



# RUF'ing it out with Customer Feedback: Knowing the “Why”



SEAN CRAMER • HEAD OF VOICE OF THE CUSTOMER • ATLASSIAN •  
@COSMOCRAMER



**Hi! I'm Sean**



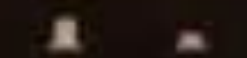
**@cosmocramer**



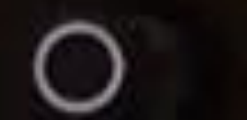
April 23, 1985



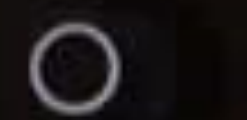
VHF UHF



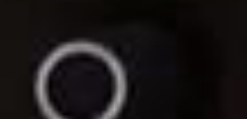
CONTRAST



BRIGHT



COLOUR



RETROTY

UHF

W







OUR CHILDREN  
will never know  
Refreshment

~~NEW  
TASTE~~



“ 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













Our mission:  
unlock the  
potential in every  
team.





# This team just shipped their beta. To Mars.

Atlassian helped NASA's Rover team ship stellar code





**THE FEEDBACK**

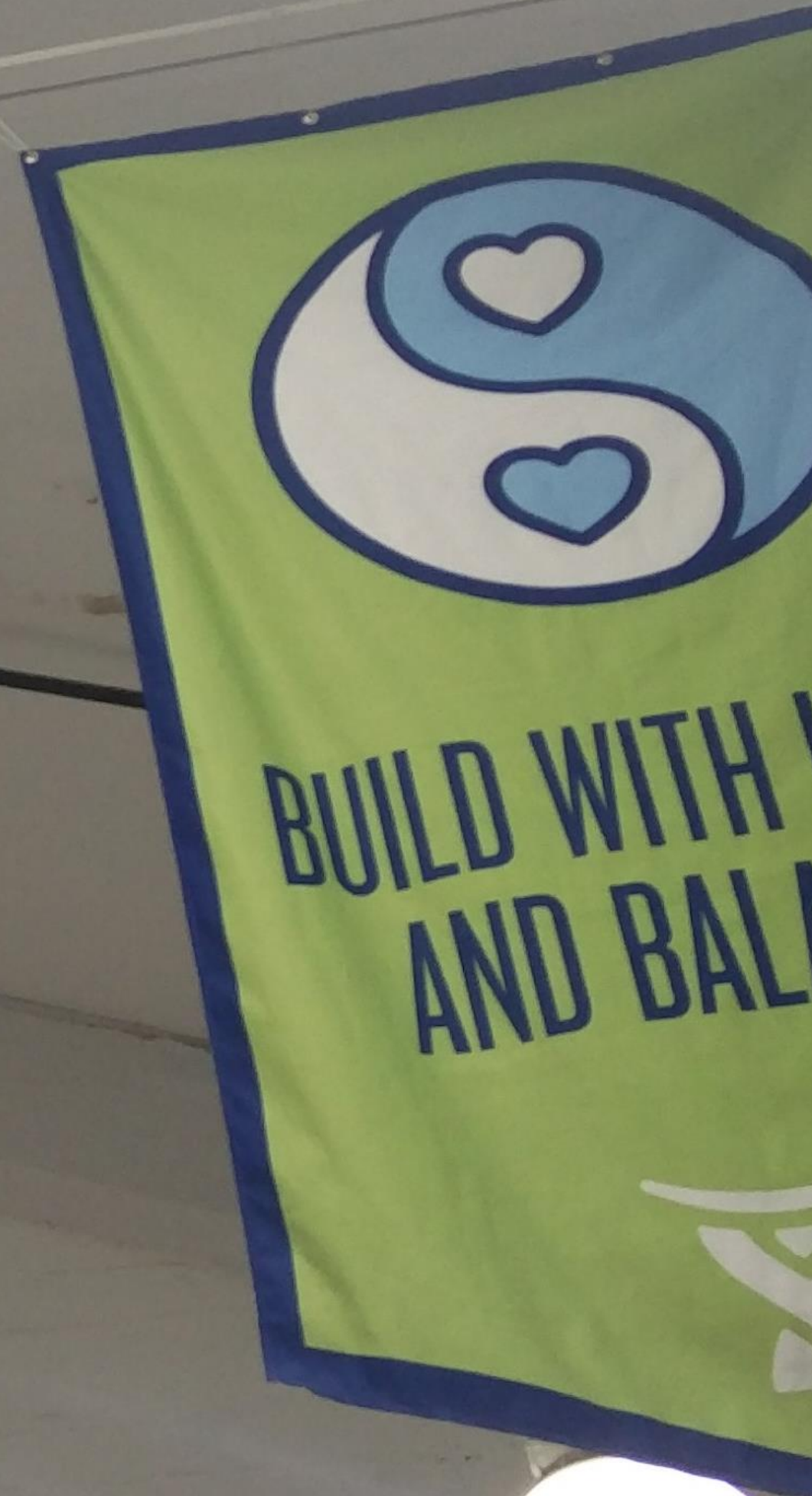
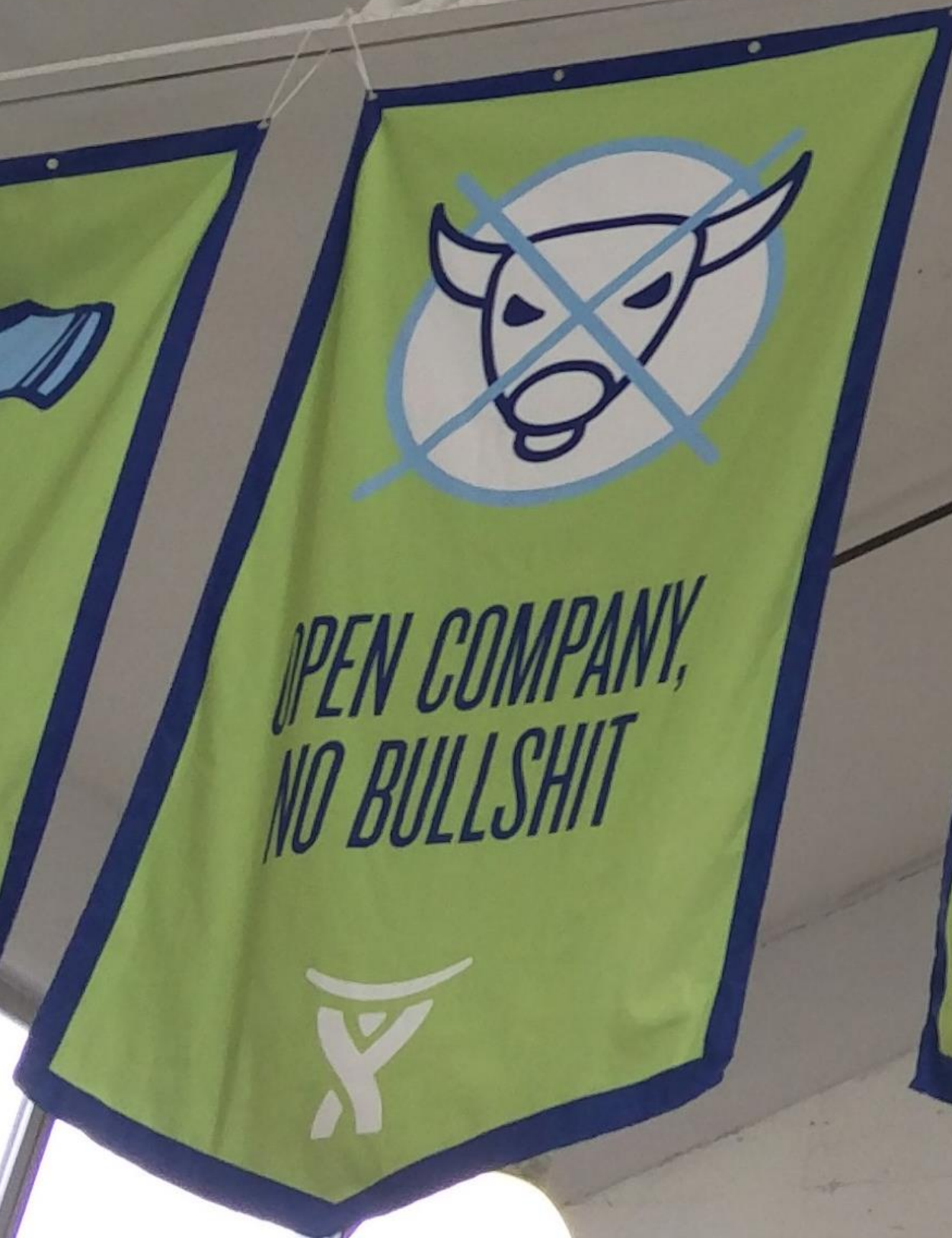
**THE SOLUTION**

**THE LEARNINGS**

**DIY**











# Our success is you

**Customers are our lifeblood.**

Without happy customers, we're doomed. So considering the customer perspective - collectively, not just a handful - comes first.







**Happiness**



**Activity**



**Retention**





**NPS**



**MAU**

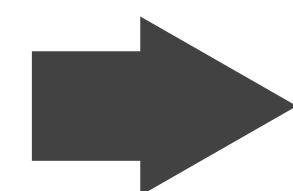


**Churn**





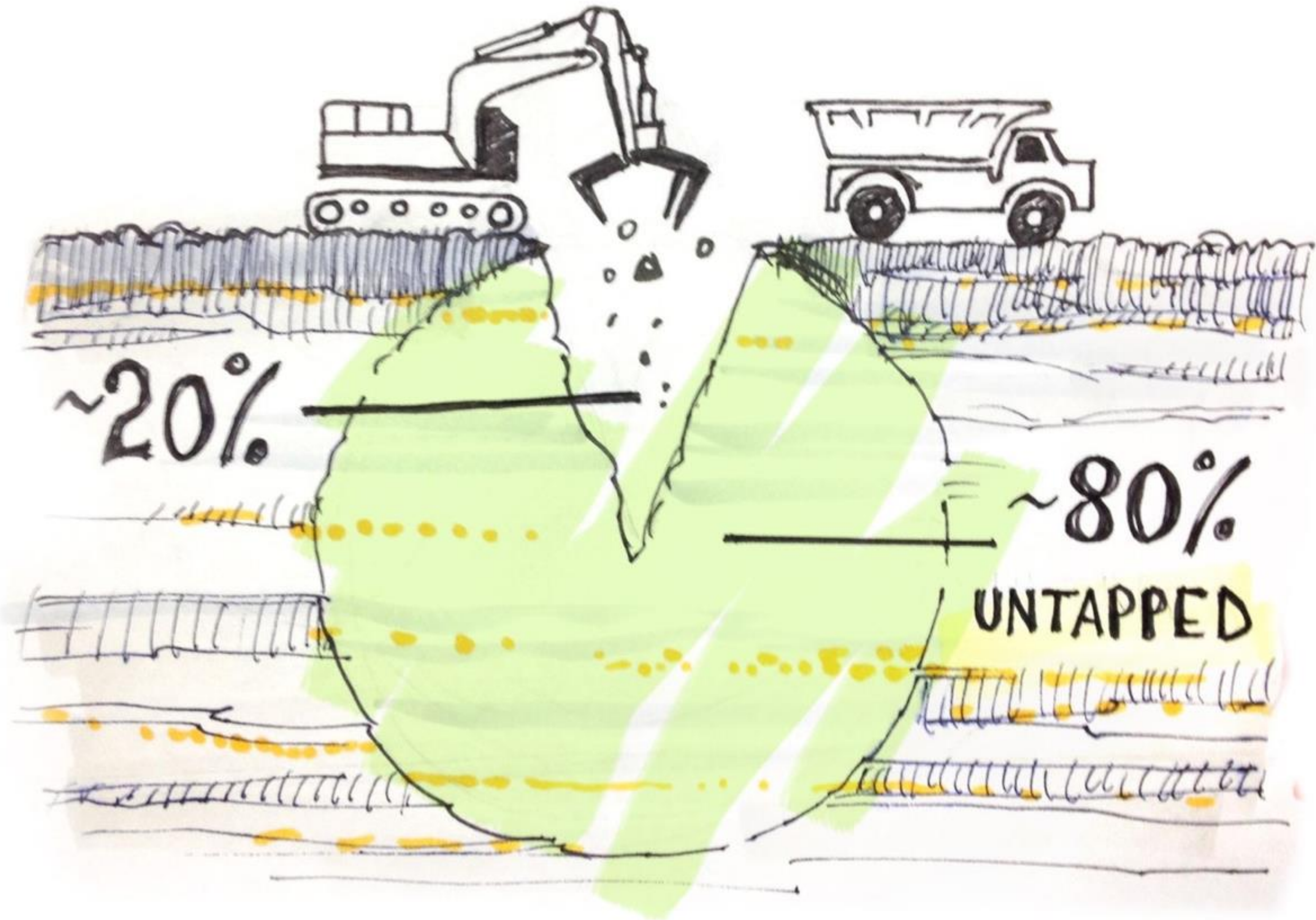
% Promoters - % Detractors



Net Promoter Score (NPS)







## Dashb

Tell us what you think

How likely are you to recommend Confluence to a friend or colleague?

Not likely

0

1

2

3

4

5

6

7

8

9

10

Extremely likely

11 5

**blackout period**

Mat Lawrence

About 9 hours ago



## Dashboard empty states

Rachel Robins

2 10

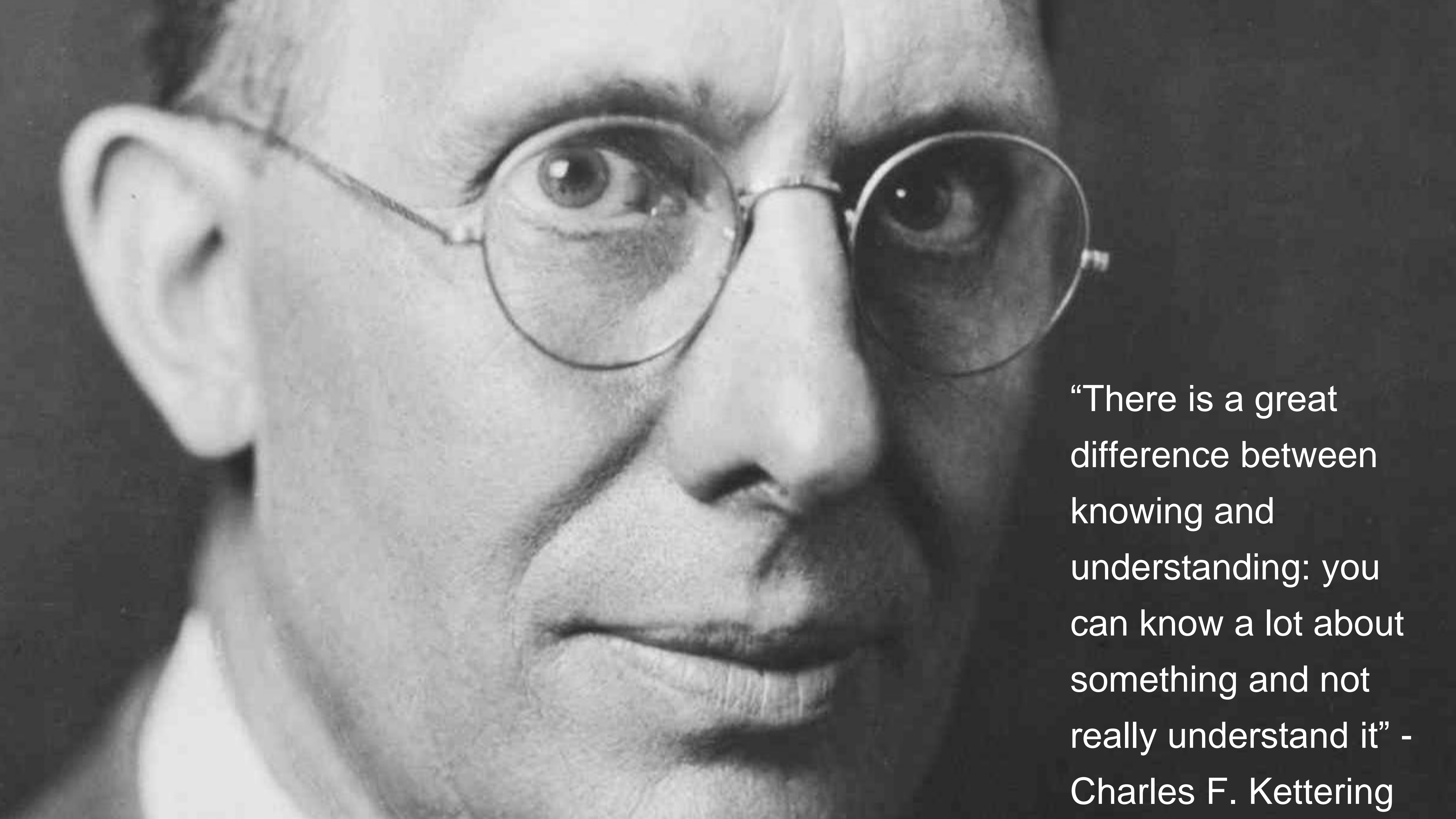


# 700,000

Comments from our customer







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







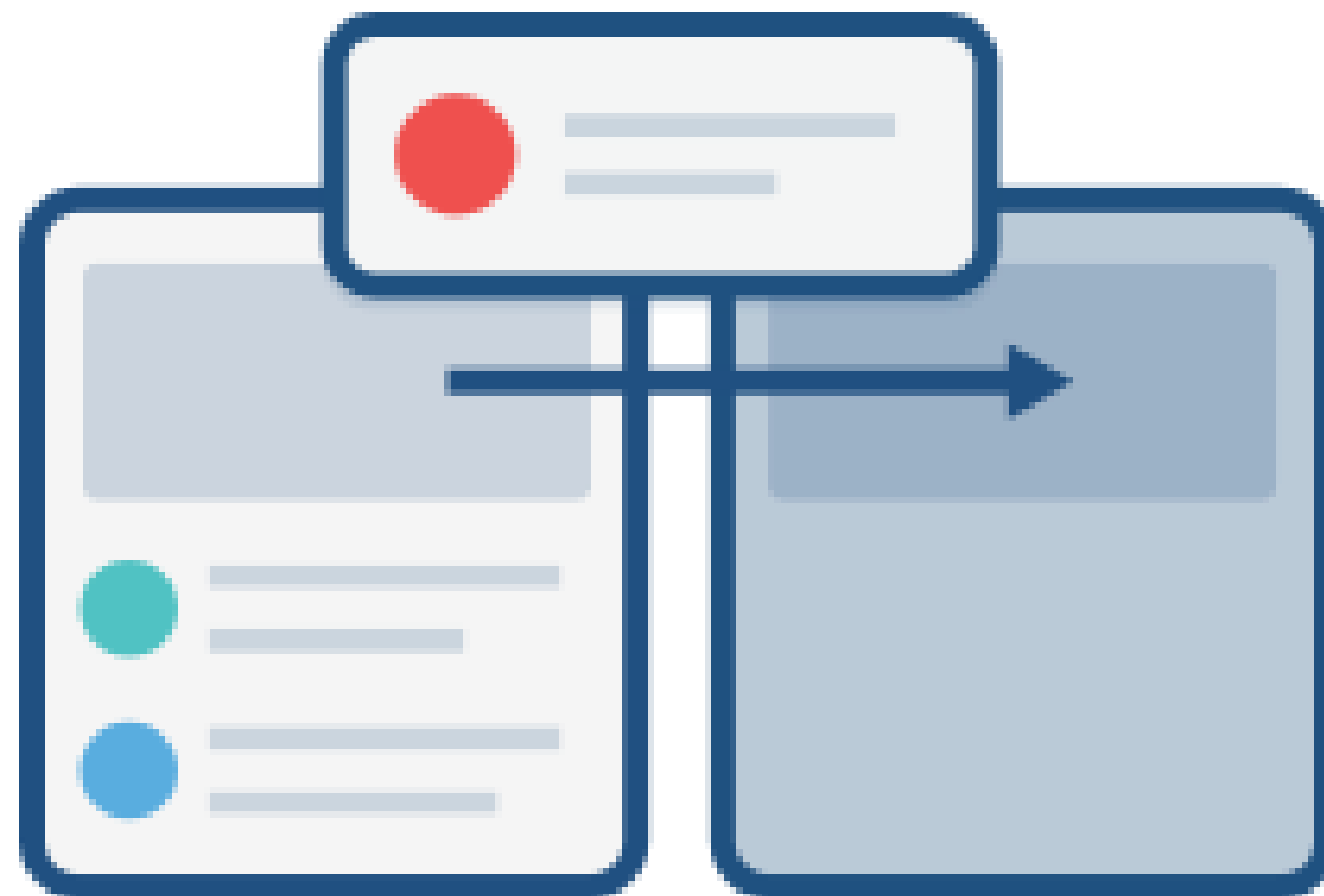
**THE FEEDBACK**

**THE SOLUTION**

**THE LEARNINGS**

**DIY**



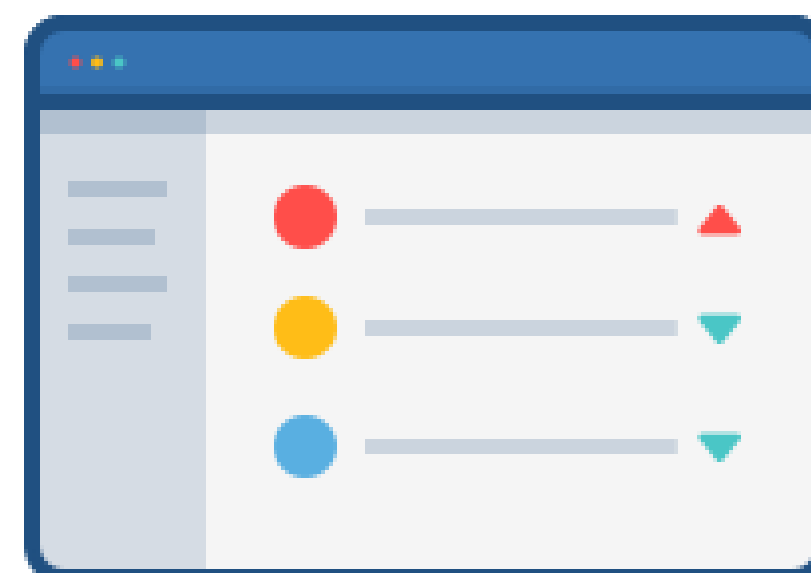




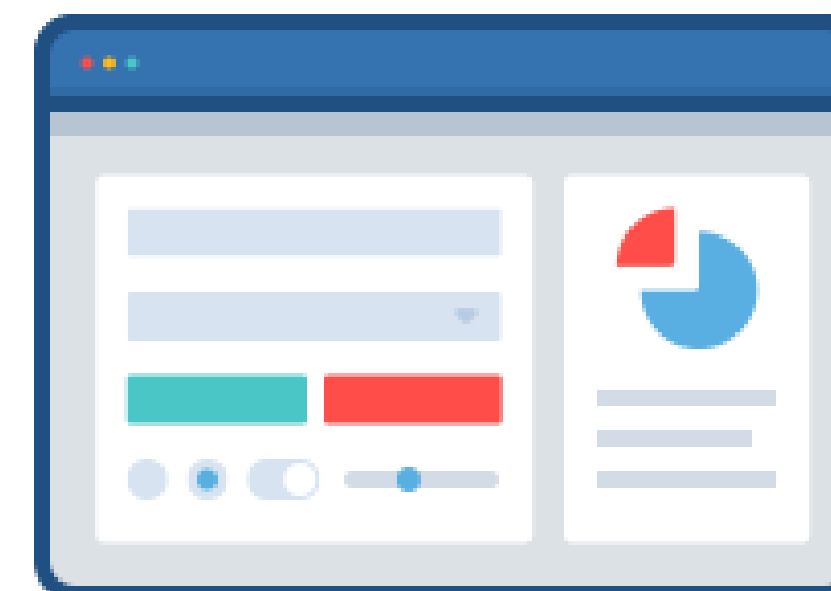
## NPS



## Support



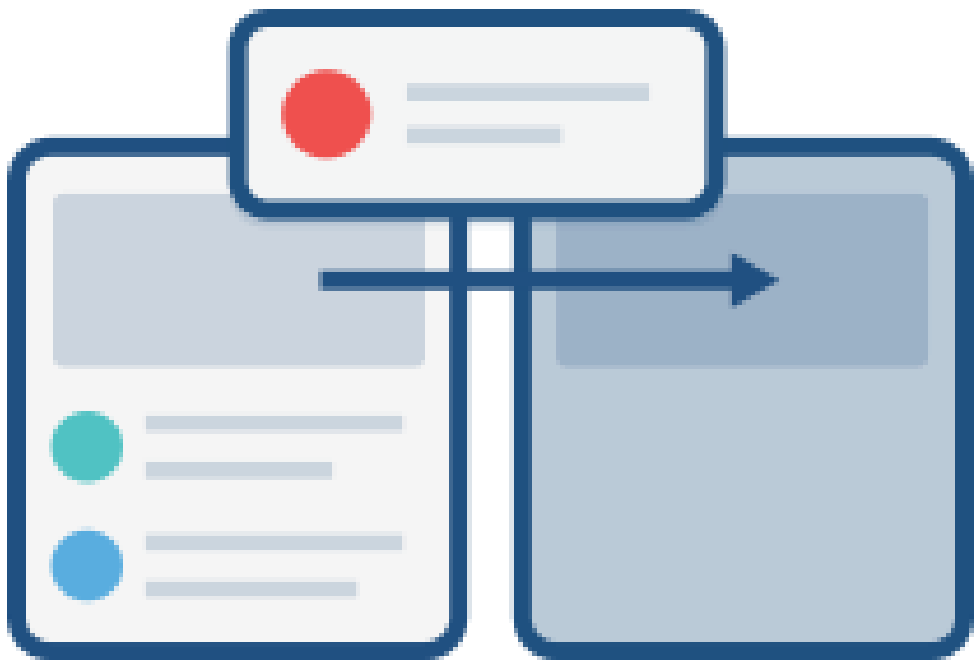
## Atlassian Ideas



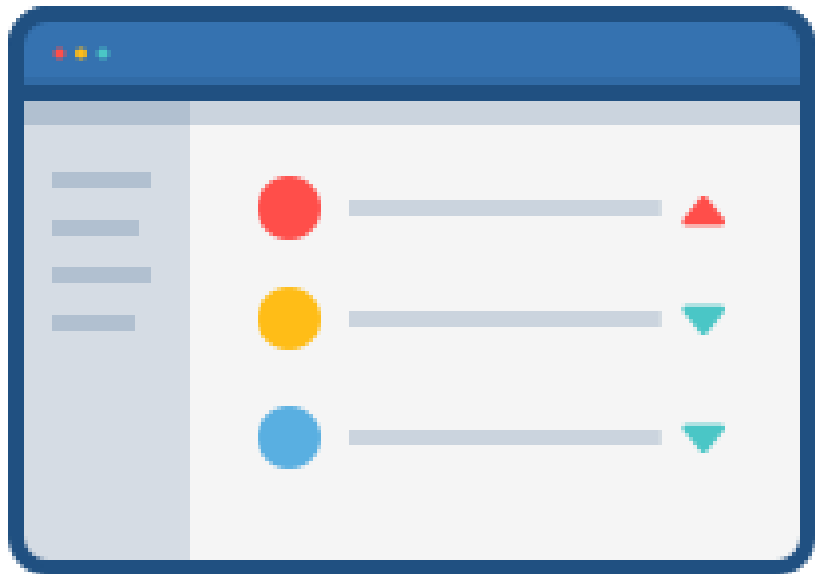
## Social Media



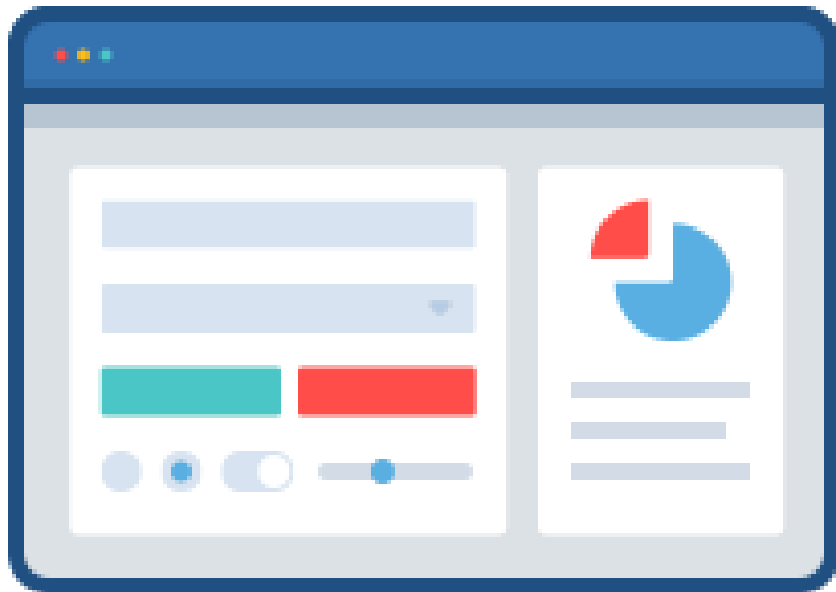
NPS



Support



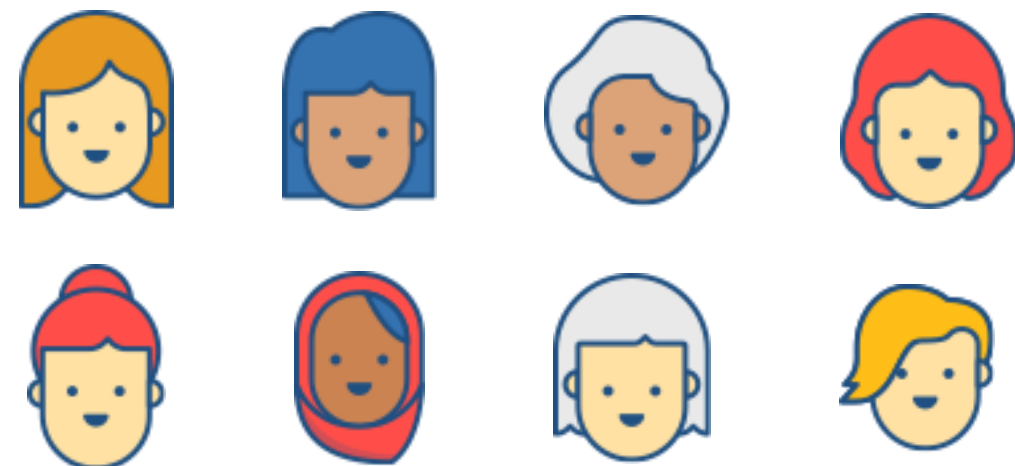
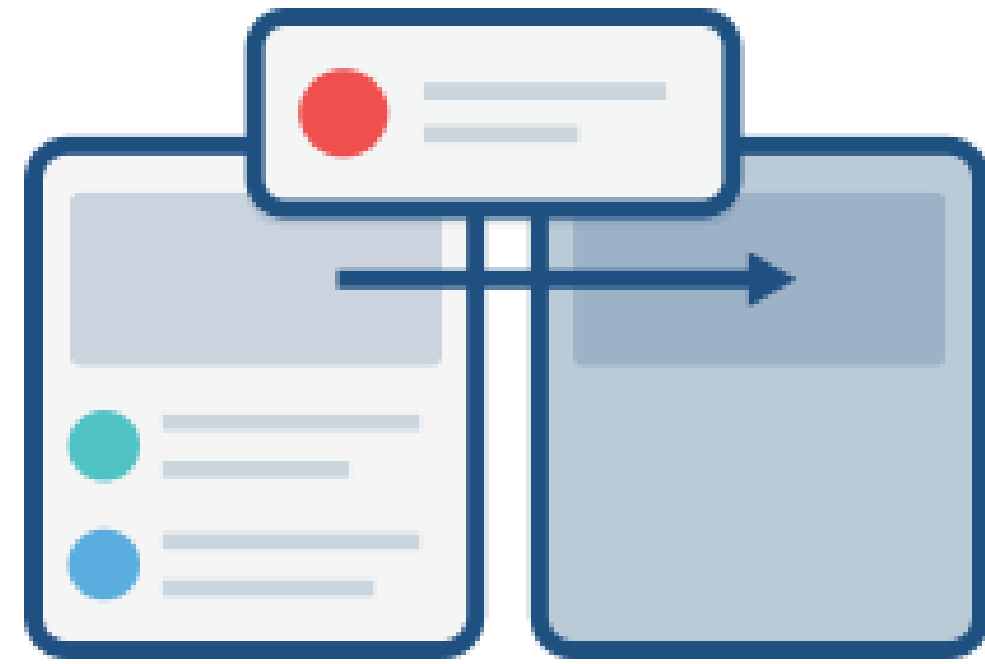
Atlassian Ideas



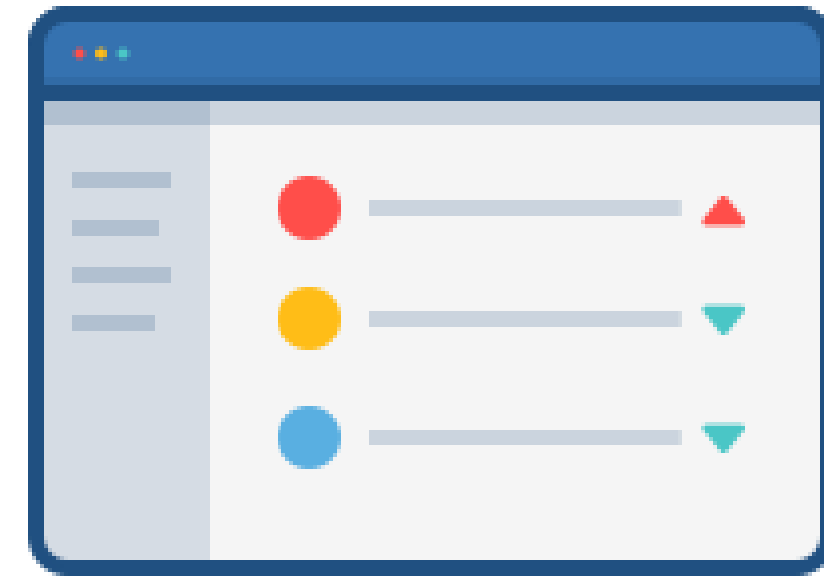
Social Media



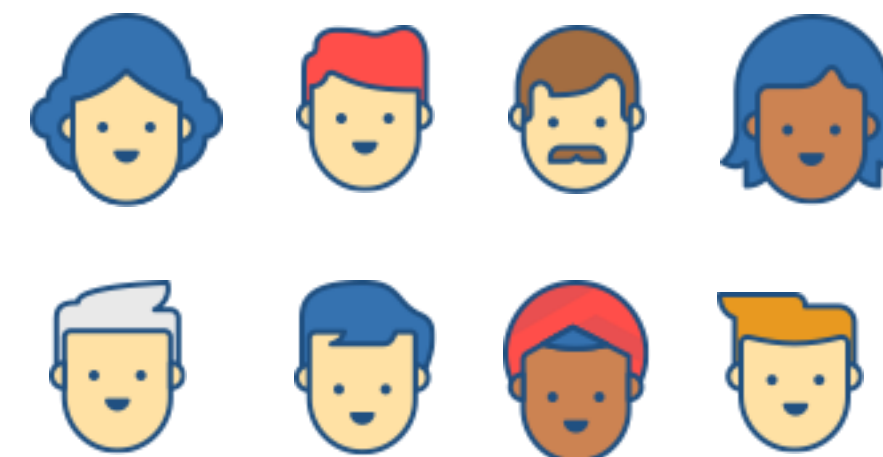
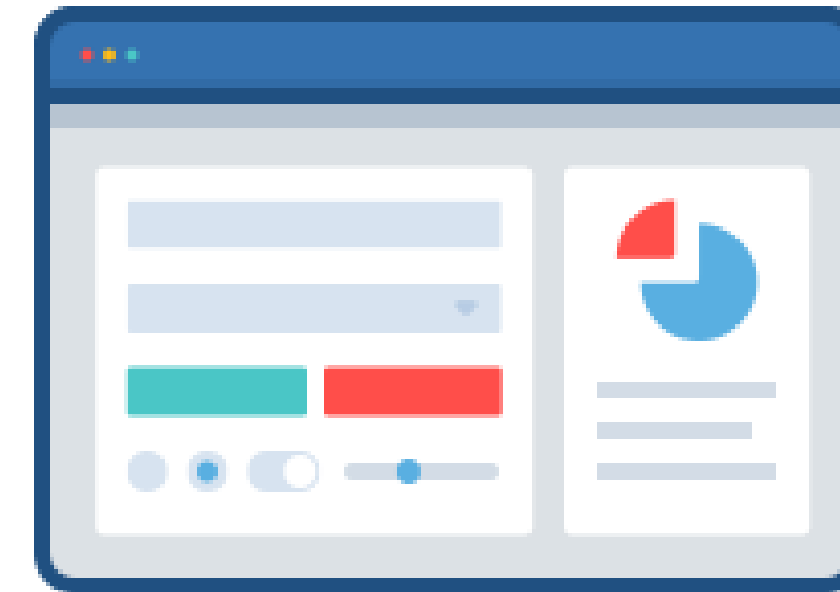
NPS



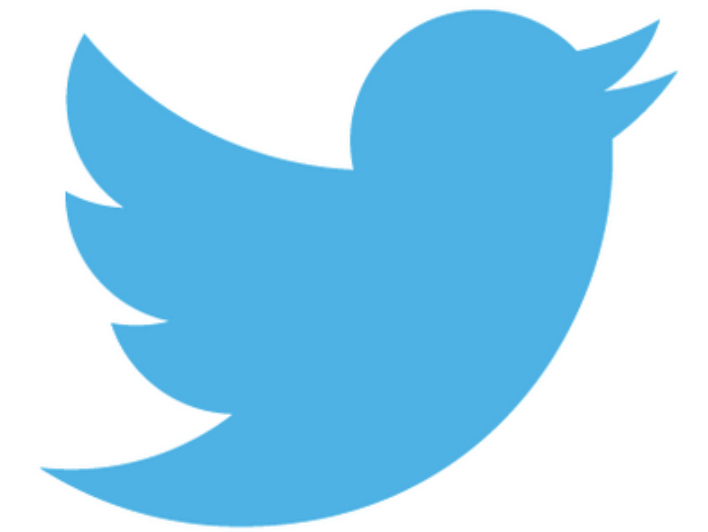
Support



Atlassian Ideas



Social Media



Reliability

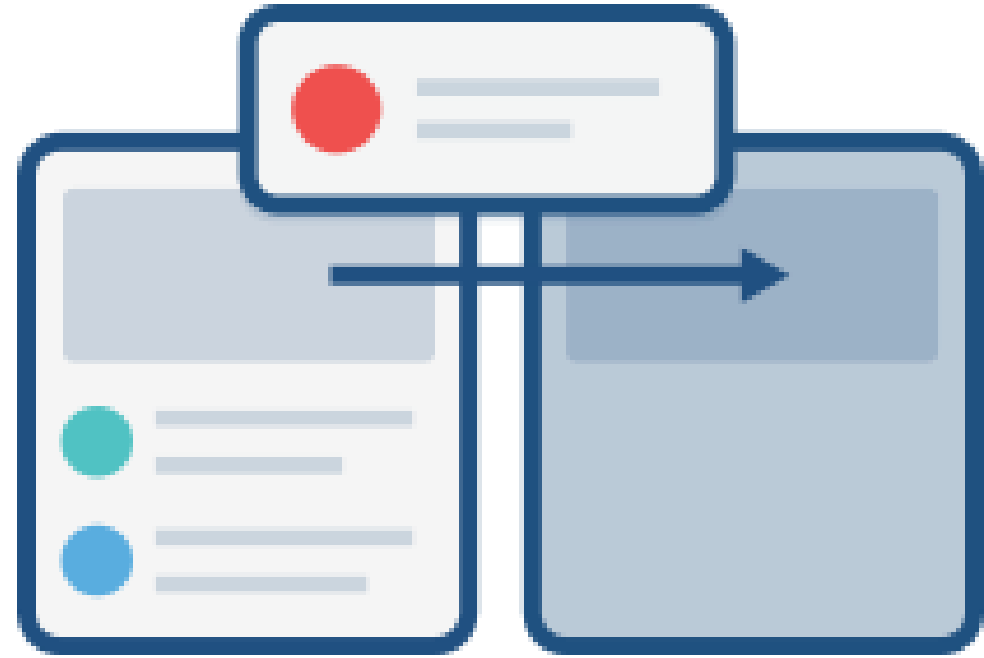


- Performance
- Up-time
- Quality
- Security



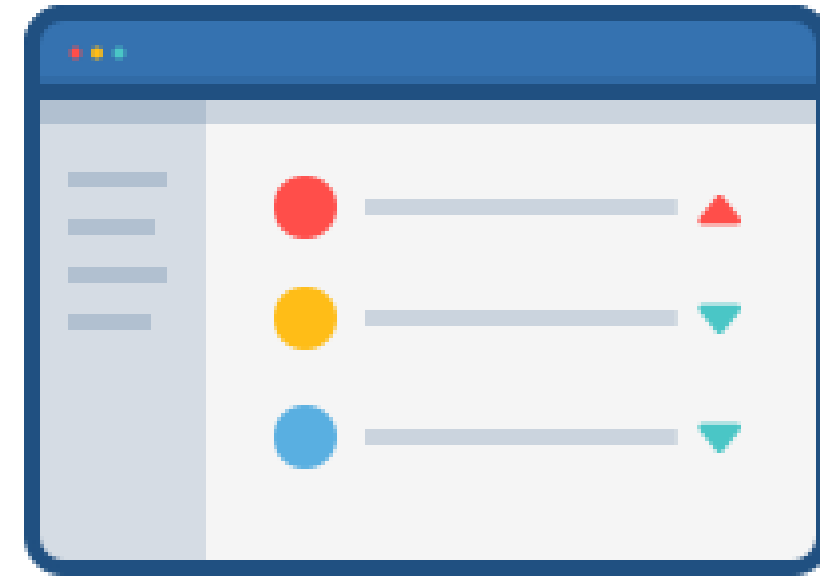


NPS



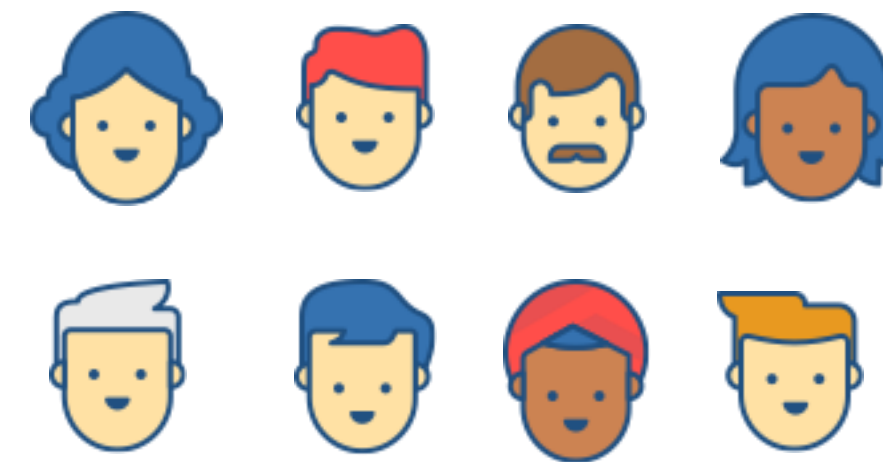
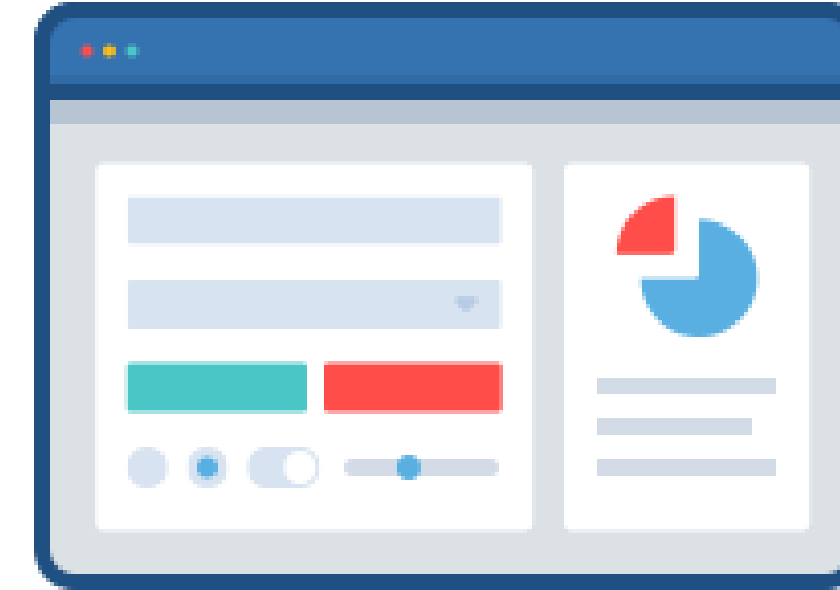
Reliability

Support

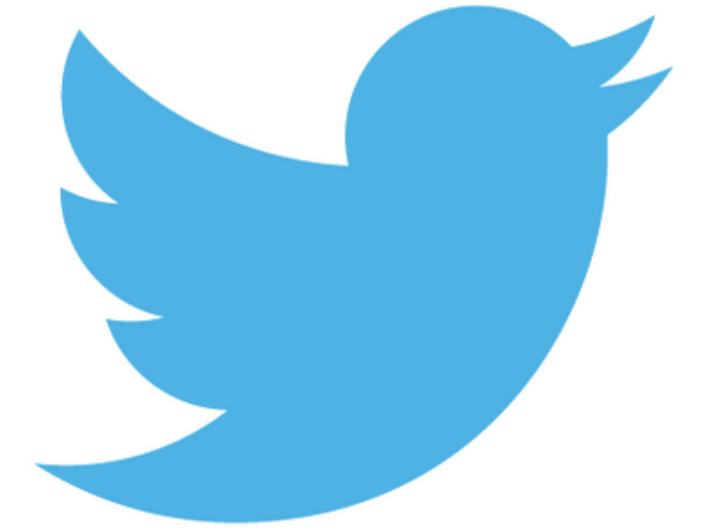


Functionality

Atlassian Ideas



Social Media



- **Missing Features**
- **Would-like**
- **Might-help**



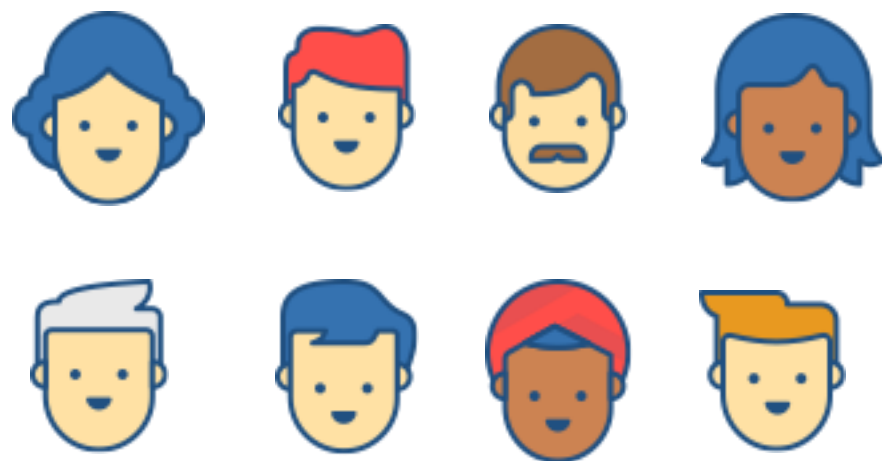
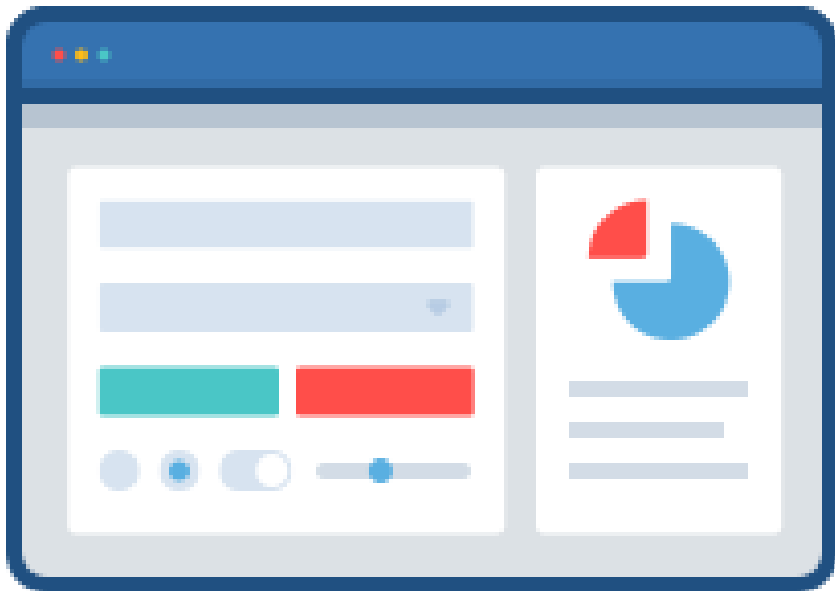
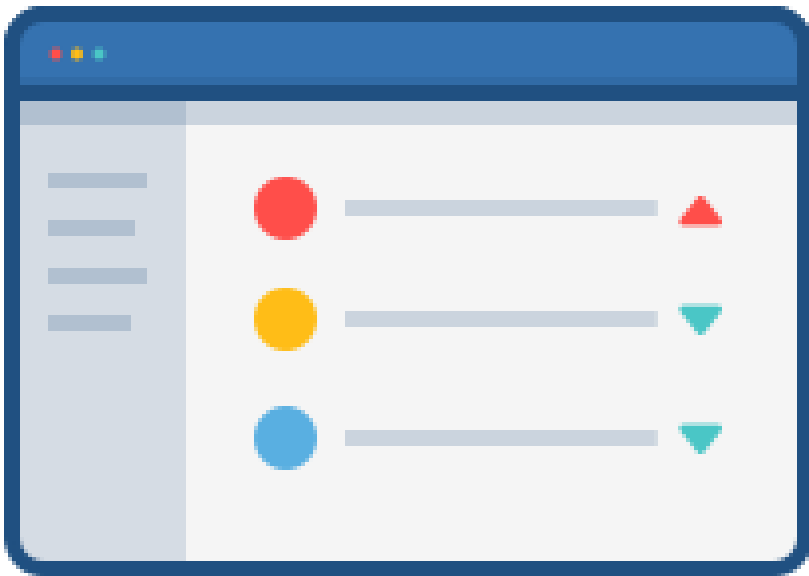
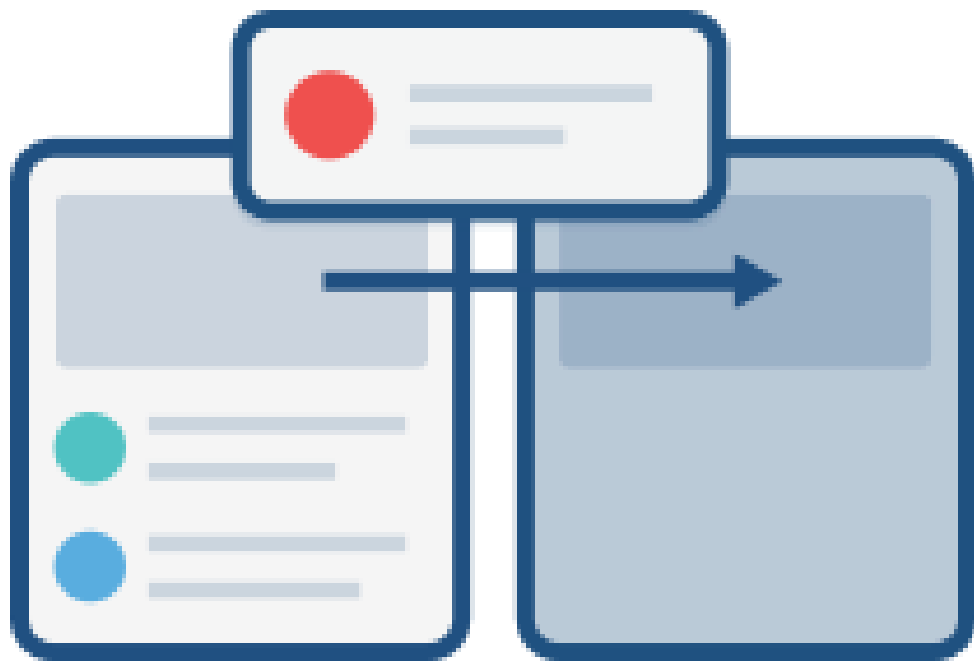


NPS

Support

Atlassian Ideas

Social Media



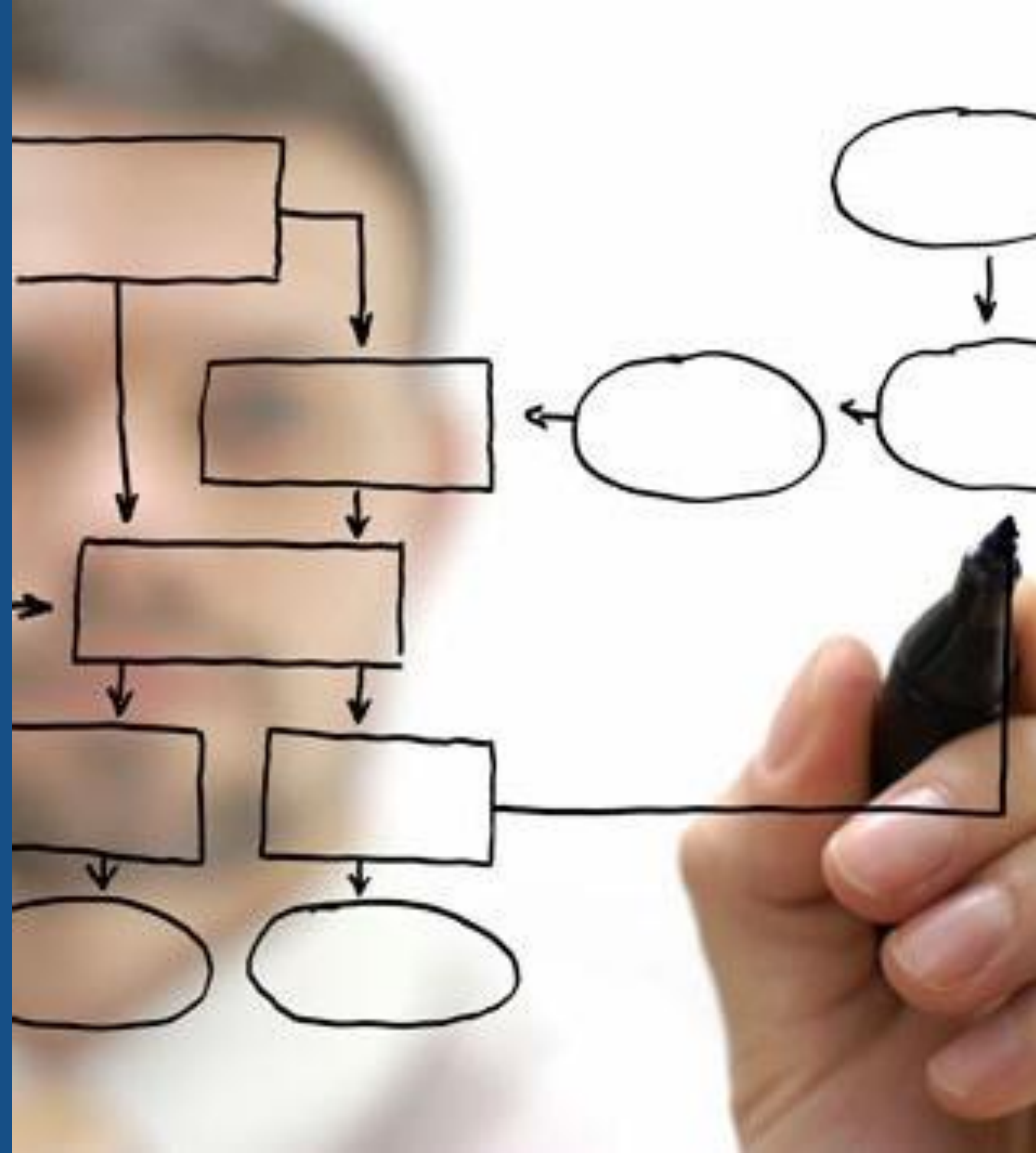
Reliability

Functionality

Usability



- **Complexity**
- **Ease-of-use**
- **Discoverability of features**





R U F

Reliability

Usability

Functionality



# R

**R=Reliability**

Outages  
Reboots  
Performance  
Bugs  
Support Tickets

# U

**U=Usability**

Training  
Product Experience  
Usage  
Site Experience

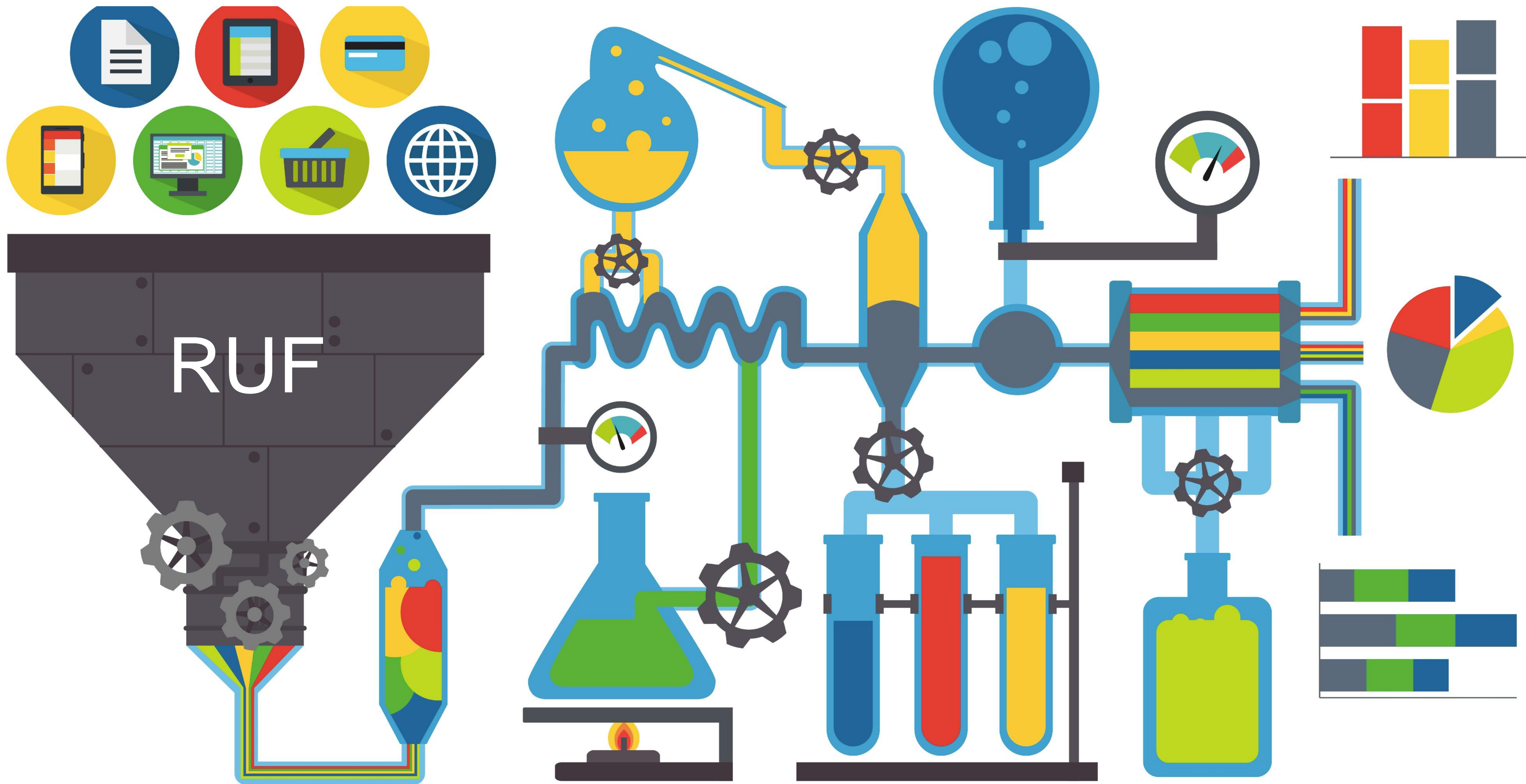
# F

**F=Functionality**

New product features  
Improvements on  
current features







**THE FEEDBACK**

**THE SOLUTION**

**THE LEARNINGS**

**DIY**





 **Confluence**



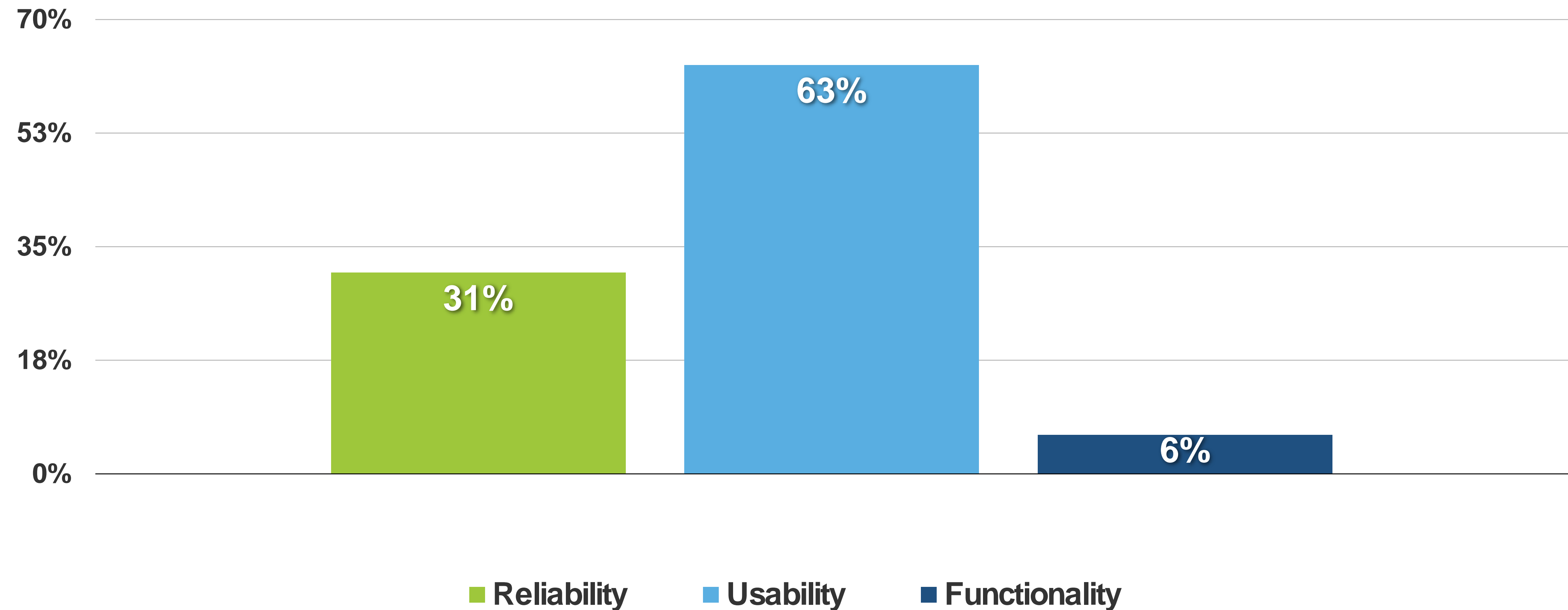
40,000

***RUF***





# RUF'ing it out!!



Reliability - 31%

- Performance - 28%
- Bugs - 3%

Usability - 63%

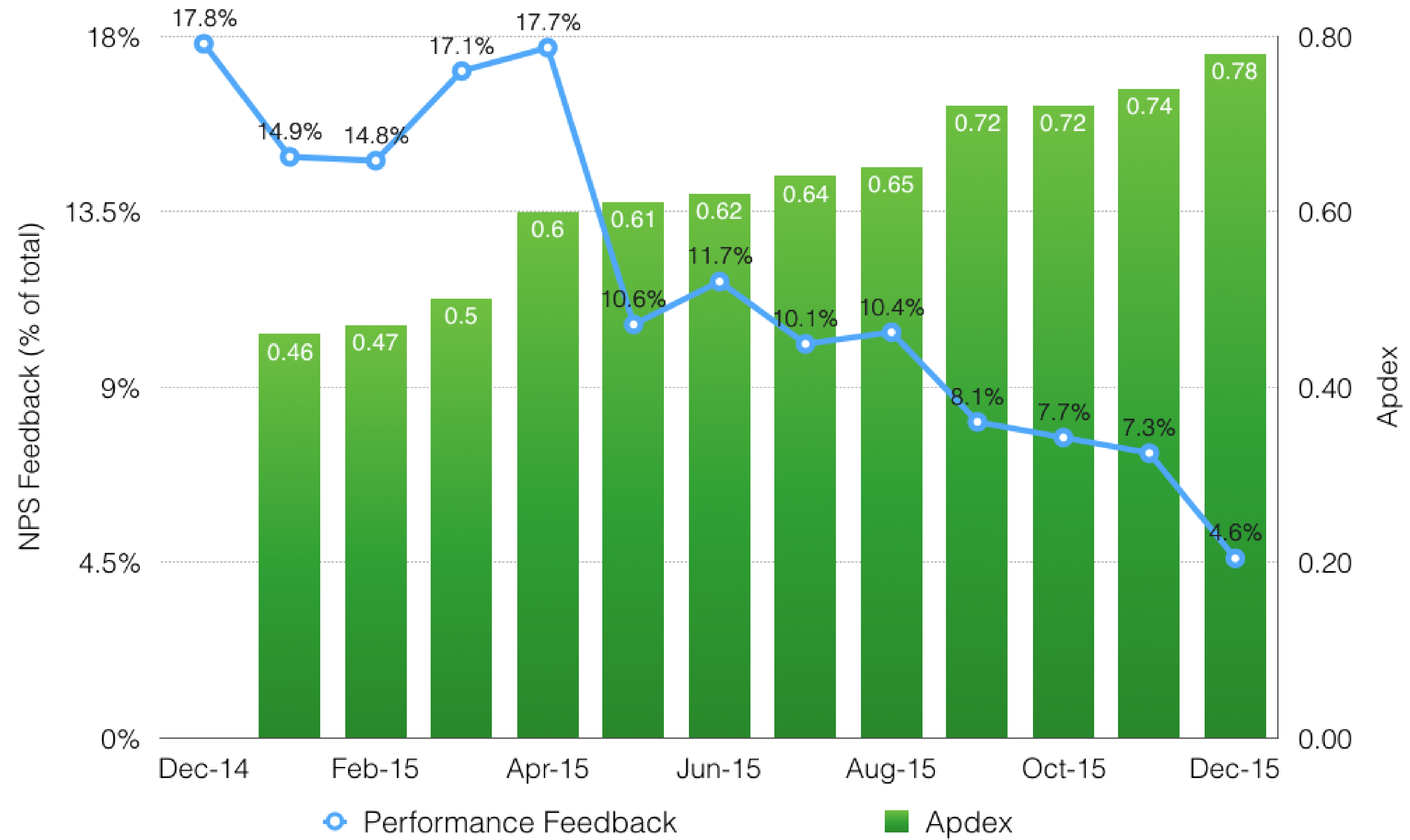
- Complexity - 22%
- Content- 32%
- Navigation - 9%

Functionality - 6%

- Editing - 6%

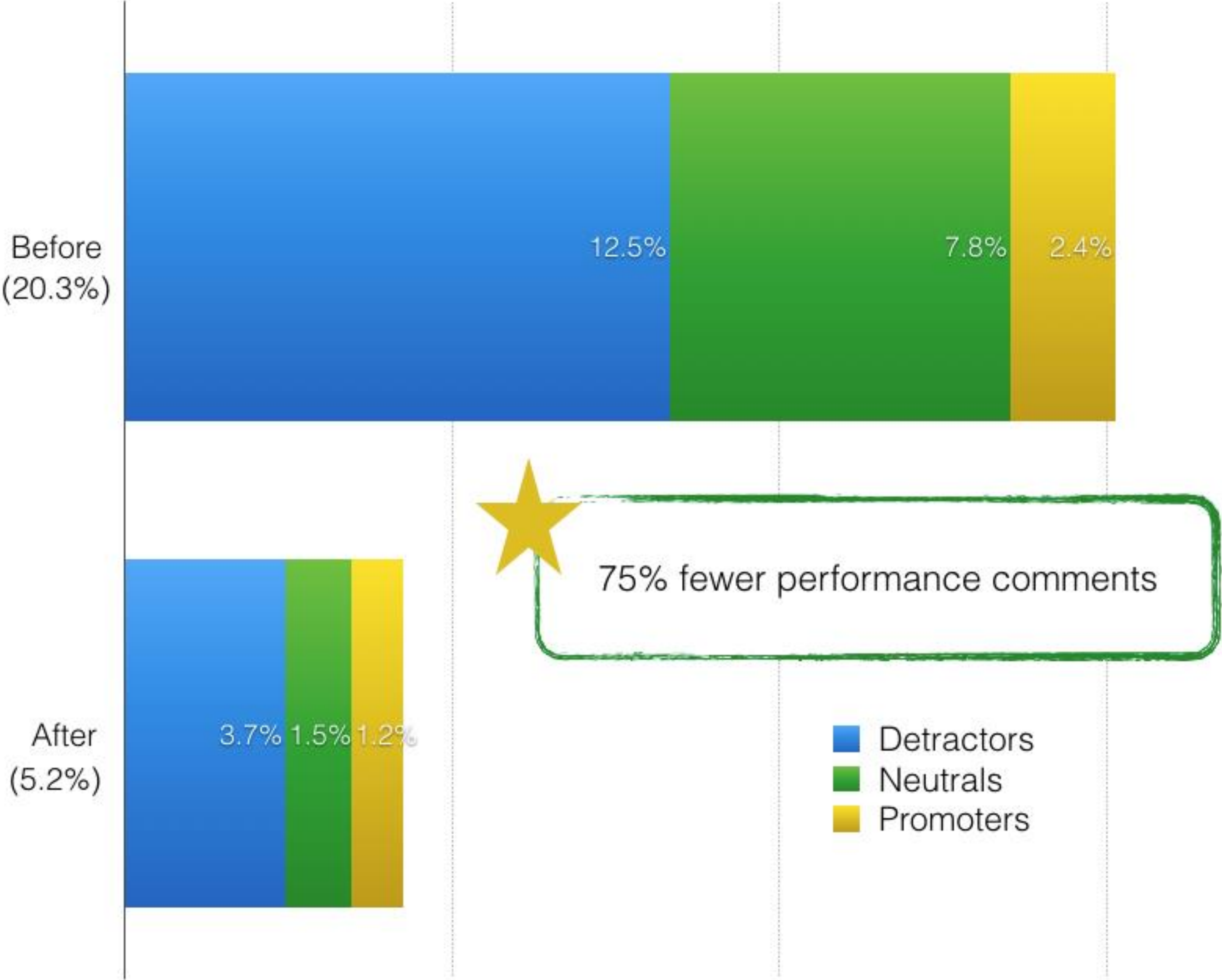


## Confluence Cloud Performance





Monthly Reliability Feedback Volume (% of NPS total)



“ Lots of features and easy to use. Main detractor was performance though it seems fast today, maybe a recent upgrade? If the performance stays fast I would be more likely (to recommend it). ”

DEVELOPER, CONFLUENCE





**THE FEEDBACK**

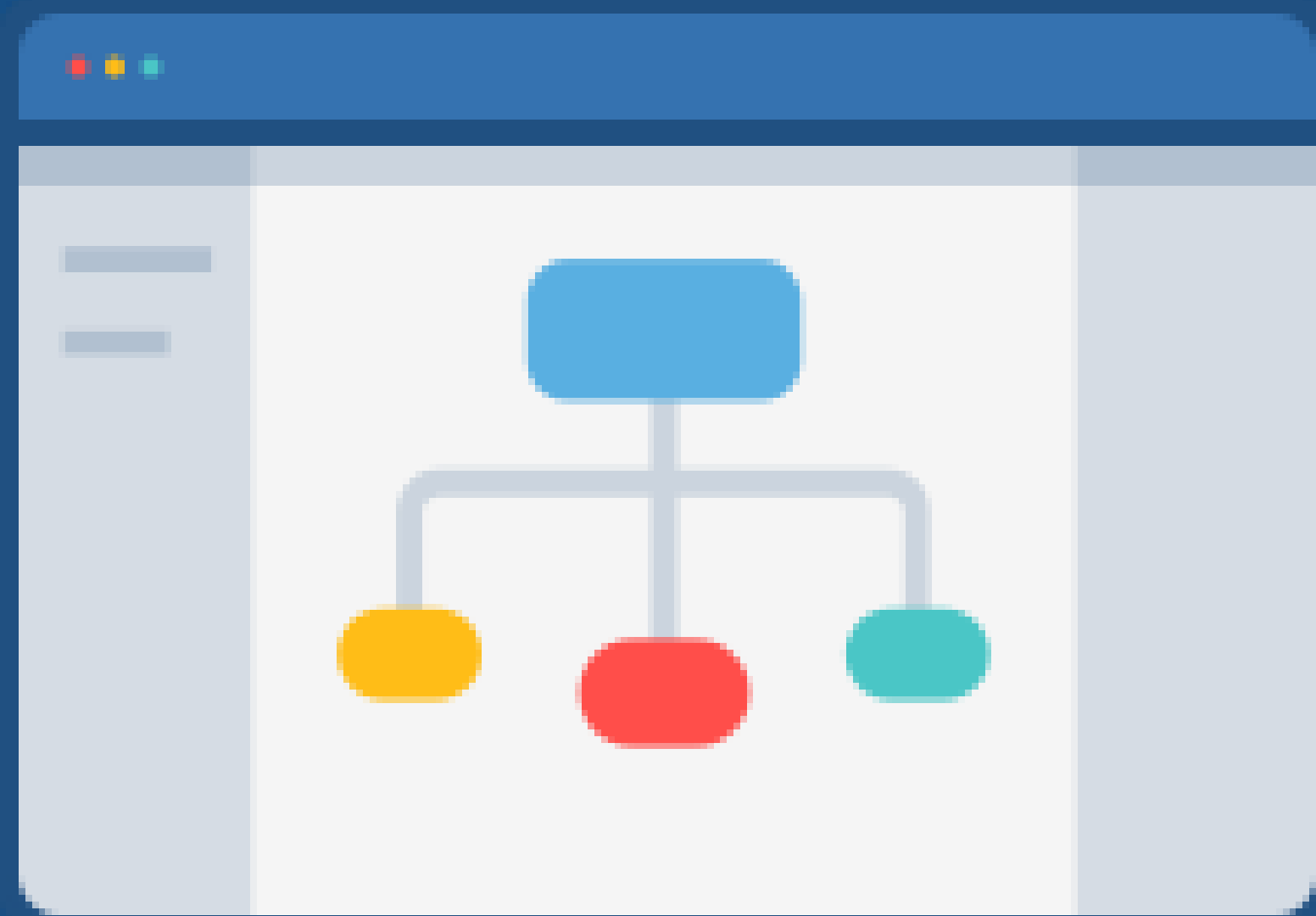
**THE SOLUTION**

**THE LEARNINGS**

**DIY**



# Categorize and Measure



## Find the sources

Understand your feedback funnel along with the traffic and frequency

## Measure the feedback

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

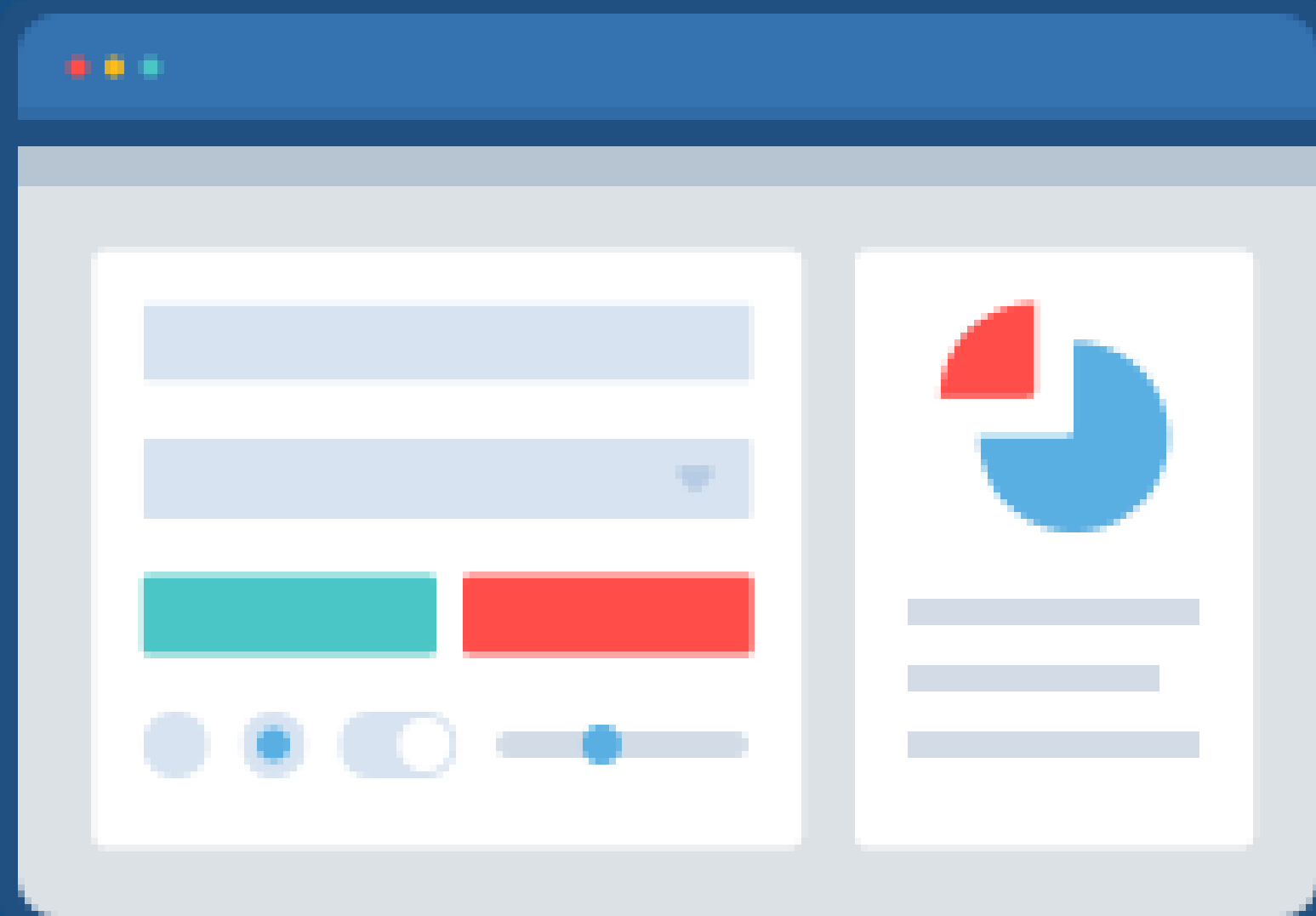
## Categorize content

Group into RUF and sub themes that help give clarity into insights





# Impact of insights



## Determine redlines

Too many comments in one area can cause problems

## Get commitment

Insight without action is useless.

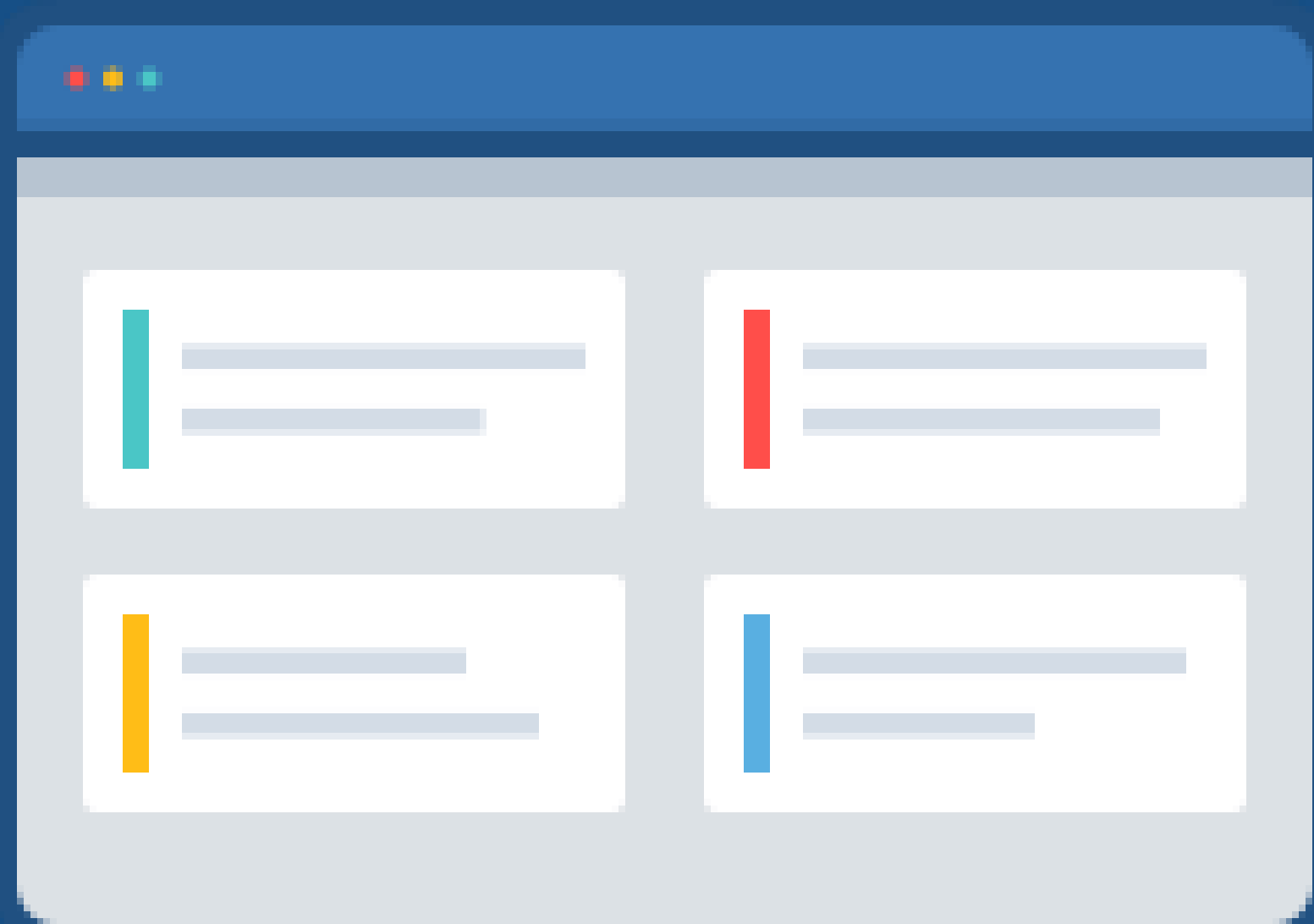
Make sure your company is willing to listen to feedback. If not, call me!!

## Establish baselines

You can't determine if things aren't changing if you don't know where you are. **(NPS, RUF, CSAT)**



# Build the system



## Create your insights

**Focus on 3-5 opportunities per product**

## Monitor improvements

**Scorecard it out! Monthly or quarterly.  
So the impact that change has made**

## Communicate internal

**Communicate that impact to the biz  
by constantly sharing user feedback**





**Product:** JIRA  
"Ability to copy a project, and more pre-built workflows, would be helpful."

**Role:** management

**Rating:** 5

**Product:** Confluence  
"Formatting options are not rich enough. Need to have WORD like features or at least full compatibility with Word. When I import a word document into a page, it messes up the formatting."

**Role:** product-manager

**Rating:** 4

**Product:** HipChat  
"easy and less invasive than other client"

**Role:** Engineer / Technical

**Rating:** 10

**Product:** Bitbucket  
"Free private repositories are great. The bug tracking is a bit lacking on analytics however"

**Role:** Engineer / Technical

**Rating:** 7

**Product:** SourceTree  
"It is one of if not the best fit management tool I have ever used. The only failing as I see it is a lack of Linux client."

**Role:** Engineer / Technical

**Rating:** 8

**Product:** JIRA

**Role:** product-manager

**Rating:** 7

"I need the ability to group Epics together...."

**Product:** Confluence

**Role:** product-manager

**Rating:** 6

"The performance is pretty poor, and the UX/UI is extremely last generation, but it gets the job done."

**Product:** HipChat

**Role:** Project Manager / Sys

**Rating:** 6

"It's unreliable. The mobile client doesn't stay running in the background. I only get notices of new messages when Hipchat is the active app."

**Role:** software-engineer

**Rating:** 7

"... finding a JIRA can be difficult - particularly when you just remember some vague details about it. Might have more to do with how we classify our JIRAs. Sometimes the search



Atlassian Customer Digest

The data in this Customer Digest represents **92663** customer survey responses across all products over a three month period.

NPS for our products

PRODUCT	GOAL	*LAST MONTH	*VS PRIOR
Bitbucket	85	85	▼ 0.2
Confluence	85	87	▲ 2.5
HipChat	85	82	▼ 2.7
JIRA	85	88	▲ 3.0
ServiceDesk	85	84	▼ 0.4

\* Calculated using a three month period

More info: [NPS Dashboard](#)

What customers are saying about us

Every recipient of this Customer Digest has received a **different** random selection of user feedback comments. If you see anything particularly interesting, please forward it on to others.

	1	2	3	4	5	6	7	8	9	10
	Detractor					Passive			Promoter	
"I like your service very much. I already recommended Bitbucket to a customer."									9	
Bitbucket - Company Leadership / Executive										
"Quick, works well for chat."								7		
HipChat - Sales / Marketing										
"nice and fast service "									9	
Bitbucket - Software Developer										
"easy to use, good concept, nice additional features/macros"									9	
Confluence - management										
"Quick, works well for chat."								7		
HipChat - Sales / Marketing										
"used it a lot"										8
JIRA - software-engineer										



# Closing the RUF loop



## 24-48 hours

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

## Insights, no promises

**Comments come in themes. If you are going to make changes, share it**

## Email and blog

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







**60% Open  
Rate**

```
%%[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 [voc@atlassian.com](mailto:voc@atlassian.com) and let me know.

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

Cheers,  
Chris Carter

**75%  
Satisfaction  
improved**



# Join the discussion



## Help grow the measurement







# Thank you!



**SEAN CRAMER- HEAD OF VOICE OF THE CUSTOMER - ATLASSIAN - @COSMOCRAMER**