

Demo accounts resets deep dive

Demo accounts resets - Conclusions

Task ID #948438236, by Sergey Ryzhov on Aug 16, 2022

Status

Completed

Dates

Backlogged (1d)

Introduction

This is an extension of <https://www.wrike.com/open.htm?id=924348237>. The first look at the data suggested that MDT was way less popular than M&PS and was also reset much less frequently, which could mean lower activity in those accounts, or sellers using outdated content, which is equally bad.

What and how

Here we are looking at over five thousand records of domain operations (resets to zero and date resets) performed for demo accounts based on our MDT and M&PS templates to better understand how they are used. This data is supplemented with information about demo accounts and Wrike users who own or create them.

The data is not complete or perfectly clean. Until some point in 2020 we did not record account creation, afterwards it was recorded as reset to zero, allowing to recover most of it. Records with missing crucial data (~20 account IDs) were excluded.

<https://www.wrike.com/open.htm?id=945558938> contains the raw data, as well as the final spreadsheet.

<https://www.wrike.com/open.htm?id=945558663> contains a few extra charts but the most important ones are below.

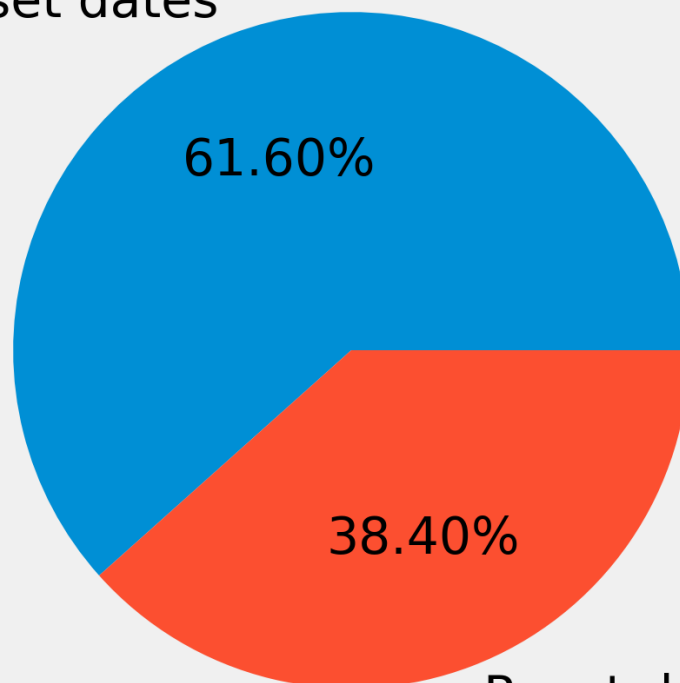
Insights

The data confirms the initial observation of most accounts being inactive, at least in terms of updates. If we look at account resets, mean values are very low, 1.16 for date reset, 0.78 for reset to zero. Medians are zero.

Most account have never been reset, with reset to zero numbers noticeably lower, and fewer MDT accounts being reset:

Date resets in M&PS accounts

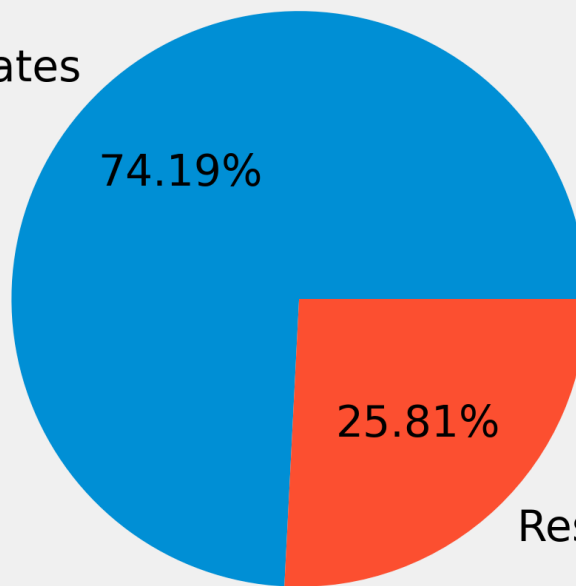
Never reset dates



Reset dates at least once

Date resets in MDT accounts

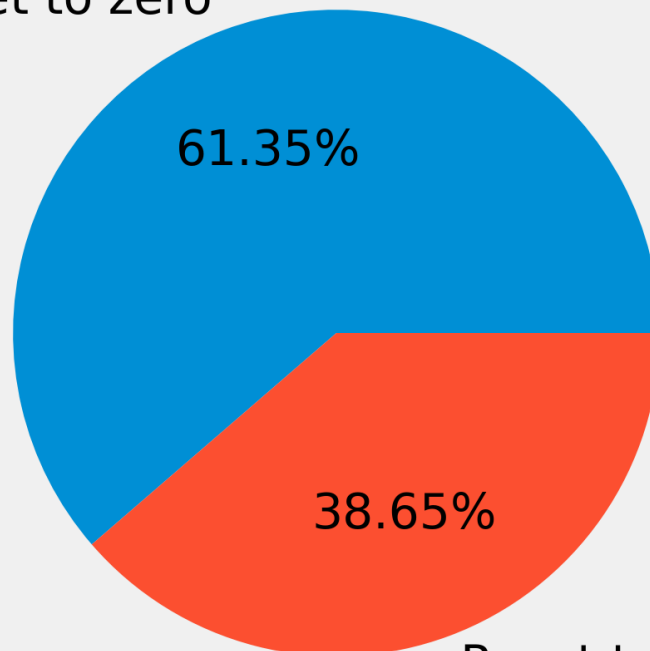
Never reset dates



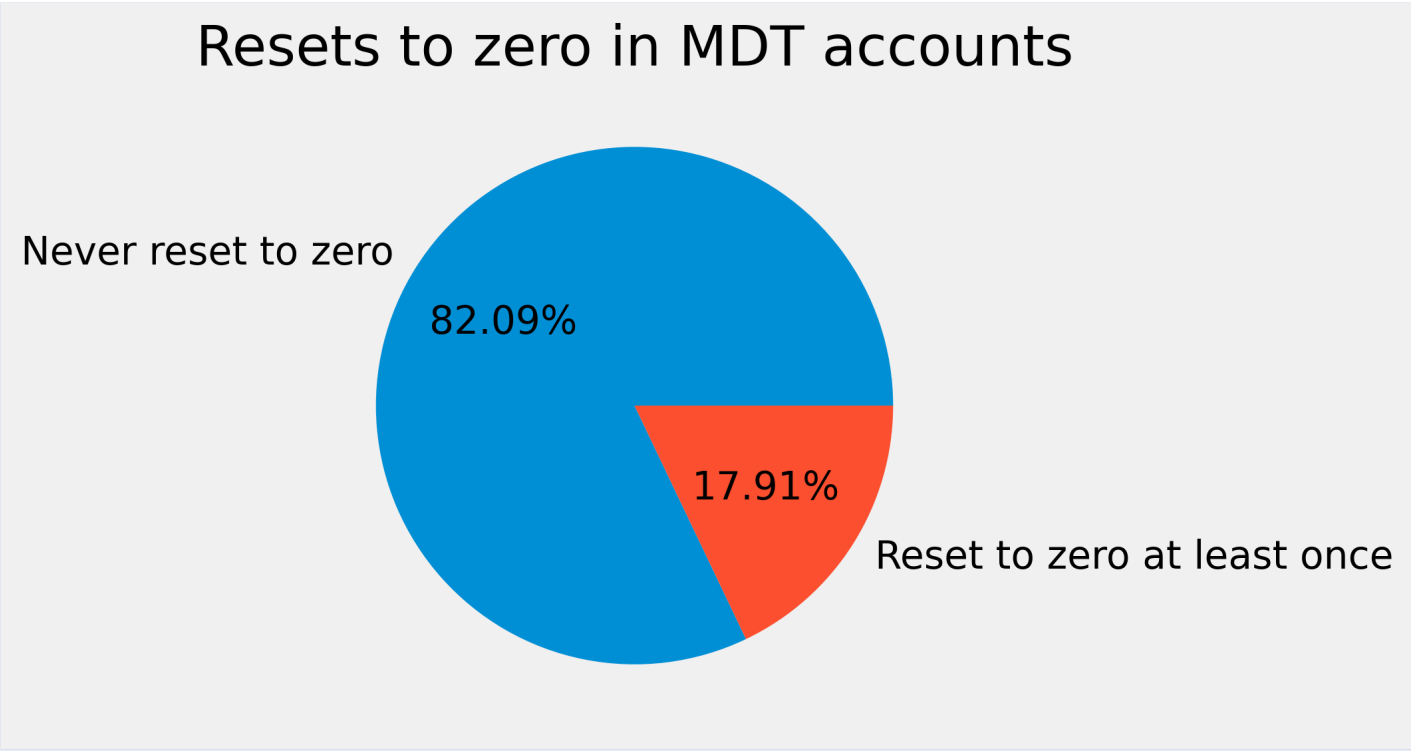
Reset dates at least once

Resets to zero in M&PS accounts

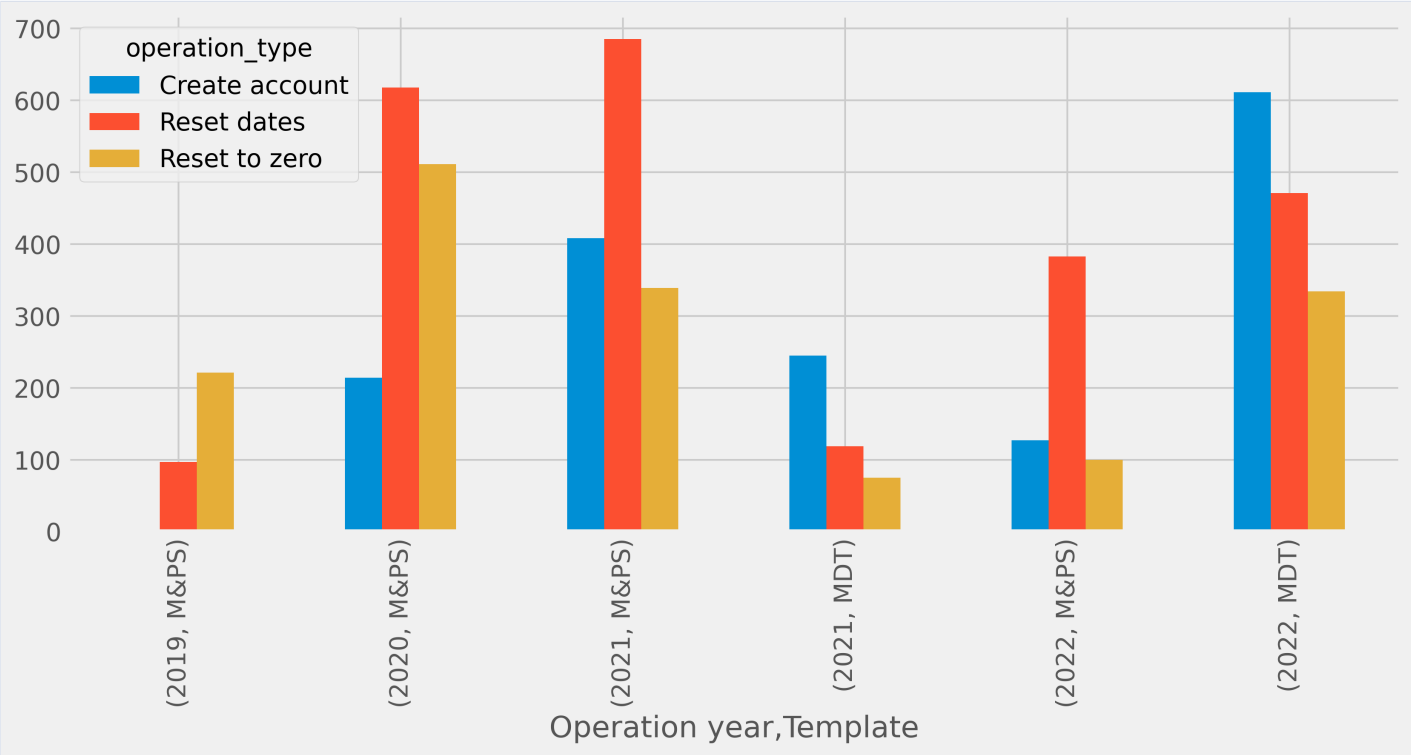
Never reset to zero



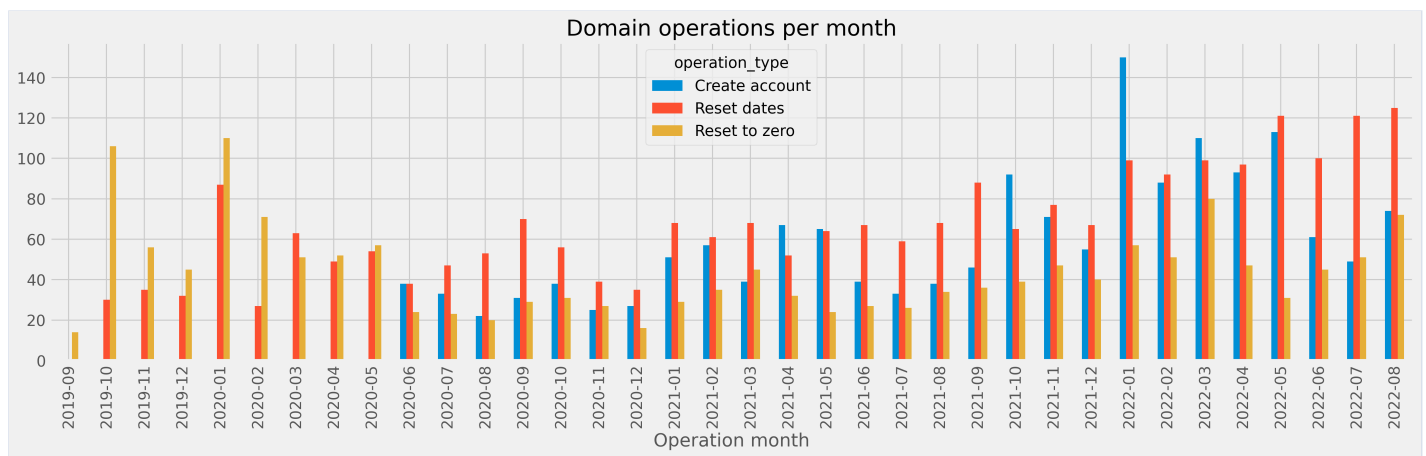
Reset to zero at least once



Which may seem to reinforce the idea of MDT accounts being less popular. However, if we take the time of operation into account we see a different picture:

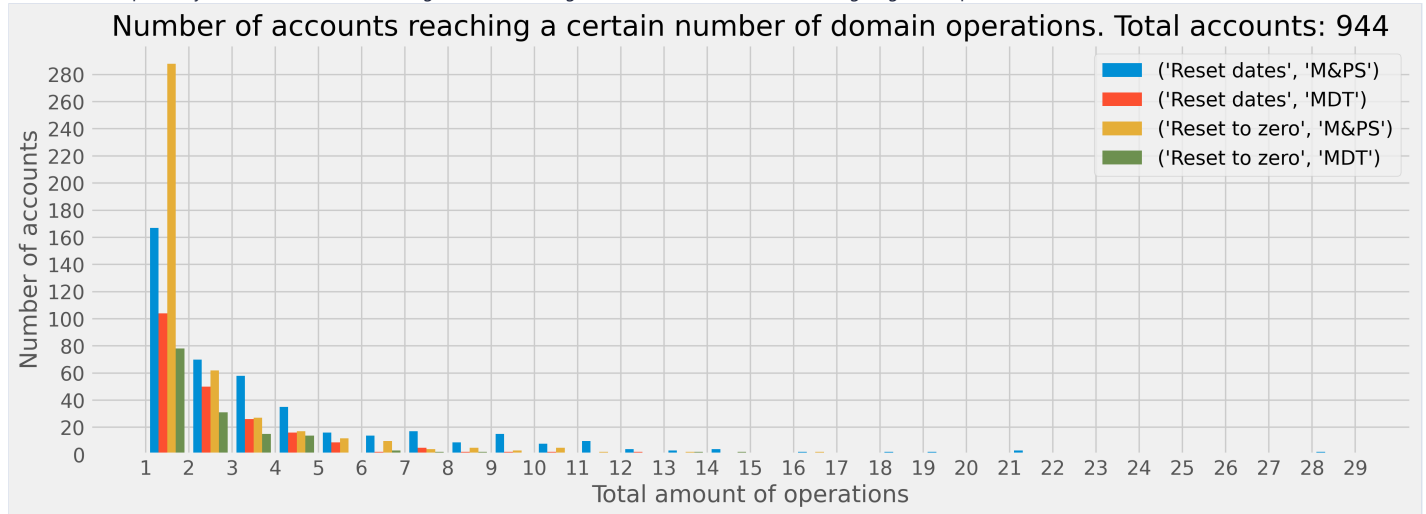


It looks like resetting to zero has been on a steady decline for a while. It is just less obvious due to the mass of data related to the older M&PS template and its accounts. If we look at resets per month we can even see slight upticks in resets to zero:

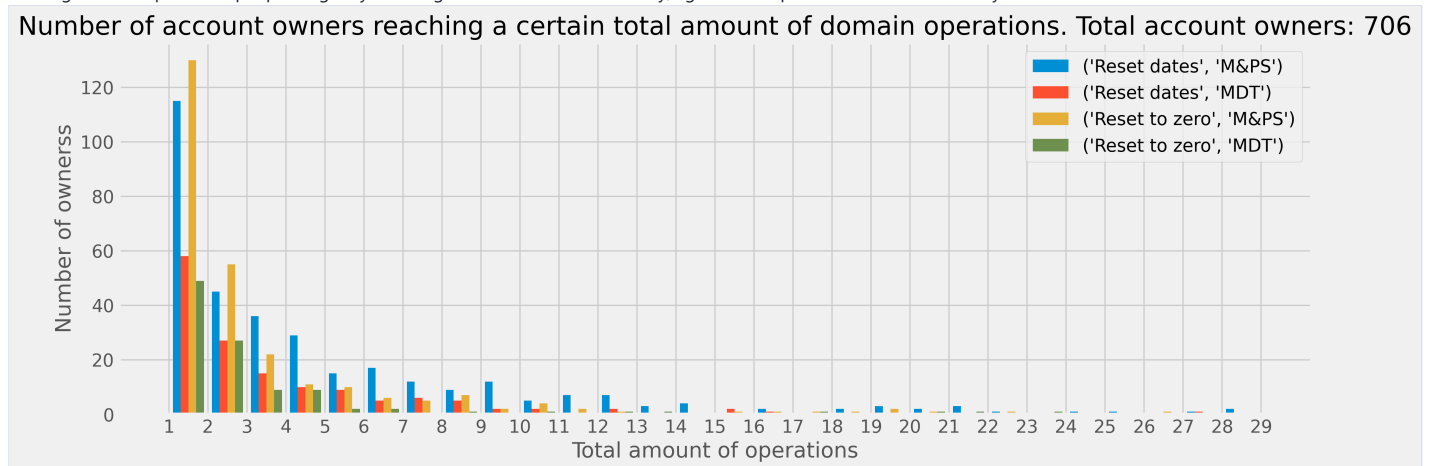


This also illustrates the increasing activity of our Sales organization in terms of demo account usage.

If we look at how much a single account gets reset, we'll see that repeated resets to zero are extremely rare, and date resets are not much more frequent. The longer tail of M&PS resets is probably due to these accounts being available for longer, and some seasoned sellers not giving them up.

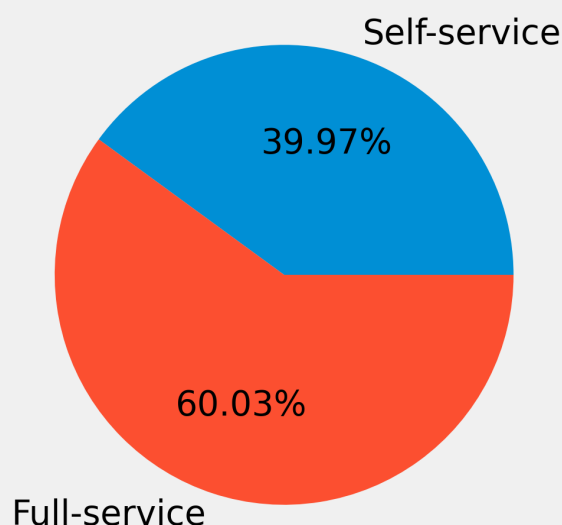


If we take a similar look at users owning demo accounts we'll see a similar situation. Very few people get more than a dozen operations even across all of their accounts. Although we can spot some people diligently resetting their MDT accounts already, against an expected tail of M&PS activity:



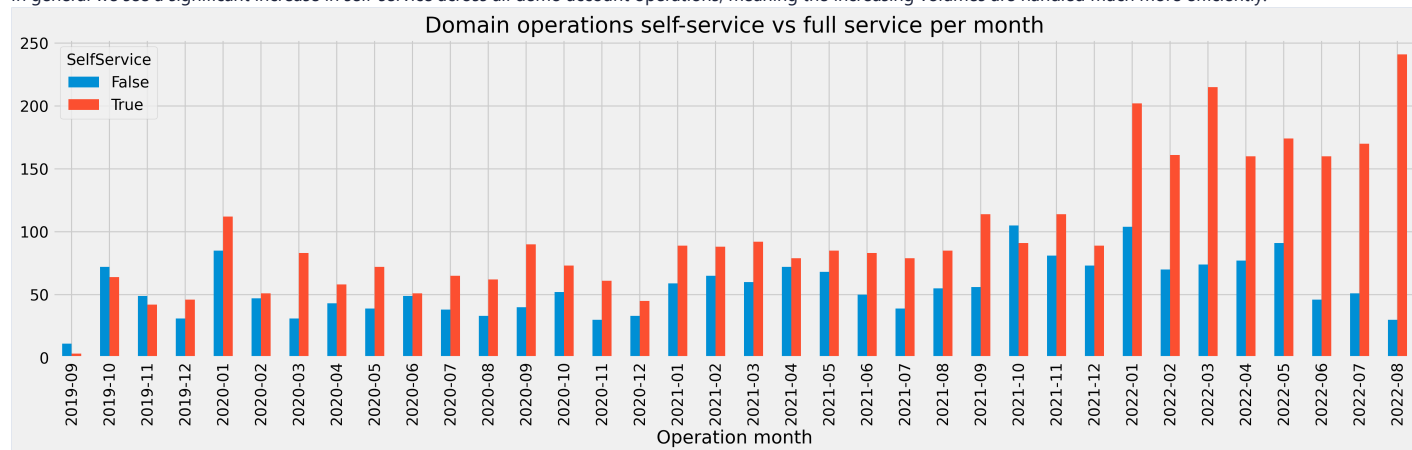
Another aspect of demo account management is the possibility of self-service, and there are several highlights here. First of all, the ability to create demo accounts for oneself has apparently been quite popular since its release:

Accounts created via self-service vs full-service in 2022



This means our sellers already access demo accounts much quicker.

In general we see a significant increase in self-service across all demo account operations, meaning the increasing volumes are handled much more efficiently:



Conclusions

- After a closer look, activity around demo accounts in general and MDT in particular looks much healthier.
- The data spans several years and includes old and inactive accounts, adding a degree of noise
- Reset to zero is used less and less. The only reason we know of is the reluctance to lose custom built content, which has been an issue for sellers for a long time (2019: <https://www.wrike.com/open.htm?id=406198701> 2020: <https://www.wrike.com/open.htm?id=486770399>)
- Most accounts either don't have a long period of active use, or manage to do it without resetting anything
- Self-service is getting very popular

Next steps

- Work out a way to detect which accounts are actually used to run demos, and evaluate the amount of demos. Examine the activity for those accounts specifically
- Continue working with SupportApp team on developing a content injection operation as accounts are not getting updated enough
- See if <https://www.wrike.com/open.htm?id=949215976> helps remove the stigma of resetting to zero
- Make sure sellers remain fully aware of all self-service capabilities via Guru cards, e-learning and any other available channels

Sergey Ryzhov Aug 16, 2022 14:08

Scheduled task for Sep 9, 2022 (1d)

Sep 9, 2022 15:16

Renamed task from Conclusions to Demo accounts resets - Conclusions

Updated description