

Agile + DevOps **EAST**

A TECHWELL EVENT

K5

Keynote

Thursday, November 8th, 2018 4:15 PM

All We Need Is Product Love

Presented by:

Todd Olson

Pendo
,

Brought to you by:



350 Corporate Way, Suite 400, Orange Park, FL 32073
888-268-8770 · 904-278-0524 - info@techwell.com - <http://www.starwest.techwell.com/>

Todd Olson

Todd Olson is co-founder and CEO of Pendo, a product cloud that helps product teams deliver software customers love. A three-time entrepreneur, Todd has experienced the highs and lows of running fast-growth technology companies. The inspiration for Pendo came as Todd led the product team at Rally. With no product usage data available, he struggled to decide which of the dozens of feature requests that hit his desk each week were worth the investment of time and capital. The company has since raised \$56 million in venture capital, landed more than 500 customers and now employs 170 people across offices in Raleigh, San Francisco, New York and Yakum, Israel. It was named a Top 50 U.S. Startup by LinkedIn in 2017. Todd prides himself on his product background, and the knowledge, experience and empathy it lends to customers of Pendo. He frequently speaks at industry events on topics like Agile software development, product management, startup fundraising and entrepreneurship.

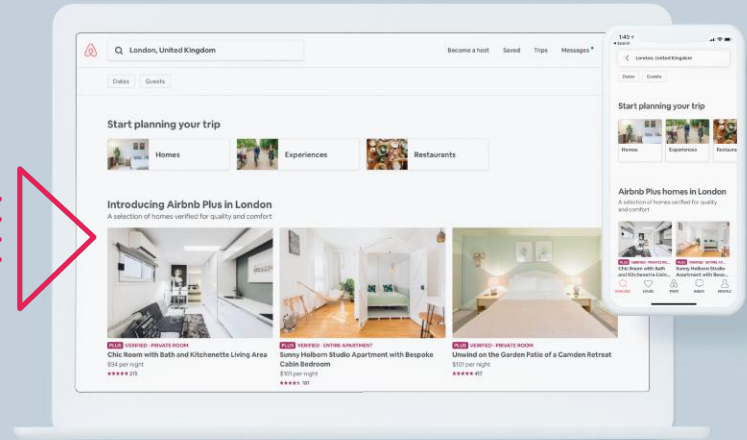
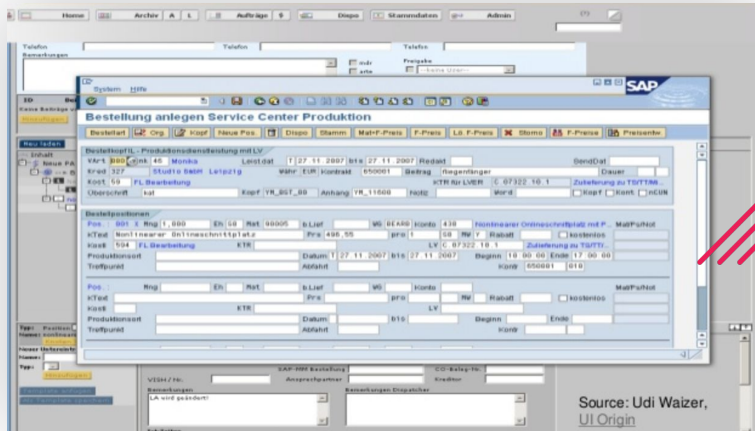
All You Need Is Love!

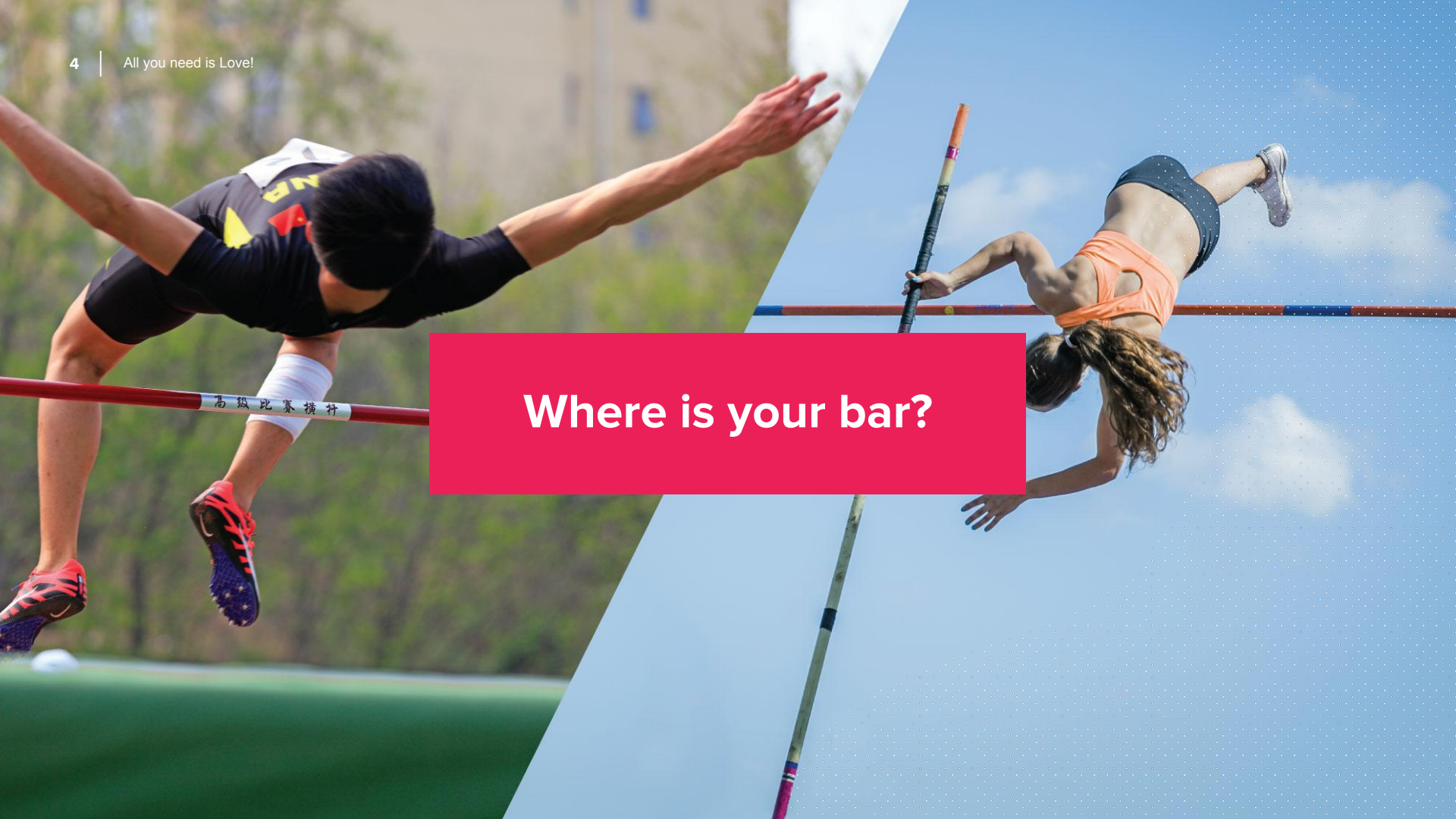
Todd Olson
CEO & Co-Founder
@tolson





Welcome to the Age of Product Love



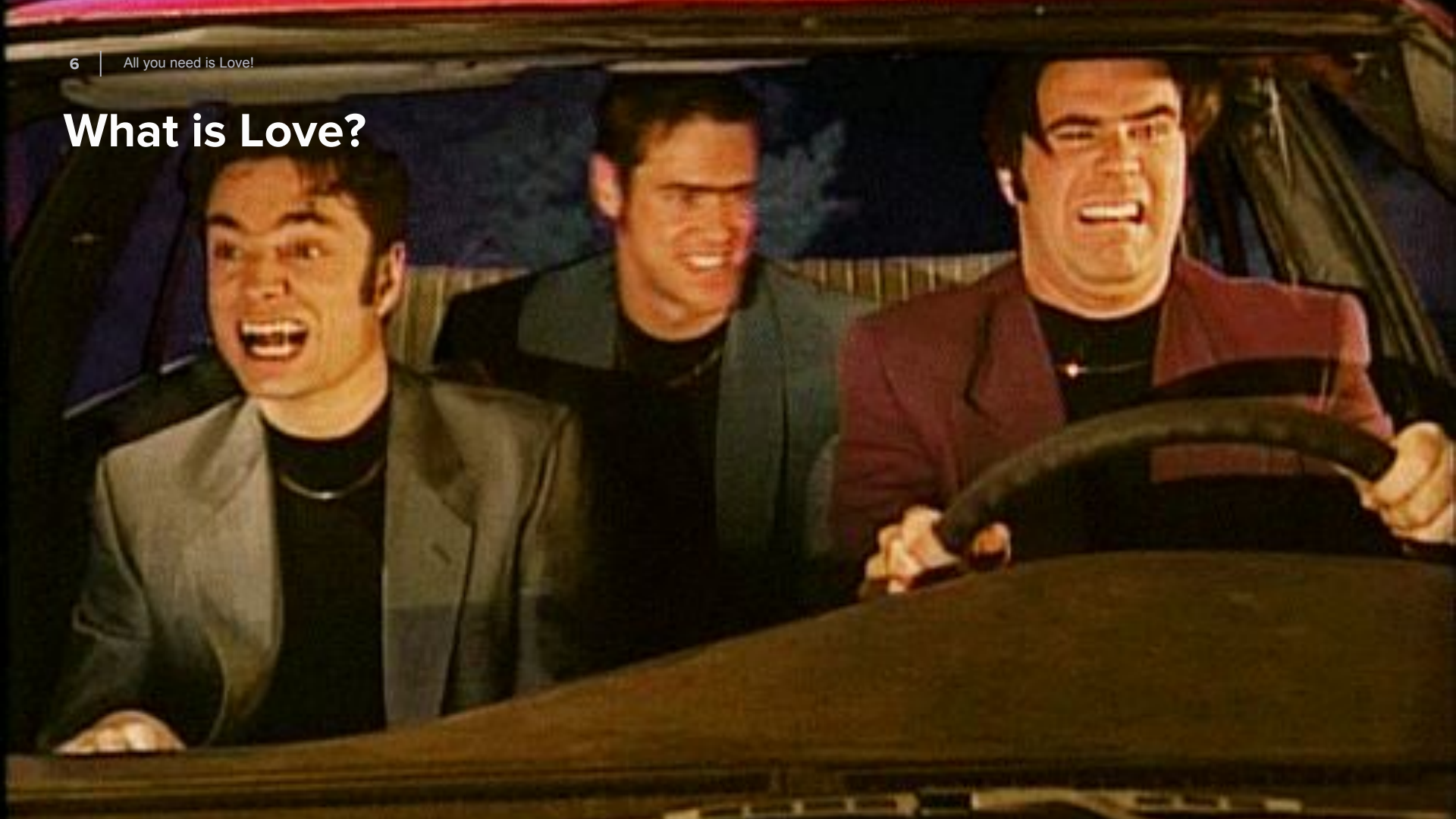


Where is your bar?



Word of mouth

What is Love?



First...it's not...



Delivering Peak Moments


Elevation

Pride

Connection

Insights

Why Certain Experiences Have Extraordinary Impact

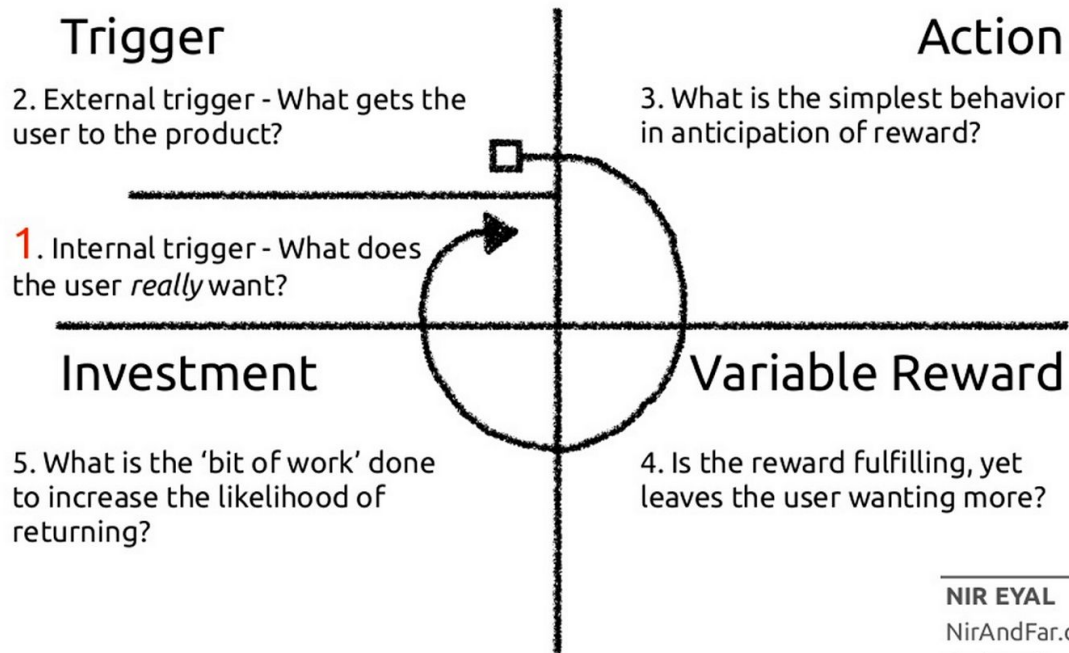


**THE POWER
OF
MOMENTS**

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*

The Hook Canvas



NIR EYAL

NirAndFar.com

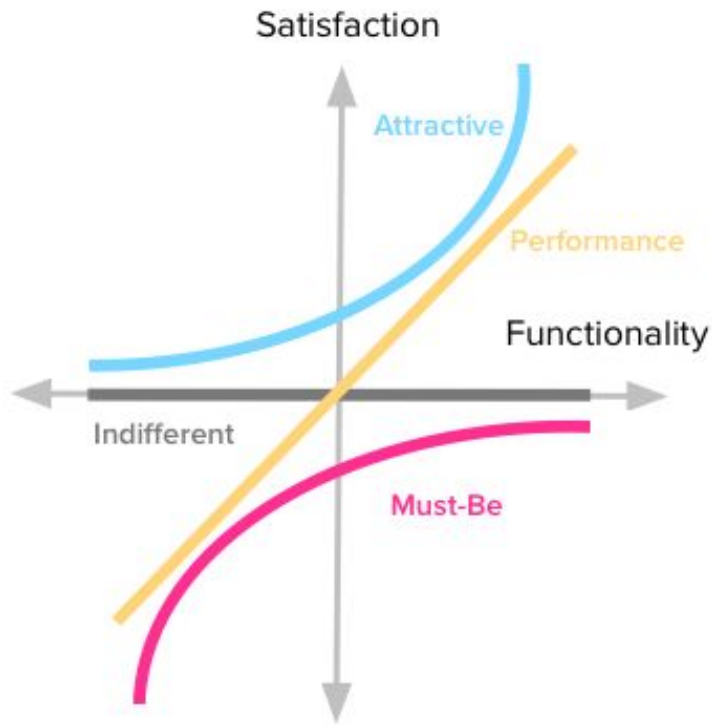
@nireyal

Take care of early adopters

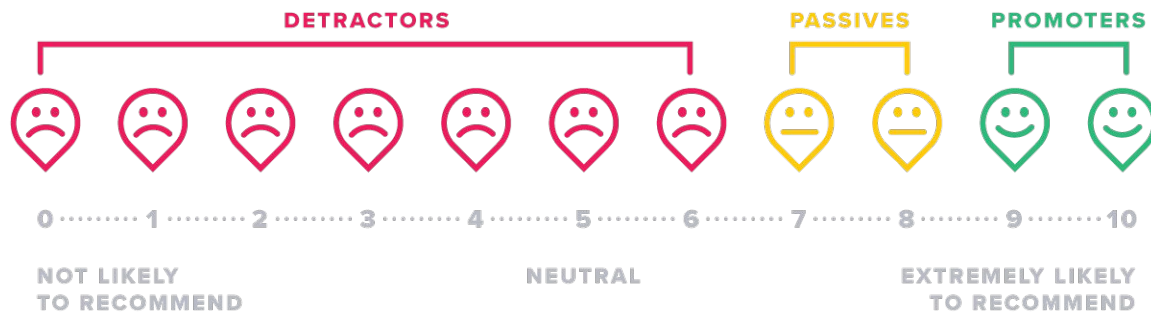


Creating Love

Kano Model of Prioritization



Measure and Improve NPS



$$\text{NPS} = \text{😊} \% - \text{😞} \%$$

1 MILLION
Customers

5 YEARS
Ethisphere World's Most Ethical Companies

#268
Fortune 500

19,000
Team Schein Members

15 YEARS
Fortune World's Most Admired Companies

2016
Cellerant Best of Class Technology



Massive NPS increase

+ 43 points
in 6 months



Promoters are reference accounts

- Built a referral network from promoters segment in 3.24 seconds
- Sales wanted a periodontist using our product to act as a reference for a prospect...
- I found an NPS promoter that was also a top 10 user of our periodontal feature





Eliminate Frustration

71%

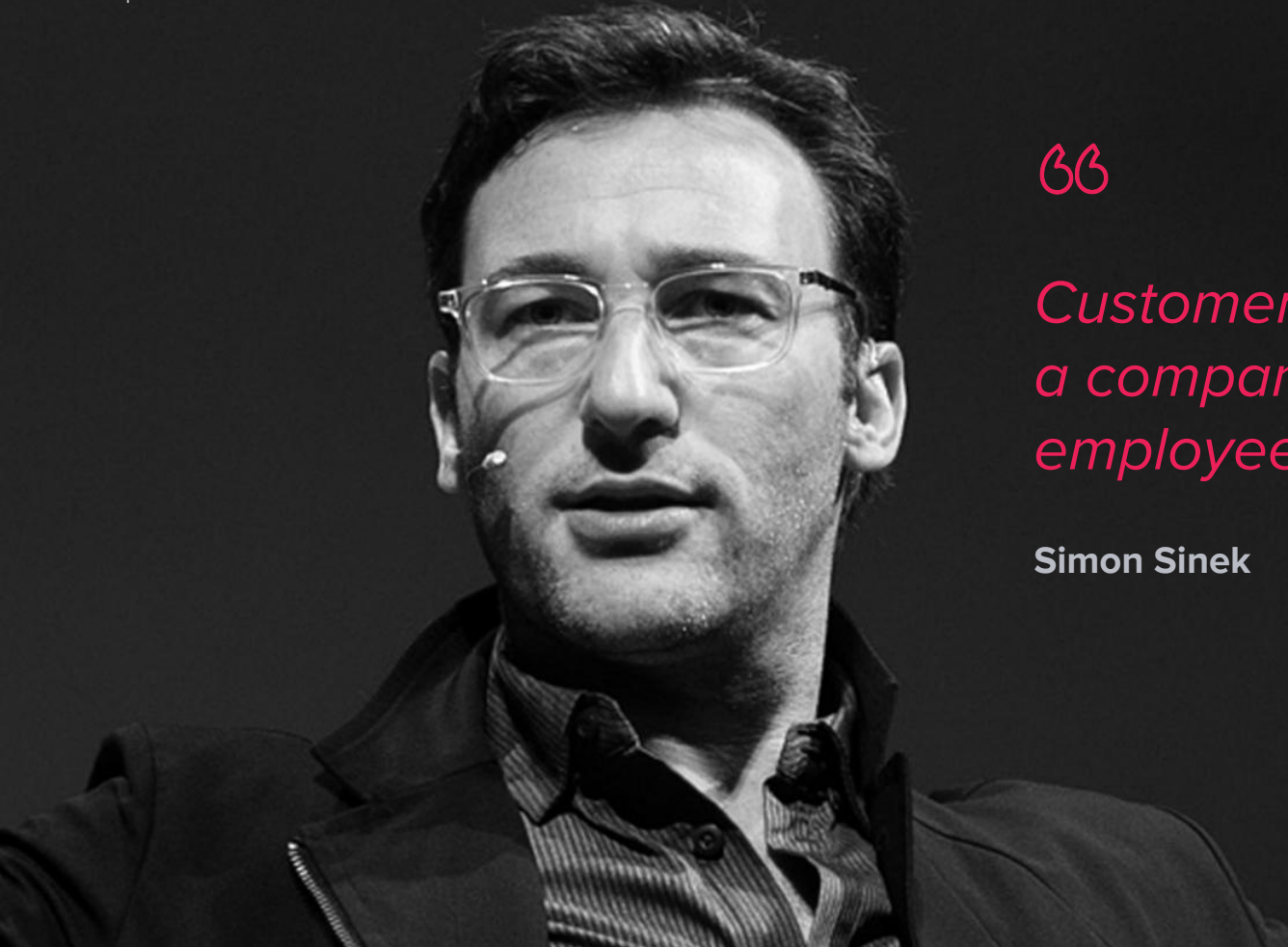
of consumers ended a business relationship due to a poor customer service experience

61%

of customers take their business to a competitor after a poor customer service experience



What can you do?



“

*Customers will never love
a company until the
employees love it first.*

Simon Sinek

BB

In order to be a great place to shop, we must first be a great place to work.

Jo Natale, VP Media Relations, Wegmans

GREAT PLACE TO WORK®
20 YEARS
LEGENDS

FORTUNE 100 Best Companies to Work For®

#2

Wegmans

20
years
on the list!



A man with a beard and glasses, wearing a grey baseball cap with the 'pendo' logo, is looking intently at a laptop. The laptop lid is decorated with several stickers, including the 'pendo' logo and a red umbrella. In the background, another man with glasses and a beard is working at a computer. The scene is set in a bright office environment with large windows.

Support is a great resource

And be responsive.

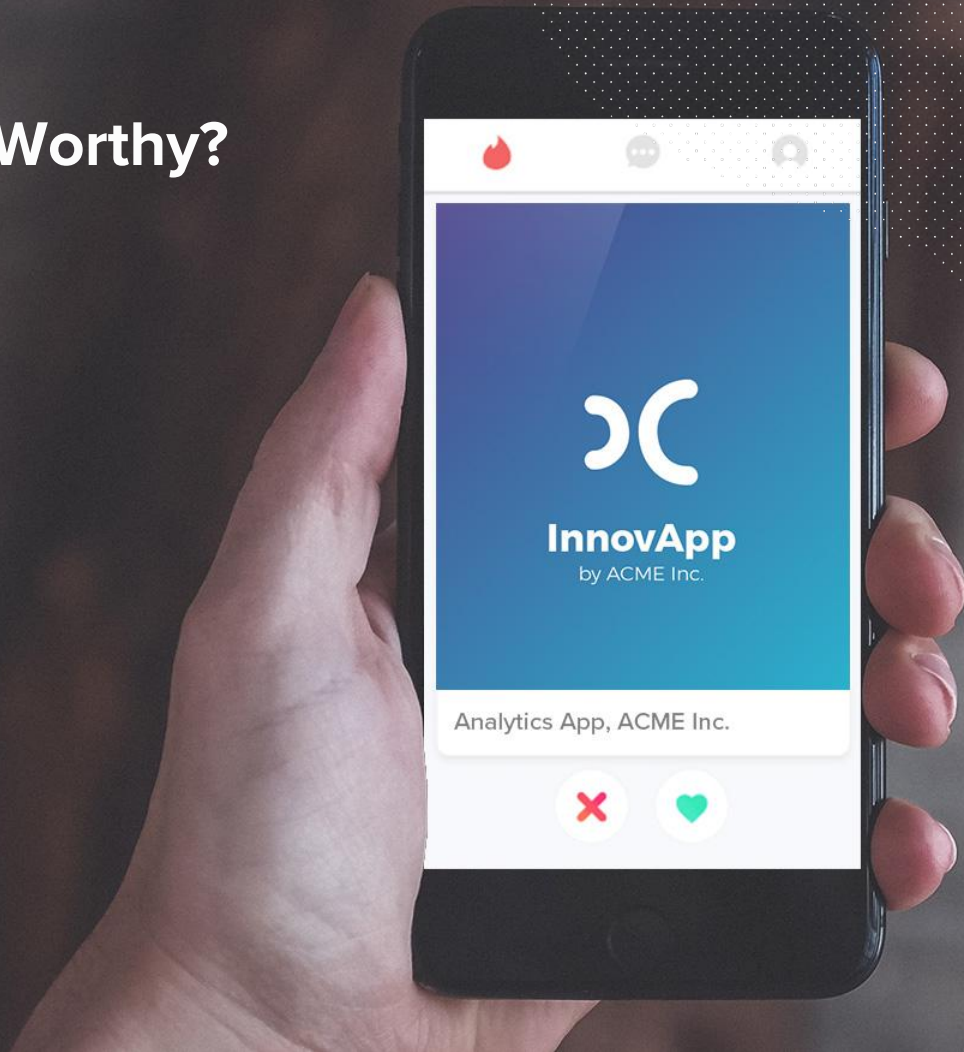
Test with REAL users



Product Love is All you Need

- 1** Focus on providing peak moments for your users.
- 2** Take care of early adopters.
- 3** Own your own happiness for yourself and your team -- you're customers will ultimately benefit.
- 4** Set your bar at Love!

Is your product Love-Worthy?



The Switch

Amazon makes changes to stop Alexa from randomly laughing at users

Hear Alexa's 'creepy' laughs




← → ↻ https://loveyecho.com

The Basics How To Tips & Tricks Easter Eggs Smart Home About Contact LME Skills

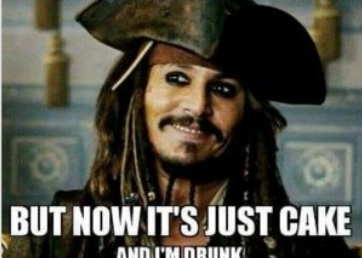
Love My Echo

Alexa: what can you do?



Tips & Tricks

I WAS GOING TO MAKE YOU
A RUM CAKE FOR YOUR BIRTHDAY




BUT NOW IT'S JUST CAKE
AND I'M DRUNK

Fast Tips Friday: Alexa Birthday Deals!

November 2, 2018

Smart Home

GIRLFRIEND



PHONE CHARGERS NOW COMPATIBLE

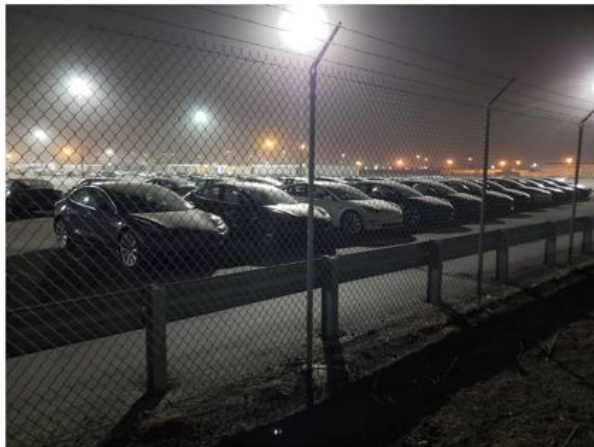
Smart Home Showcase: Works With Alexa vs. Alexa Built In

October 30, 2018



Megan Gale @megangale · Sep 16, 2018

There are 42 Tesla's sitting at the Union Pacific Railroad in SLC. My car is one of these. I've been told I was getting delivery the 8th, then the 15th, then the 20th, then the 22nd, and now my delivery has been delayed indefinite. @Tesla @elonmusk... Please make this right.



Elon Musk @elonmusk

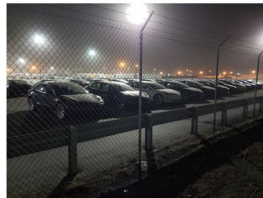
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9:34 PM - Sep 16, 2018

👍 7,658 💬 617 people are talking about this

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sideeivs.com/tesla-prepops/

Elon Musk @elonmusk

Wow, thanks for offering to help! The coming week is incredibly intense. If any current Tesla owners who'd like to help educate new owners could head to Tesla delivery centers during midday on Sat/Sun & morning/evening on weekdays, that would be super appreciated!

8:17 PM - Sep 21, 2018
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TheTeslaGuy @GuyTesla

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Congratulations to Dave and Margie on your new car! Welcome to the family!!!
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vincent @vincent13031925

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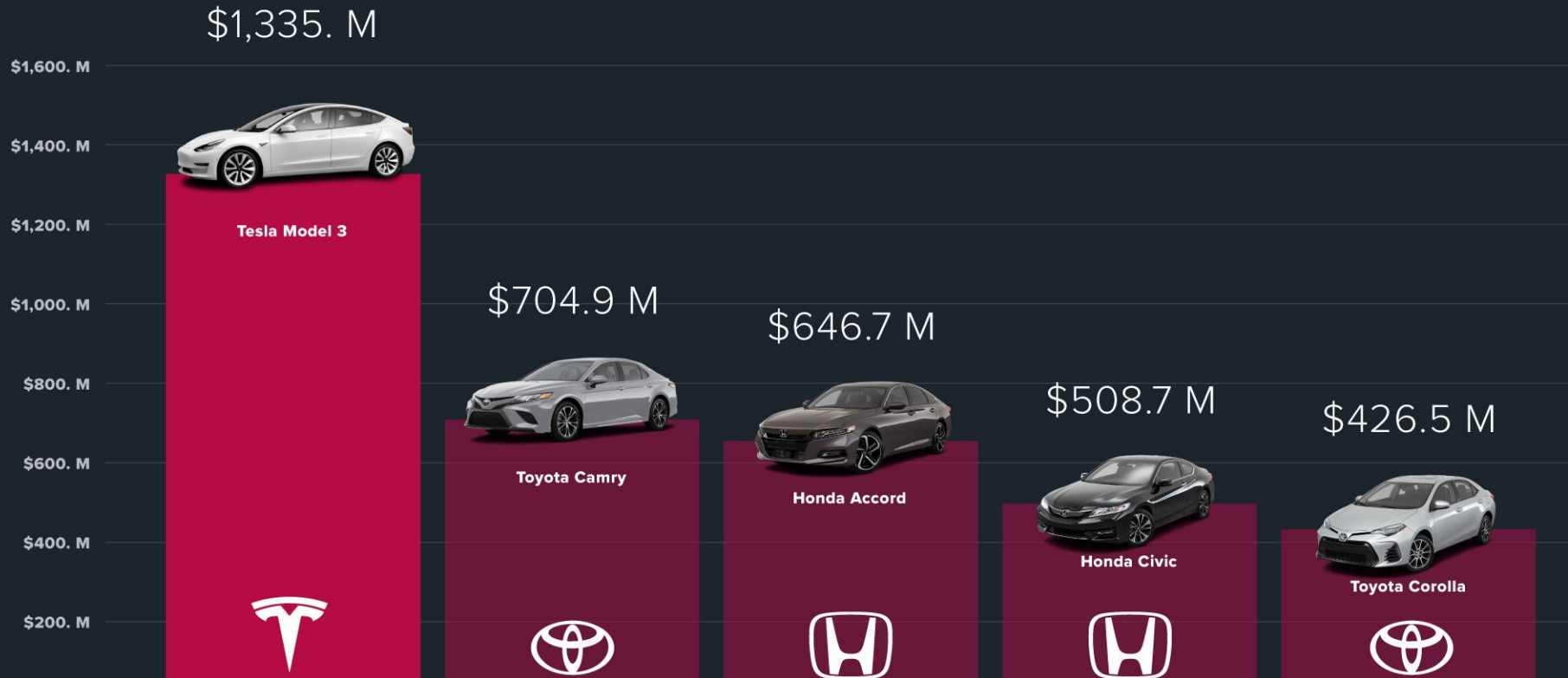
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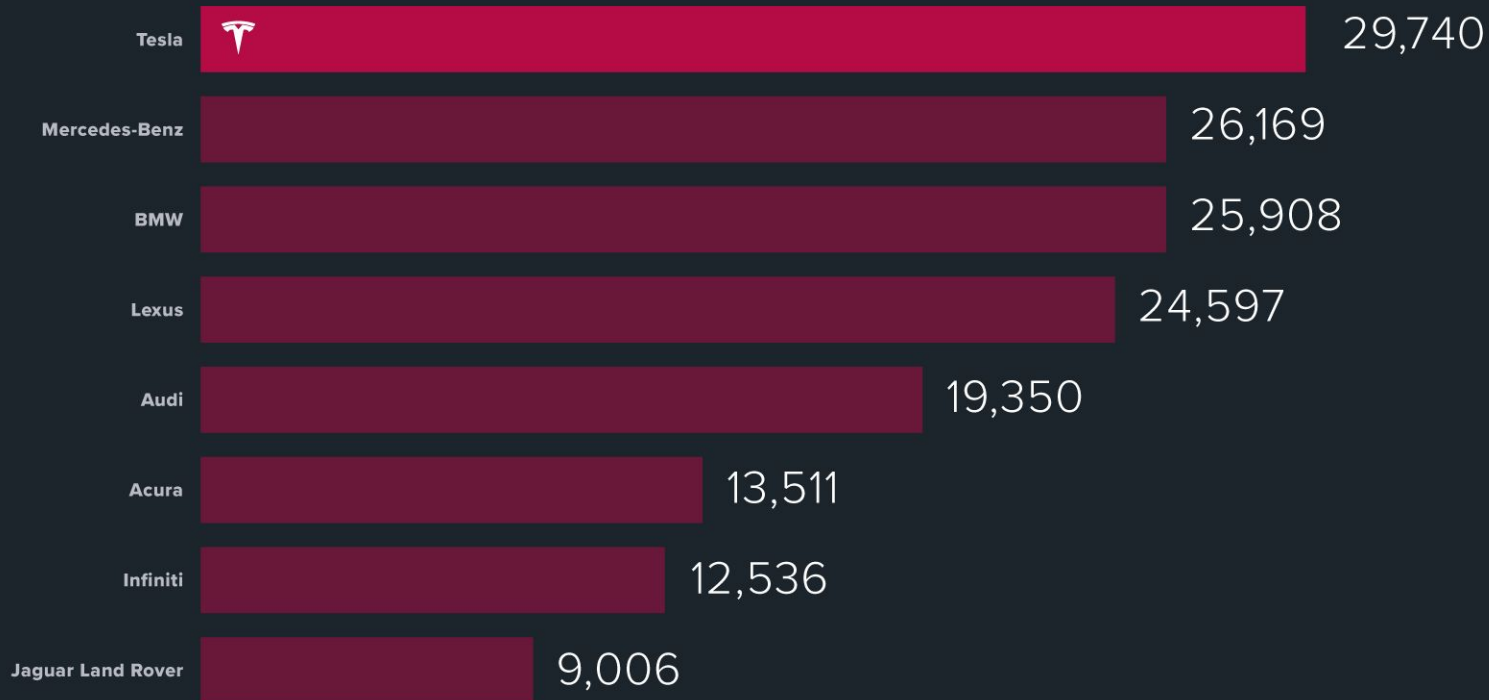
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US Best Selling Cars In September



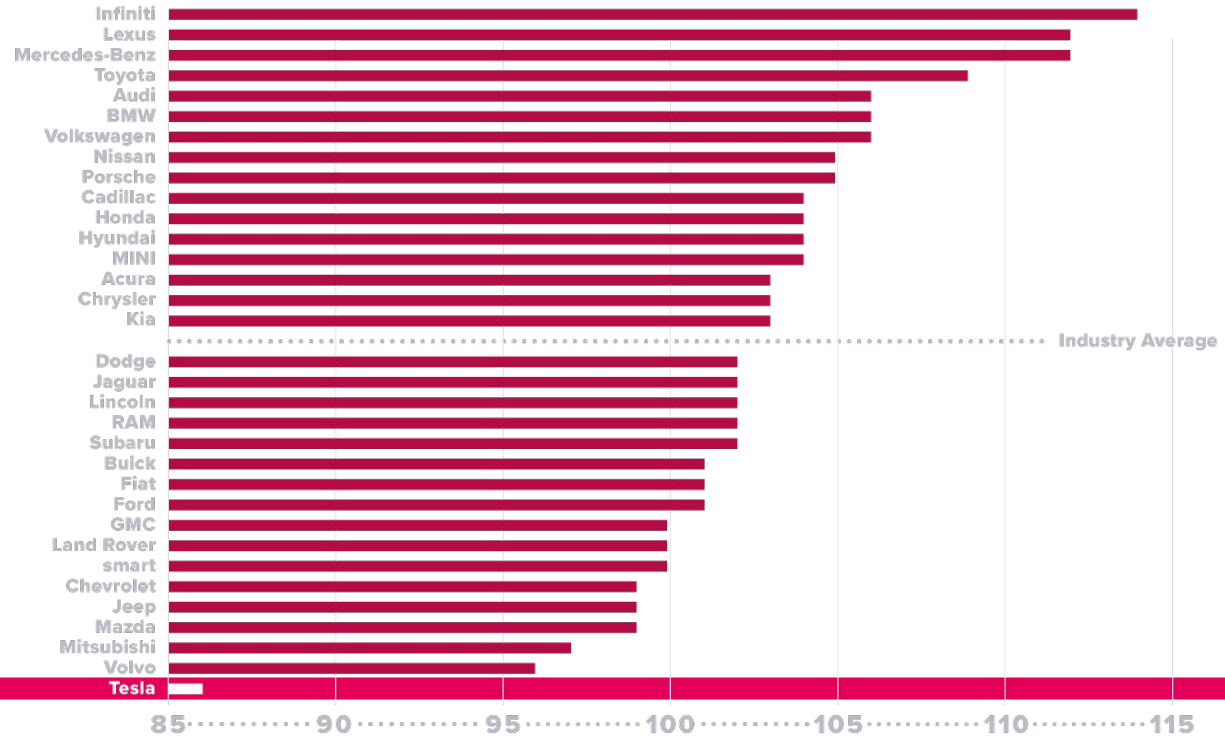
Tesla vs Luxury Auto Brands -- September 2018 USA Sales



2016 Pied Piper Prospect Satisfaction Index®
U.S. Auto Industry Benchmarking Study

Auto Brands Ranked by Pied Piper PSI®


Tesla





Ryan McCaffrey  @DMC_Ryan · Sep 21

I'll head to the Fremont Delivery Center one day either this weekend or next. I'll make sure to be respectful to the paid Tesla staff and try to complement their efforts without disrupting them. Others should please also bear this in mind. Cheers Elon!

 35  32  783 



SmokeKasanova @KasanovaSmoke · Sep 21

What is so special about owning a Tesla?

 11  4  75 



Ryan McCaffrey  @DMC_Ryan · Sep 21

Go drive one. And I'm not trying to be an ass. I mean seriously: do a test drive and you'll "get it." Or maybe you'll decide it's not for you. But you'll get what it's all about.

**vincent**

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