

Motivation – Who Benefits?

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- Improving software quality means improving quality of life for:
- **Customers:** Less frustration using the product — less churn
- **Technical Support:** Fewer tickets to handle
- **Developer Developers:** Less bugs — distractions, more time for features, deep focus to do hard tasks
- **QA:** Can find deeper issues before shipping
- **Managers:** Increased velocity - more output, fewer developers needed