



# Product Assurance & Customer Experience

(PACE)

## The Virtuous Feedback Cycle Drives Continuous Improvement

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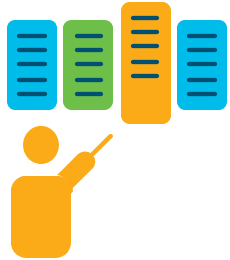
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# PACE: High Level Overview



## Objective

- We utilize the voice of the customer to drive continuous improvement of learning content, learning delivery platforms, and business processes by ensuring products are technically accurate and of high quality.
- We deliver customer insights enabling the business to respond quickly to customer issues and identify initiatives for prioritizing customer needs for an improved experience.
- By gathering/communicating data throughout multiple mediums, we enable leadership to make data driven decisions to ensure appropriate prioritization of current/future initiatives.



## Problem

- We are unable to utilize the voice of the customer to provide actionable insights in a clear, easily consumable way to identify potential problems, optimize courses & improve customer experience.
- We suffer from analysis paralysis
  - 17 Tech Tracks, 200+ Courses/8k+ Classes, 189 LPs, 11 Languages, In Person & Online Trainings, etc.
- Drilldowns are difficult, time consuming and require in-depth knowledge of data/system to run correctly, as such, teams/stakeholders are unable to self-serve.
- Reports (such as country/region analysis) are impossible to run without MTM assistance.
- We are unable to quickly assess/compare data such as platinum vs non platinum partners, ELT vs ILT courses, tech track performance, etc.

# PACE: High Level Overview (continued)



## Impact on Organization

- Major delays in obtaining actionable data resulting in a reactive vs. proactive approach.
- The voice of the customer is lost/distorted, leading to customer frustration as courses are not updated, or updated in a timely fashion.
- Key stakeholders/departments refused to use our data as it lacks clarity & is difficult to digest.
- Internal teams cannot run reports on the front-end system as there are too many factors that may lead to inaccurate findings, as such, our team is inundated with reporting.
- SLA's and team performance difficult to assess.



## Solution

- With Explorance's help, we determined integrating MTM data within Tableau would solve the many problems our team faced in terms of reporting clear/concise data to the right stakeholder at the right time.
- Tableau provides a user-friendly interface, is accessible to all stakeholders, and would be updated on a weekly basis ensuring a proactive vs reactive approach to customer feedback.
- Data would be filterable, allowing for quick macro/micro views on all aspects of data teams are interested in viewing (including customer comments).
- Tableau would allow teams to self-service.
  - MGMT can assess team performance (weekly, monthly, etc.).
  - Content Engineers can assess course performance.
  - LP SLA's can be enforced with much less effort.
- Less reliance on MTM's help as data comparisons are quick/easy to accomplish including country/region drilldowns.

# Implementing Tableau



## Requirements Gathering

- PACE identified the needs of internal stakeholders, including which departments required access to which data, how the data should be displayed, frequency of updates, which aspects should be filterable and how best to group the information displayed within Tableau.



## Building out Tableau

- MTM took our requirements and did an excellent building out Tableau, improving many aspects of what we had envisioned.
- 10 Tabs were created, 8 main filters used (with an additional set of filters for student comments), including drilldown capabilities utilizing a world map.



## User Acceptance Testing

- Once Tableau had been built, multiple weeks of back-and-forth analysis/meetings were required to ensure data integrity, filter functionality, look/display of data was acceptable per stakeholder preferences, along with ensuring bugs were fixed prior to implementation.



## Implementation

- MTM set up an SFTP site to share the data, including generating secure user logins for Cisco to obtain data
- PACE met with internal teams to work out details of transferring MTM data into Cisco's Tableau server, including how we would go about providing user credentials internally for those who required the information.
- PACE/MTM rolled out user training to internal departments with videos and emails, and held various webinars explaining how data can easily be accessed, manipulated and drilled into according to individuals needs.



## Ongoing Maintenance

- Every Tuesday, MTM loads a data file to their SFTP site, upon which Cisco's automated process acquires the data and automatically updates our internal Tableau Server.



# Result: Our Virtuous Feedback Cycle Drives Continuous Improvement

- Customers voice is clear, concise and actionable.
- Teams can self-service resulting in a proactive vs reactive approach to improving courses timelier.
- Management can easily monitor team's performance while quickly identifying areas of concern.
- Macro and Micro data points are clear, concise and easily available to those who need it allowing for deeper dives into potential problems.
- Data can easily be exported, drill into and shared with others.



