The Summary

Our client's portfolio of five digital products – and no consistent or predictable launch schedule – created chaos for the customer service and customer experience teams who were expected to support customers. Often, teams outside of engineering found out about launches because customers called in to tell them. Working across the company, we designed a highly scalable and incredibly adaptive launch model that has dramatically improved the customer experience, reduced call volumes, and increased service consumption.

"Blueprint specializes in development standardized models for managing a chaotic product update and launch schedule"

Michael Callahan Director, Blueprint Consulting Services and

The Problem

Although the client's engineering and operations teams worked with a launch cadence, teams outside of engineering were often surprised by launches, were unprepared to support new features or products, and customers grew increasingly frustrated by the seemingly haphazard launch process.

Lack of a standardized, highly repeatable, globally scalable launch model
The company's digital engineering teams had a launch cadence, but its marketing and customer service teams were often surprised by launches. There was no established workflow, no standard communications policies, no success metrics and no exception management.

Rapid growth made it difficult to establish consistency.
Early attempts to build some consistency around launches were hampered by the speed at which the company's customer service was growing.

No predictive analytics.
Because there were no strong analytics in place, the customer service organization had a difficult time comparing launches, predicting the impact of a good or bad launch, and staffing effectively.

The Blueprint Solution

We worked with the team to design, define and deploy a scalable global launch model which would be highly repeatable, eliminate customer frustration with new launches and updates, and require minimal effort to manage. The model is a standard workflow that facilitates collaboration across numerous functions, and predicts individual effort within certain timeframes, allowing teams to thoughtfully manage resources across a launch. The model assesses each launch (delays, "red" states, customer contact volume, etc) and proposes improvements to the model or the participants.

Results

Within three months of implementing the launch model, the company's sole digital customer service launch manager was managing 50 global product launches in a single month – a volume of launches that are managed by teams of 8 – 10 launch managers in other teams at the company.

The launch model enabled the company's digital engineering teams to speed up their launch plans and achieve device parity with their competition during 2014. Customer contact volumes during launches has been reduced by 50%.

To find a solution that's right for your organization, and review other success stories, please see the Blueprint Consulting Services website (www.bpcs.com).