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BizDevOps Breaks Down Silos, Improves User Experience

 November 6, 2019

Dynatrace Cloud Strategist APAC Myrin Yap says when BizDevOps strategies are put in place, they have the tangible effect of breaking down disruptive silos within organisations, which consequently, enhances overall user experience.

By Myrvin Yap

Businesses still have a long way to go when it comes to improving user experience. According to the recent Zendesk Customer Experience Trends Report, while Singapore is a regional leader in Southeast Asia when it comes to keeping customers happy, it still lags behind the global average.

This has the potential to affect any business across all industries operating in Singapore.

One way for companies to respond to this is to adopt BizDevOps strategies so they can address issues that lead to, or stem from, poor user experiences – through practicing collaboration, ensuring a continuous feedback loop, and developing and achieving user-centric goals.

Collaboration equals productivity

It has never been more urgent to address how Singaporean companies lag behind their global peers.

While Singapore is one of the leaders when it comes to consumer technology adoption, it is lagging in terms of user satisfaction. That said, local businesses are starting to understand the importance of leveraging new technology such as Artificial Intelligence, to perform root cause analysis and resolve problems faster on the back end.

Employing BizDevOps is a key strategy for businesses to deploy and develop their IT resources. However, as the name suggests, it can open up other opportunities for the business beyond tech resources. This happens because employees develop a

systems-based approach that has a very real impact on user experience, and one that goes way beyond IT.

When BizDevOps strategies are put in place, they have the tangible effect of breaking down disruptive silos within organisations and end-user data can be disseminated immediately across the business, optimising performance and improving efficiency. If companies in Singapore want to transform digitally to become more competitive than ever before, then this is exactly what they should be doing.

Build, test, improve, repeat

Teams can now collaborate more efficiently than ever before, which speeds up the feedback loop. The best user experience occurs when a fix isn't needed because a product or service simply works, achieved via non-stop improvements and automated problem remediation in back-end processes. Such a loop ensures that a platform is developed and deployed based on user and business feedback, making it more relevant and easier to use for customers.



When we think about what users really want, it is to be listened to. Customers and end-users within organisations today have multiple digital platforms to interact with businesses, whether via a website, a mobile app or workplace collaboration tools. With an effective BizDevOps strategy in place, businesses are able to achieve a 360-degree operational view to gain visibility of every user, customer, potential lead or casual visitor on their digital platforms. But the only way to make this effective and meaningful is to monitor at all times and continually feed data back in a loop, across the entire delivery pipeline. After all, if end-users are not using what businesses are building, it creates higher costs factor and fails to drive business success.

The concept of BizDevOps breaks down tight silos and quickly connects important end-user and customer data into the development feedback loop. In addition to happier end-users, this increases opportunities for innovation, new revenue growth, and potentially more brand exposure beyond local markets.

Bringing back the human touch

The starting point for any BizDevOps strategy cannot solely come from the IT department – it must be driven equally across the business. Anything the IT team does should be driven by business and user gains, as well as the benefits it brings to IT performance.

The same way maintaining workplace culture is a shared responsibility carried and led by the top leadership team, a BizDevOps strategy will only be effective when everyone in the business believes it integral to achieving business goals. IT may identify the business need and take it to the business as an idea, but the leadership

team must be on board to drive this project to fruition. Unfortunately, some businesses see this as a challenge due to complex organisational structures.

Another key component missing among today's plethora of monitoring tools is genuine human insight. Yes, there are tools that alert when exceptions or slowdowns happen, but they don't forge that human connection with the end user. To this end, it's worth taking a small step back to identify what really matters to customers and to the business that will help fulfil user demand.

The BizDevOps journey is one that needs to be made by businesses across Singapore if they are to catch up with their global counterparts. A user-centric viewpoint also allows businesses to decide how to optimise at any given digital touchpoint without losing sight of customer satisfaction or experience.

With BizDevOps, businesses are able to gain visibility of their digital performance and determine how current processes and operations are affecting user experiences and, therefore, adding value to their business.

(Ed. Myrvin Yap is a technology advocate with over 15 years' experience in end user and vendor environments; Yap says he is keen to share his experience with organizations embarking on Digital Transformation with the aim of doing more with less.)

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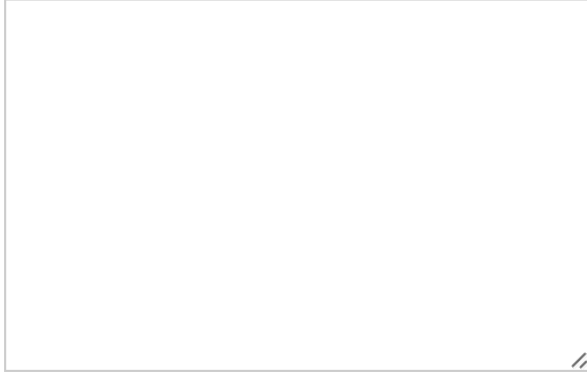
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