PENDOMONIUM 2023

Outputs to outcomes:

How 3 organizations built data-driven, value-focused product organizations





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A data-driven journey



- Introductions
- Panelist discussion
- Q&A

Product experience maturity model

The Product Experience Maturity Model

Foundational

Limited view into product engagement

Manual, dev heavy user engagement and feedback collection strategy

Competitive

Comprehensive view into product consumption One-size-fits all in-app messaging strategy

Best-in-class

Automated, personalized in-app engagement strategy driven by product data

Transformative

Automated and tailored omni channel customer experience

Product data integrated with tech stack



Leadership buy-in and advocacy





Cross-functional alignment



Driving change

Aligning data to outcomes

Monetary business impact



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