ATLASSIAN

The secret weapon

How to increase collaboration between product and support teams

ALEX WAITE | SUPPORT ENGINEER III AT ATLASSIAN

Our customers are incredibly passionate about Trello.

Our customers are also frustrated by their voices not being heard.

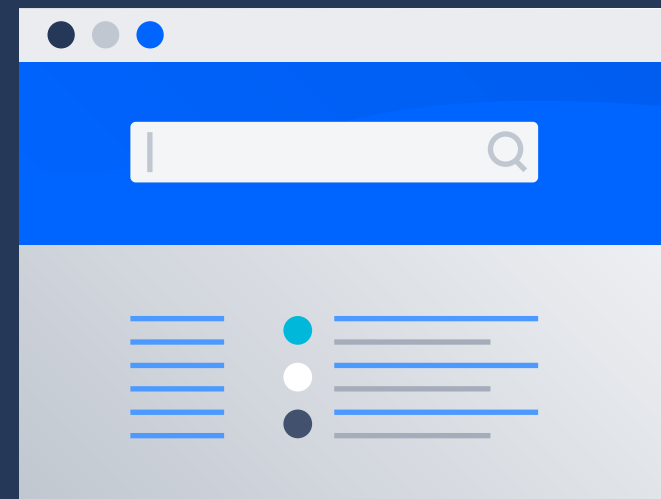# How do we make our customers' voices heard?

Dropping the bomb (of feature requests)

Jira Service Management

Log of all of our tickets

Confluence
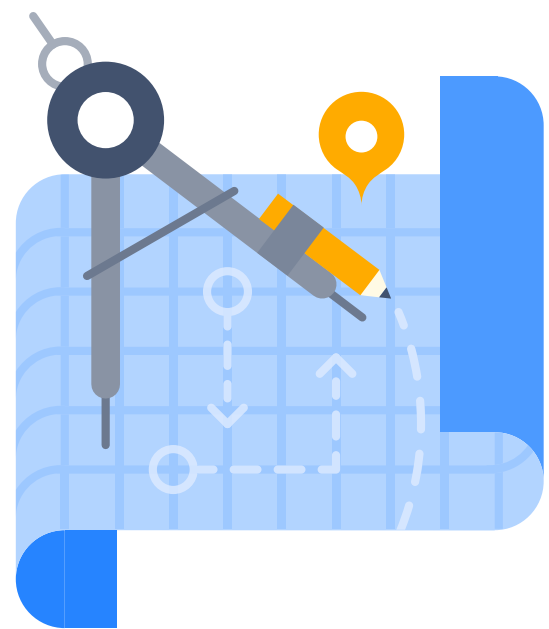
Brilliant for building product
and support narratives

Seven feature requests, including:

Support for Trello on Windows 11

Notifications on a feature available for standard and above subscribers

More formatting customization

Discovering the 'why'

We needed to make sure that the features our customers were requesting would actually fix their pain points.

Sharing the data with everyone

Everyone in support
Aware of customers' pain points and can confirm or deny which feature requests are most valuable.

Everyone in product
Makes product leaders aware of what is annoying our customers the most so that they can prioritize new changes.

Everyone else
Everyone can have an impact on our products, our customers, and our team.

5/7

feature requests are already shipped
(and the other two are on their way!)

Maintaining the momentum – making sure our customers' voices are always heard

Vision vs. VoC

Vision

Don't compromise on your vision, but allow customers to have their say. Their insights could help you strategize going forward.

Voice of the Customer (VoC)

Listen to your customers, but also be ready to explain when their requests may not suit the vision you have for your product.

Your secret weapon is your **support team**.

Takeaways

🎉

Celebrate your support teams

Work with them and reduce product/support friction with them.

☺

Think about ways to reduce friction

Make sure your customers' voices are being heard.

👥

Build your support teams with heart

Empathy is harder to teach than technical skills.

☁

Make sure your team is set up for success

Use JSM, Confluence, Atlas, Trello, etc., to build a great support organisation.

Keep your company open

Value all opinions and perspectives

Give everyone in your organisation the chance to speak up. Give everyone the chance to share data and their unique perspective.

Passionate customers, passionate support

Value your passionate customers (they're a goldmine!) and value your support team who works with them.

Thank you!

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