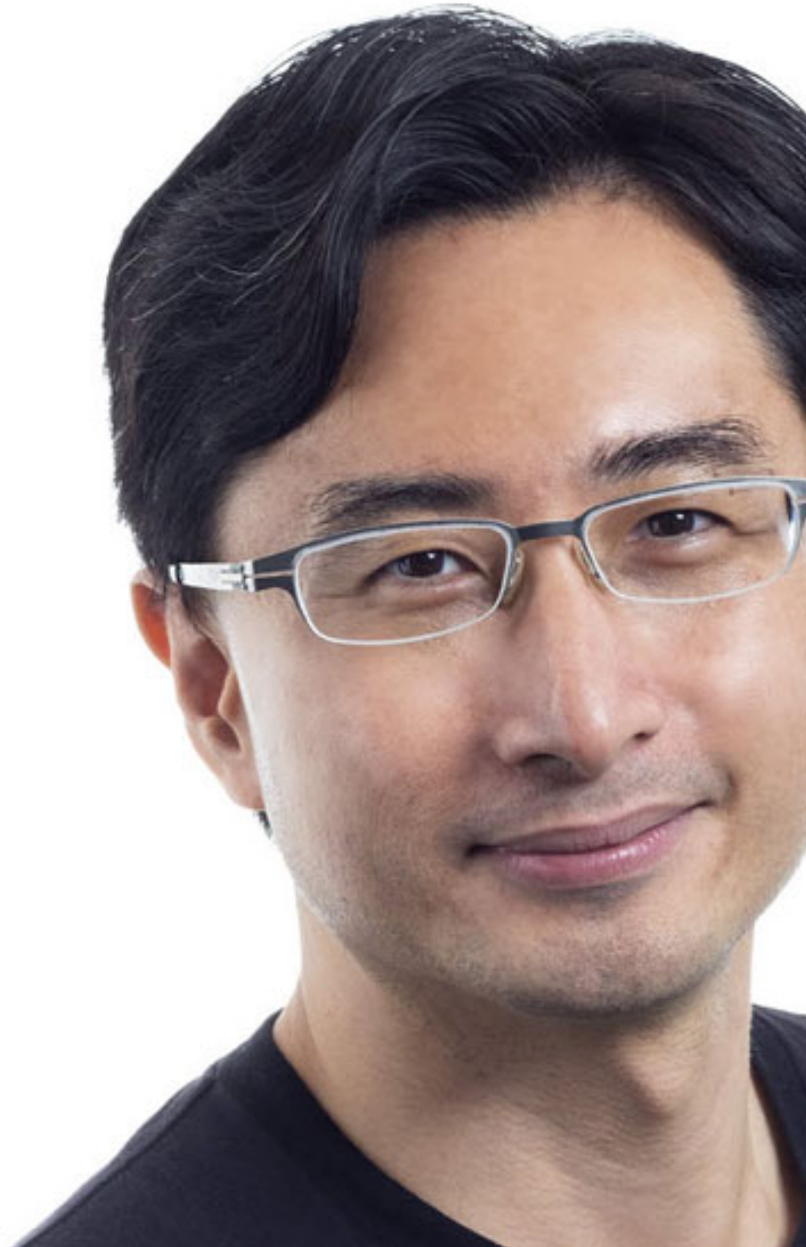


User experience done right with BizDev

By **Myrvin Yap** - February 18, 2020



Businesses still have a long way to go when it comes to improving user experience. According to a recent report, while Singapore is a regional leader in Southeast Asia when it comes to keeping customer satisfaction at an average[1].

This has the potential to affect any business across all industries operating in Singapore. One way to improve user experience is to adopt BizDevOps strategies so they can address issues that lead to, or stem from, poor user experience. This involves 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 businesses to deploy and develop their IT resources. However, as the name suggests, it can be beyond tech resources. This happens because employees develop a systems-based approach and one that goes way beyond IT^[2].

Recently, Dynatrace held PerformGo!, a one-day conference in Singapore that examined different BizDevOps perspectives. When BizDevOps strategies are put in place, they have the tangible impact that organisations and end-user data can be disseminated immediately across the business, optimising the way companies in Singapore want to transform digitally to become more competitive than ever before by doing.

Build, test, improve, repeat

Teams can now collaborate more efficiently than ever, which speeds up the feedback loop. What needs to be listened to. Customers and end-users within organisations today have multiple digital touchpoints via a website, a mobile app or workplace collaboration tools. With an effective BizDevOps strategy, a 360-degree operational view to gain visibility of every user, customer, potential lead or casual visitor.

But the only way to make this effective and meaningful is to monitor at all times and continuously improve the delivery pipeline. The best user experience occurs when a fix isn't needed because a product is working. Improvements and automated problem remediation in back-end processes. Such a loop ensures that the product is based on user and business feedback, making it more relevant and easier to use for customers.

Bringing back the human touch

A key component missing among today's plethora of monitoring tools is genuine human insight. While exceptions or slowdowns happen, but they don't forge that human connection with the end user. It's back to identify what really matters to customers and to the business that will help fulfil user needs.

What our recent conference shows is that we have been listening to the issues within our industry and being met – for now. The BizDevOps journey is one that needs to be made by businesses across all their global counterparts. A user-centric viewpoint also allows businesses to decide how to optimise their sight of customer satisfaction or experience. With BizDevOps, businesses are able to gain visibility to determine how current processes and operations are affecting user experiences and, therefore, improve them.

[1] <https://www.zendesk.com/customer-experience-trends/>

[2] <https://www.servicedeskshow.com/blog-spot/bizdevops-improve-customer-experience/>

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