usabilla by SurveyMonkey

CUSTOMER SUCCESS STORY

Bandwidth

SOFTWARE, IT & TECHNOLOGY

CONVERSION OPTIMIZATION

PRODUCT TEAMS

Bandwidth Improves Customer Acquisition, Support Channels and Roadmap Prioritization with Proven SaaS Feedback Strategy

Bandwidth is a Communications Platform as a Service (CPaaS) company, providing cutting edge telecommunications technology. With their embedded calling and messaging APIs, emergency calling and virtual phone numbers, they empower brands like Google and Skype to stay connected. Josh Gibbs, Experience Designer transitioned to a UXer, ultimately became Platform Project Manager after 3 years, tasked with integrating their 3 main products and improving the in-product experience.

Josh Gibbs
Platform Product Manager, Bandwidth

Prior to onboarding Usabilla, Bandwidth exclusively collected feedback through direct customer interviews. Gibbs realized the interviews were difficult to scale and did not represent their entire customer base. To keep up with rapidly changing telecommunications and SaaS standards, they deployed Usabilla to capture the voice of their customers.

Gibbs now integrates the customer feedback he receives through Usabilla's Voice of Customer solution into his daily workflow. Here, we explore how customer feedback helps him increase customer acquisition, improve support functionalities, and create a well informed and successful product roadmap.

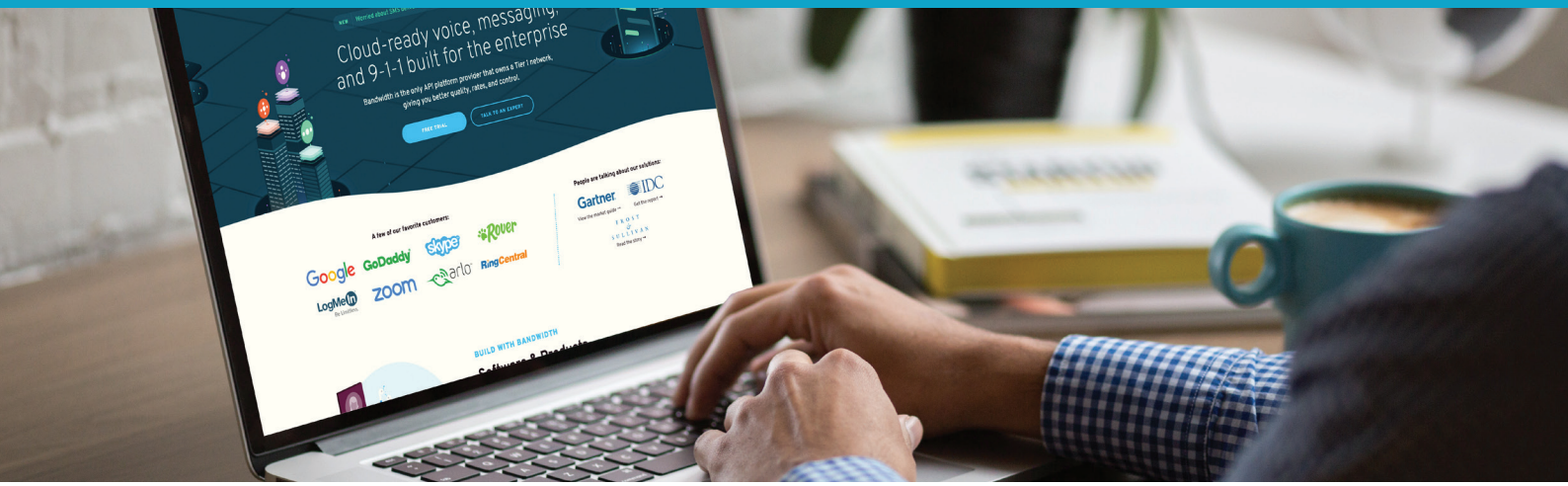
Part 1: Acquisition Feedback for Customer Acquisition

Gibbs discovered a series of feedback items in the Usabilla dashboard containing the same customer complaint: post-trial prospects were trying to get in contact with a Bandwidth sales employee to sign-up full time and become paying customers. Their collective requests to talk to a salesperson went unanswered. Gibbs realized there was only one channel for post-trial prospects to communicate with a Bandwidth employee, and it was failing. He spoke to the Sales Director in charge of following up with post-trial prospects. Sales quickly looked into the issue and found a bug in their post-trial workflow. It was promptly fixed, and Sales began following up with post-trial prospects. Several of these prospects upgraded to become full-time customers. .

Now, the trial upgrade requests are streamlined immediately to a salesperson. If it wasn't for feedback, they would've lost several customers who were ready to buy, missing out on an available stream of new revenue.

Part 2: Support

With Usabilla's Voice of Customer solution, Bandwidth decreased the number of support tickets from customers and improved ticket resolution time. How? They optimized their platform to become more self-service.



Before Usabilla, Bandwidth was pouring time and resources into Support, redesigning their support sites and optimizing support articles. A simple feedback breakdown revealed that only 6% of feedback concerned a support issue, while 31% concerned interface related issues. Resources were being wasted on Support when they should've been allocated for interface optimization and training. This feedback inspired Bandwidth's team direction, as they moved to hire more interface employees to tackle the major pain-points they uncovered through feedback. They focused their efforts into getting customers to understand the user interface, how to self-serve, and self-troubleshoot. Bandwidth effectively reduced their Support ticket backlog by improving their interface and empowering customers to be more self-sufficient

Treating the Disease, Not the Symptoms

By capturing feedback at multiple points across the customer journey, Bandwidth can pinpoint the exact locations of friction. The ability to track inside the customer's experience helps drill down and determine exactly what needs fixing. For example, when they receive a significant amount of negative feedback on a support article, they know the problem isn't with the article, the problem is the feature itself. Then, it's time to allocate time and resources to change the product, so their customers no longer require support.

Zendesk Integration

Every interaction on Bandwidth's platform is a transaction. Therefore, it's extremely important for Bandwidth to react to support tickets quickly. If someone can't perform a task on the platform, it means they can't buy something they need – and they need it quickly. Usabilla is the most direct way for Bandwidth's customers to reach out. Feedback tagged for support goes immediately into the Zendesk queue. Feedback tagged as an enhancement is automatically sent to Trello and Jira where it is prioritized accordingly on the roadmap.

Part 3: Roadmap: Usabilla transformed Bandwidth's Product Roadmap

Collecting direct customer feedback advanced Bandwidth's product roadmap prioritization process forward from improvised guesswork to a strategy driven by data.

How does Bandwidth decide which features to prioritize? Before Bandwidth implemented Usabilla, the Product team collected feedback with customer interviews by jumping from support calls to sales calls, asking which features their clients wanted to see. Instead of scheduling 10 interviews throughout the week, filling their time, they can now pull a report from Usabilla, and in 10 minutes have instant insight into customers' preferences.

> *"More than anything, it's super important to tell people in Product you should just get a solution like Usabilla and listen to feedback directly from the customer -- because they have the stuff to tell you."*
>
> **Josh Gibbs**
> Platform Product Manager, Bandwidth

A Common Argument: Should we do A or B with the product?

Product Manager A needs feature A, Product Manager B needs feature B -- so what should the developers tackle first? Disjointed feedback and last-minute conversations with Sales and Support meant that when deciding the future of Bandwidth, the person with the loudest voice or most compelling argument received their preferred adjustment. There was no real broad-reaching customer data to support these decisions, and debates ensued. Since everyone was making their best guess on how to improve the product with little evidence or data, this led to tough conversations about which features to prioritize.

Now, all feature prioritization conversations are informed with Usabilla feedback. Priorities are set based on the amount of feedback that customers give per feature request. Bandwidth now prioritizes features based on clear data from the most important person: the customer. Whoever has the most feedback on their issue gets their feature built first.

Then, they use feedback to validate any changes and measure the impact of their work.

> *We often ask ourselves: How was the company surviving without having this direct feedback channel from customers?*
>
> **Josh Gibbs**
> Platform Product Manager, Bandwidth

Conclusion

Gibbs emphasized that every Product team needs feedback. He stated that it's not about not having the time, it's about spending the time doing the right things and collecting feedback in the right places. The outcome is streamlining processes, hearing directly from customers, and improving the customer's product experience. By capturing the voice of their customers, Bandwidth was able to on board new users and improve customer satisfaction.

> *If you're a Product Manager who isn't prioritizing feedback collection, you're doing yourself, your product, and your customer a disservice.*
>
> **Josh Gibbs**
> Platform Product Manager, Bandwidth

> *Not a day goes by that I haven't logged into Usabilla or had a conversation in Slack about customer feedback collected in Usabilla. It's changed my job and the way our company builds products. It's amazing.*
>
> **Josh Gibbs**
> Platform Product Manager, Bandwidth