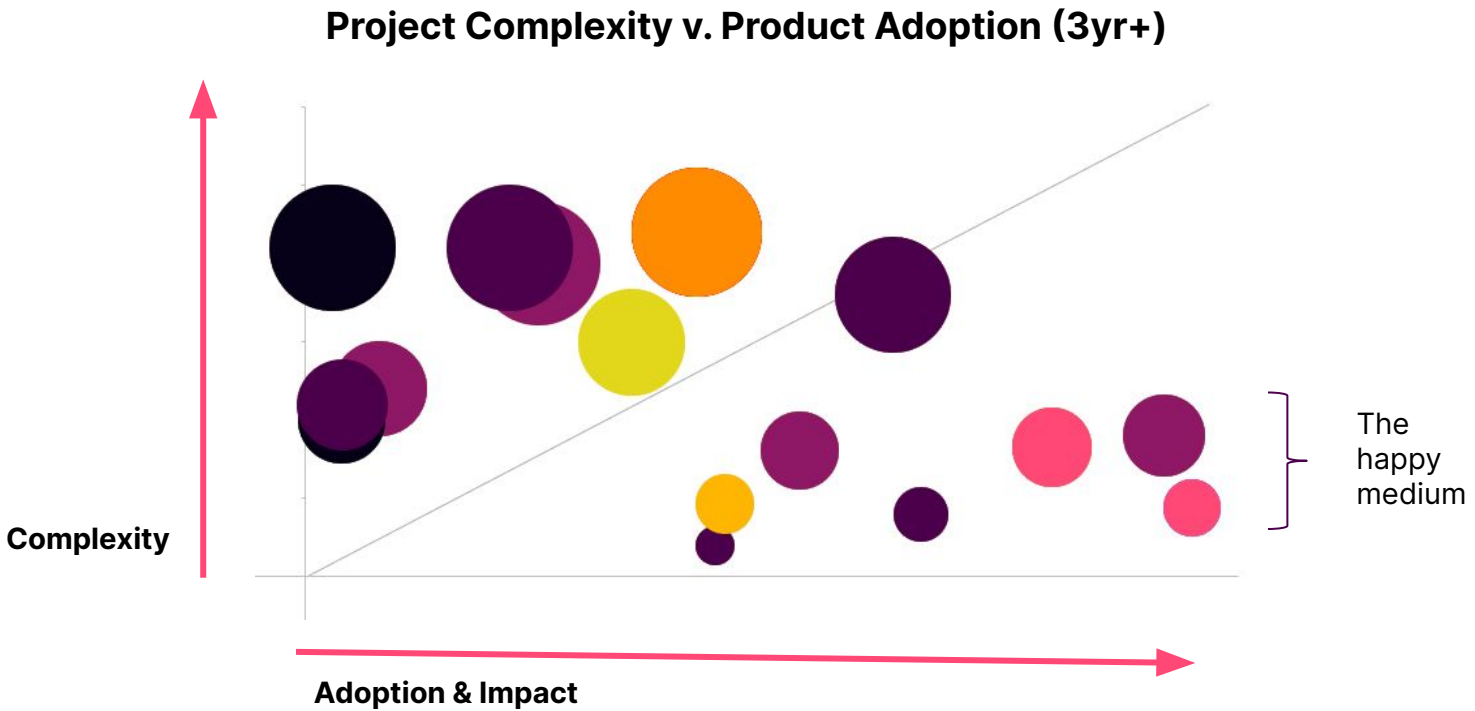


Goal: a unified product ecosystem

The dawn of analytics

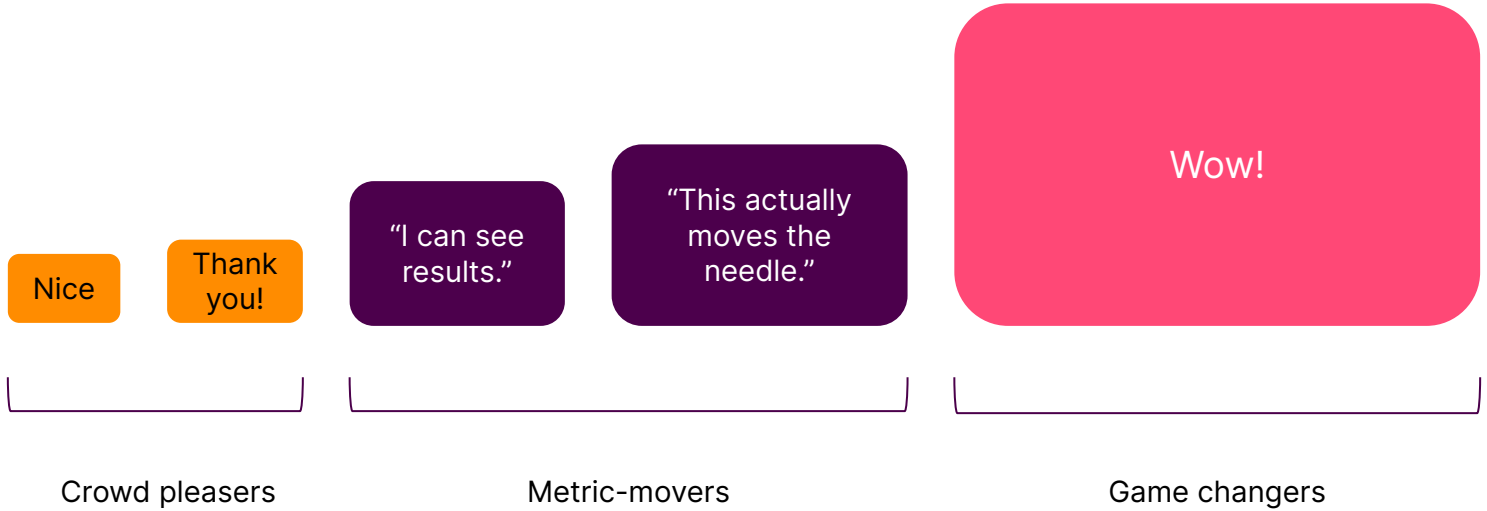
Next

Look back first



(Re)starting the process of iteration

Going back to the basics with a newfound outlook, grounded in data



Sharing insights

Product data has wide-ranging utility for almost all business functions:

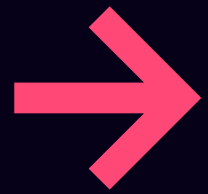
- Customer success
- Relationship management
- Technology & engineering
- Sales
- Marketing
- Learning & development

We have data

What is the question?

a story

We have ~~data~~



Story boards

Next

Storyboarding ideas

Most used product features	Customer quarterly health check
Largest revenue drivers	Top customer risk factors
Most frequently demo'd sales features	Product driven cross-sell
Net promotor key drivers	Recent wins for a customer
Net detractor key drivers	Customer success team workload
Conversions are up!	Fifty-three more things to do in zero gravity
Biggest pain points	Most upvoted features
Biggest time savers	Most engaged customers
Product adoption arcs	Best product pairs

Illustrating the story

Use charts that have striking visuals and surprising results to draw attention to key trends

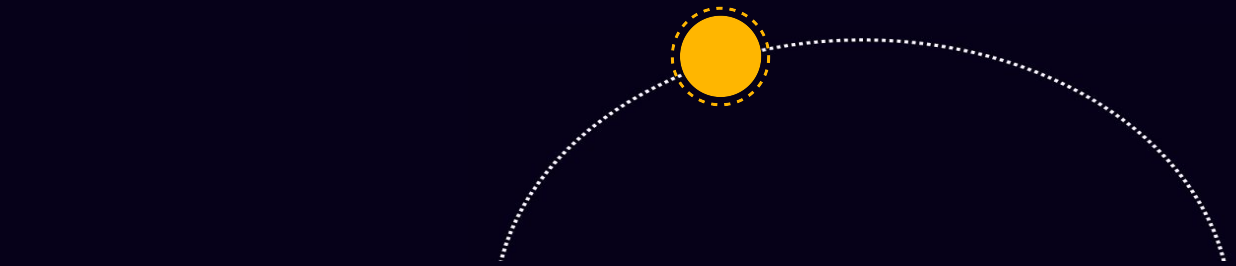
Narrating the story

This is the place to bring meaning and context to your dashboard. You've spent a lot of time digging through the data, but your readers likely have not!

Use narration to:

1. Highlight unique or surprising results
2. Put your story into a larger context
3. Make recommendations

Link out to other helpful resources. You can also link other Pendo dashboards to bring your stories together.



A center of gravity

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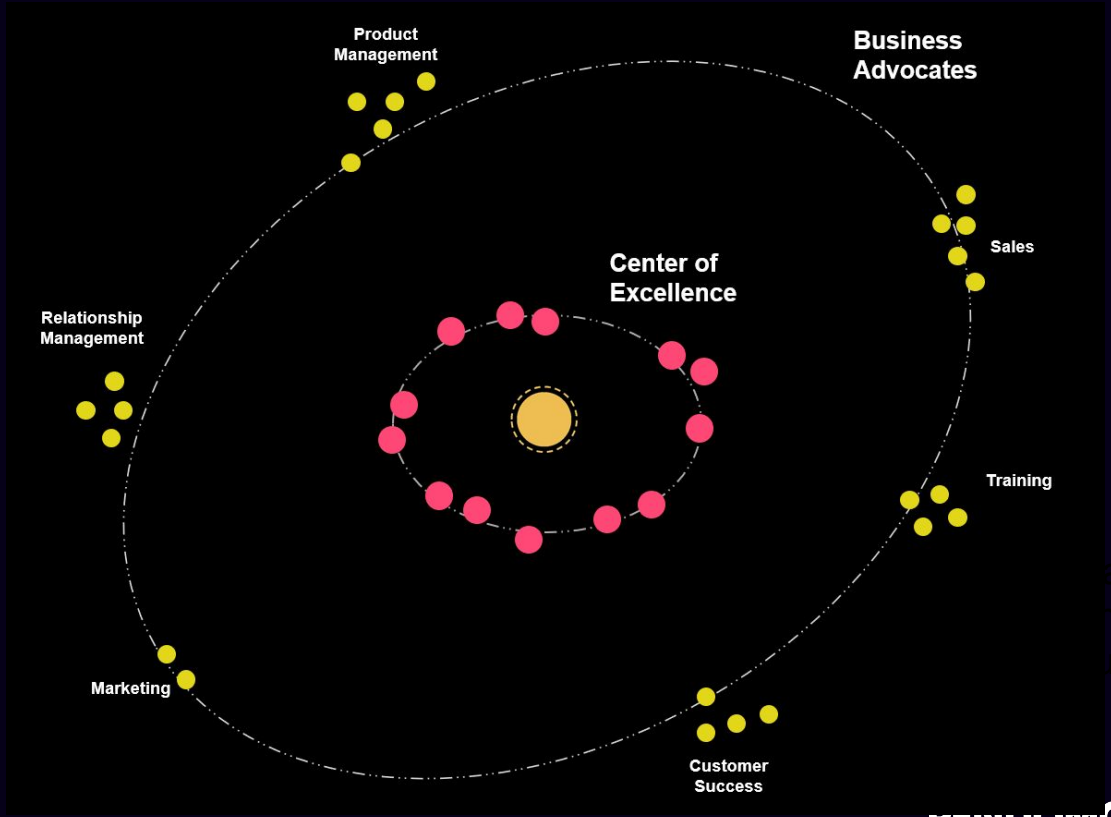
Building a Center of Excellence

A center of excellence is a core group of SMEs and advocates who drive the mission forward and serve as a resource for internal stakeholders



Building channels of advocacy

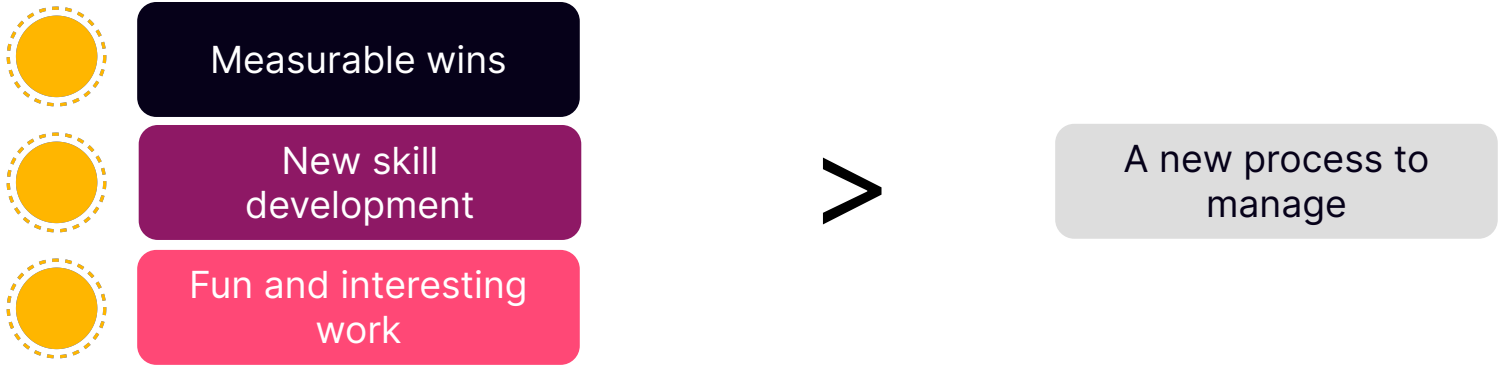
Use Slack channels, Teams chats, emails, calls, and pigeon carriers to onboard, plan, execute, and build relationships

#interestingdata #pendocrew	#PendoAdmin – Analytics – Tagging – Guides	• Newsletters • Company Highlights	• Technical • Strategic • All COE	• Awards • Dinos

Reserve a least one (or more!) channel that is used exclusively for sharing wins

Creating energy

Everyone on the team should be benefiting personally in some way



Managing roles as use-cases grow

An ownership matrix helps ensure full coverage and minimize overload

	Tagging	Analytics	Guides	NPS	Feedback	Onboarding
App 1	Owner A	Owner A	Owner B	Owner B	---	Owner A
App 2	Owner C	Owner C	Owner D	---	Owner D	Owner A
App 3	Owner C	Owner C	---	---	---	Owner A

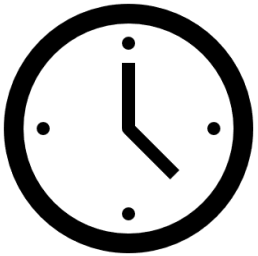
As use-cases grow, original owners tend to become over-stretched

Having an ownership matrix can help identify ownership gaps

Team communication should be happening both up and across the matrix

Communicating successes

Customer
turn-around stories

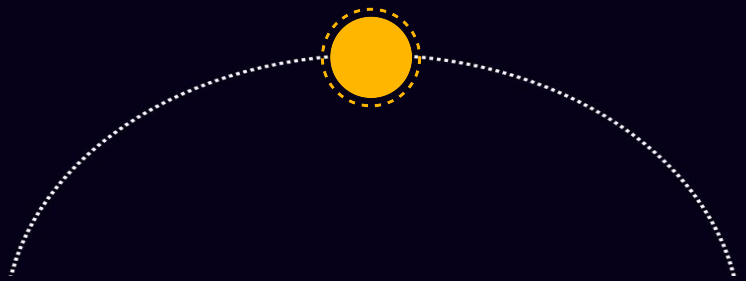


Time & cost
savings

+40%

Standouts in
engagement/
conversion

When communicating successes, convey both the “what” and the “who” behind each win



The bigger picture

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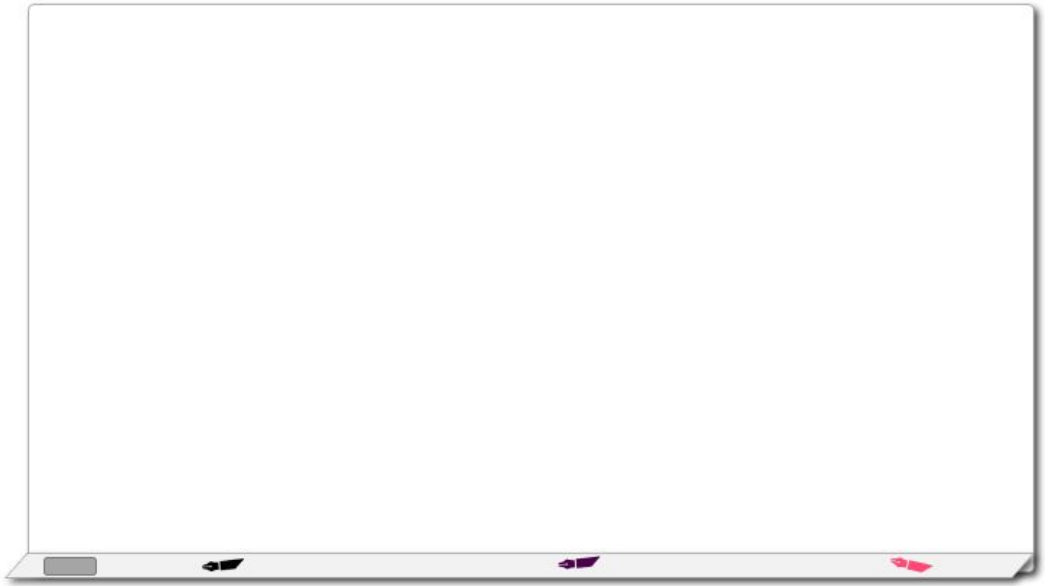
Hit the whiteboard



Don’t forget your roadmap

Deployment						
Tagging						
Analytics						
Guides						
NPS						
Feedback						
	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6

Speaking through product

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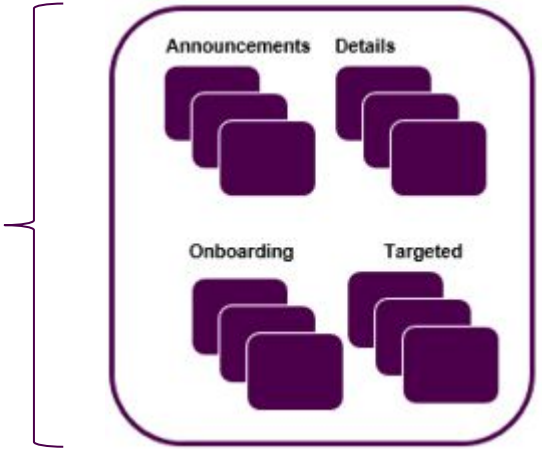
A guide to guides

Advance guides one increment at a time, working up to a comprehensive and powerful in-app communication system

Announcements

Targeted Guides

Onboarding Guides



Consolidated Resource Center

Listening through product

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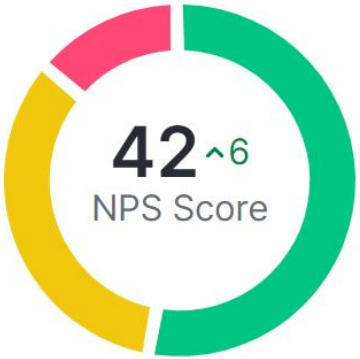
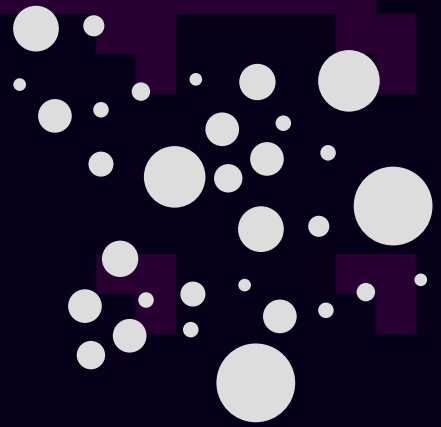
NPS as a real-time pulse check

- Orienting focus around a real-time measure
- Correlating features to real results
- Automating insights for longevity
- Adaptation into deeper feedback avenues



The blackhole of enhancements



- Drawing long-term themes out of a vast, piecemeal backlog
- Envisioning the future from the past
- Automating the feedback cycle for longevity

Tending to the ecosystem

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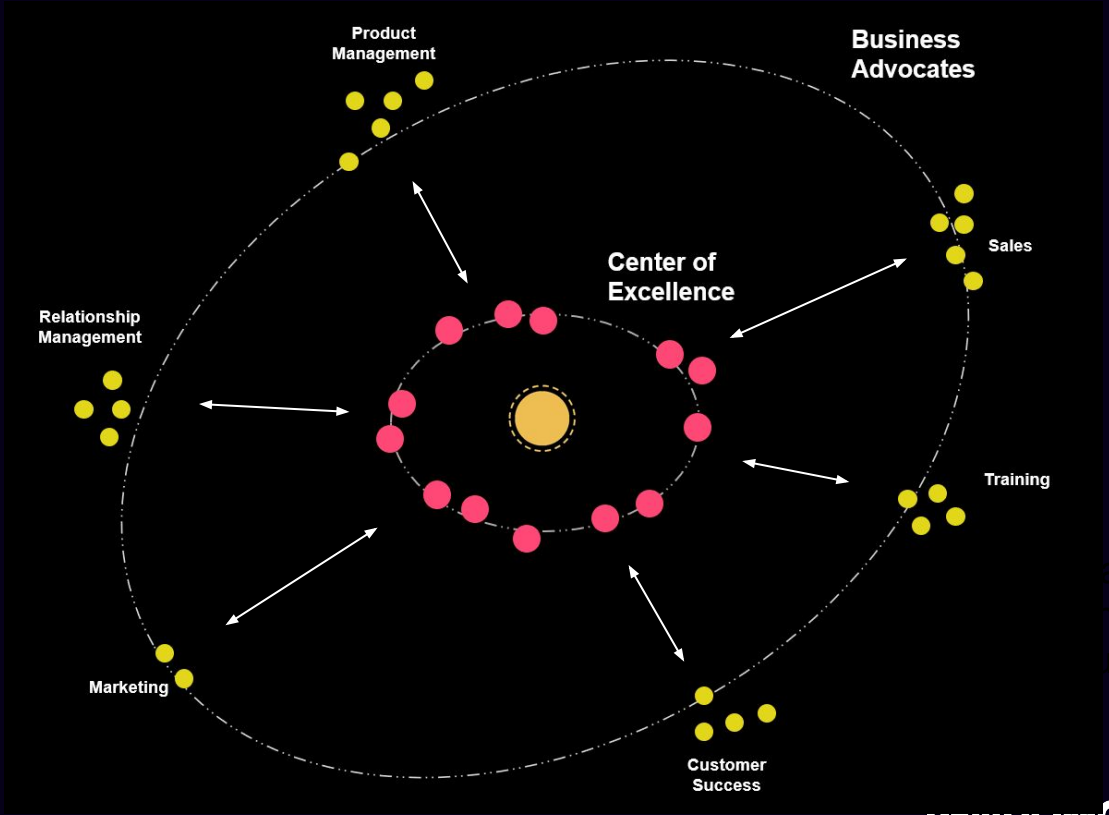
A living product ecosystem

Establishing product as a center of collaboration across business functions, and tending to the ecosystem for the long haul



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The End
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Thank you!

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