

Session: Your Secret Weapon for Success: Delivering What Customers Value Most

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## **AGENDA**

- Value Delivery
- Understanding Project Management

Value Delivery = make money by helping our customers succeed

- You need to think of business as a “value delivery system”
- Technology ≠ whole value
- Delivery goes beyond feature/function. It is part of every touchpoint.

Need to Align Everyone around the goal of value delivery (Wheel of Value Slide)

- Product is the portal for championing message – you need to bring in customer service & sales into early discussions of product.
- Can't put partners in last-minute scramble (customer service, sales)

Factors beyond technology can make or break effective value delivery and customer satisfaction

- Every person in the customer experience “chain” sets a perception for the company
- You are designing the service & business, not just the product
- Can create user personas & scenarios → take these through the entire product life cycle.
- B2B needs to do more user persona work
  - User, buyer & decision maker are often different people – need to understand them all

Value Delivery needs multi-discipline representation

- Add value – gaps and adjacencies
- Bring together all of the integration points to increase value. ex: Smartphones

At some point, you have to stop research and just start listening.

Value Delivery

- Integrate customer perspective
- Develop market & offer requirements that meet full end-to-end perception of value

Do Your Research

Involve Engineering

### Market Research

- Have multiple people in the company ask the same 3 questions – have multiple champions
- Sometimes informal methods work (wine & dine, hallway conversations, informal questions)
- Watch how people use products; perform tasks for websites, etc.
- Talk to 10 people in each persona & look for commonalities that emerge.
- Involve engineering
- Apply the Wheel of Value (marketing mechanics, copyright)

### Role of Product Manager

- Champion
- Strategy
- Execution
- Understanding
- Distribution
- Momentum

### Research

- Select methodology
- Design plan
- Execute
- Analysis
- Share results / data analysis

### Benefits

- New product / customer service ideas.....