

# **Incidents: the customer empathy workshop you never wanted**

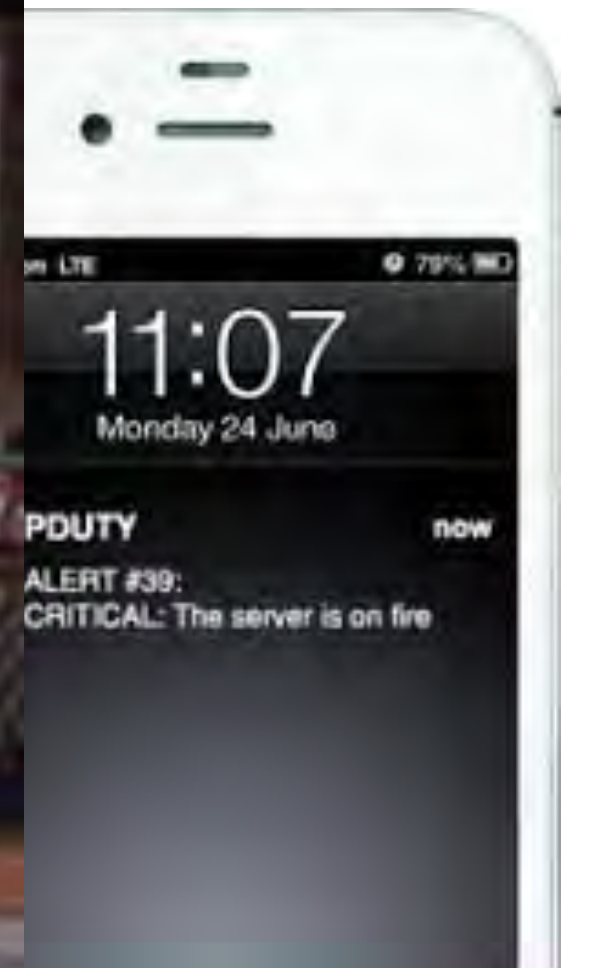




# Hi, I'm Ryan McDonald

- Responder Advocate @ FireHydrant
- Founding member of Incident Command @ Twilio
- Software Engineer and agilist
- Recovering outdoor educator

# ~~Collective Trauma Time Story Time~~\*



\*This is a dramatization, no actual customer experience or engineer mental state was harmed in the making of this story



How bad is the customer experience?!

How long has this been going on?!

What customers are impacted?

Did this impact data aggregation?

Did we update the status page?



# customer empathy

**noun**

cus·tom·er em·pa·thy 'kə-stə-mər em-pə-thē

: the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings of your customers.

# Outcomes

**Incidents suck less for customers**

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**It'll actually feel better to work through incidents, together**

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**Deeper learning/better process and product improvements**

Understand customer  
expectations



# Understand customer expectations

**01. Gain product exposure**

**02. Display customer impact during incidents**

**03. Practice chaos engineering**

# What's in it for you?

**Understand customer expectations**



**Incidents suck less for customers**

~~Collaborate~~ Partner with  
your support organization



# Anatomy of a Customer Support 'Ask'





# Partner with your support organization

**01. Proactively  
build rapport  
with support**

**02. Clear/crisp  
communication  
interfaces**

**03. Let support  
be behind the  
'responder  
curtain'**



**Bonus outcome!**  
**A secret, domain**  
**expert, hiring bench...**



# What's in it for you?

**Partner with your  
support organization**



**It'll actually feel better to  
work through incidents,  
together**

Broaden incident  
retrospectives

# **Broaden incident retrospectives**

**01. Make space for customer-facing responders**

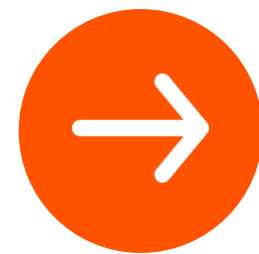
**02. Incident retrospectives (plural)**

**03. Capture all improvements, not just technical ones**



# What's in it for you?

**Broaden incident  
retrospectives**



**Deeper learning/ better  
process and product  
improvements**



**Actions**   
**Outcomes**

***Understanding customer expectations***

---



**Incidents suck less for customers**

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***Partner with the support organization***

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**It'll actually feel better to work through incidents, together**

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***Broaden incident retrospectives***



**Deeper learning/ better process and product improvements**



**Thanks for coming to  
'Incidents: The customer empathy workshop you never wanted'**

**Ryan McDonald**

**LinkedIn: [www.linkedin.com/in/rjmcdonald83](https://www.linkedin.com/in/rjmcdonald83)**

**Twitter: [@rjmcdonald83](https://twitter.com/rjmcdonald83)**

# Our Mission

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A photograph of three people sitting around a table in a meeting. A woman on the left is looking at a laptop. A woman in the center is smiling. A man on the right is looking at the laptop. The scene is dimly lit with a dark overlay.

**We are the new  
perspective that your  
business needs**



**We are the new  
perspective that your  
business needs**







**We are the new  
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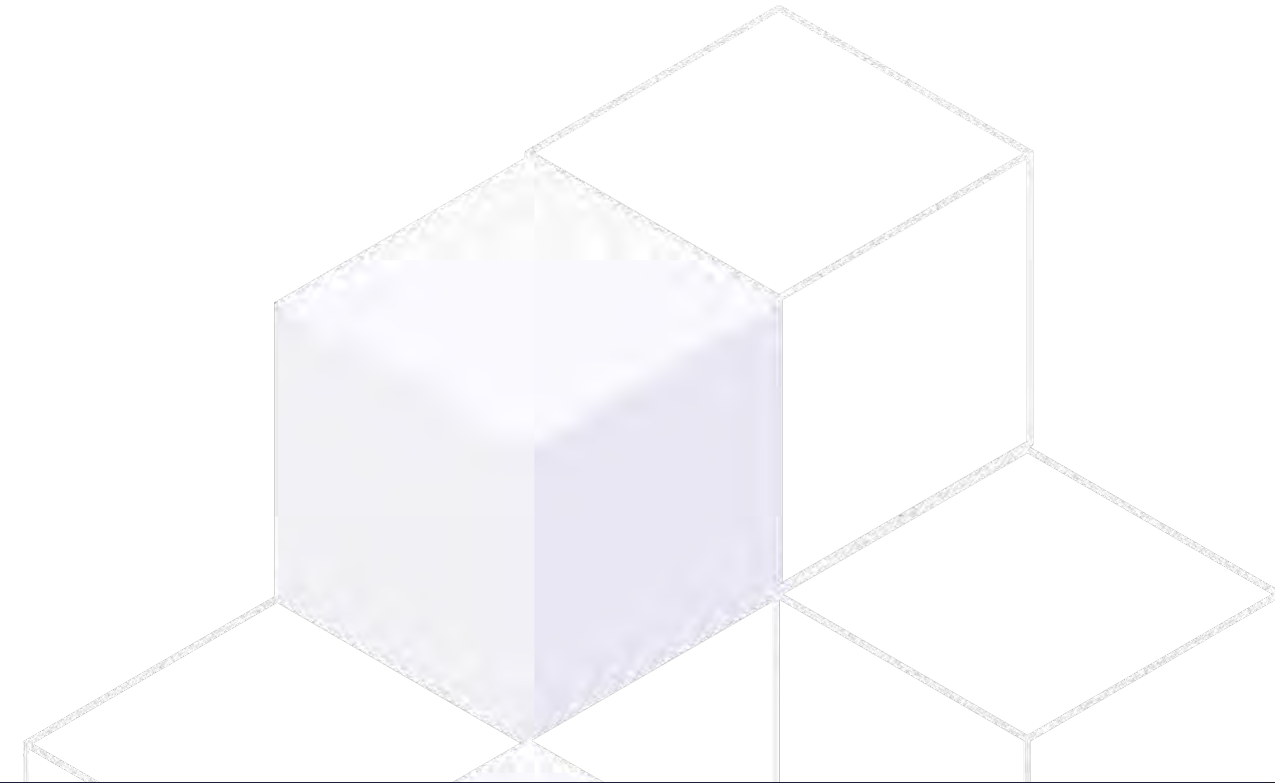
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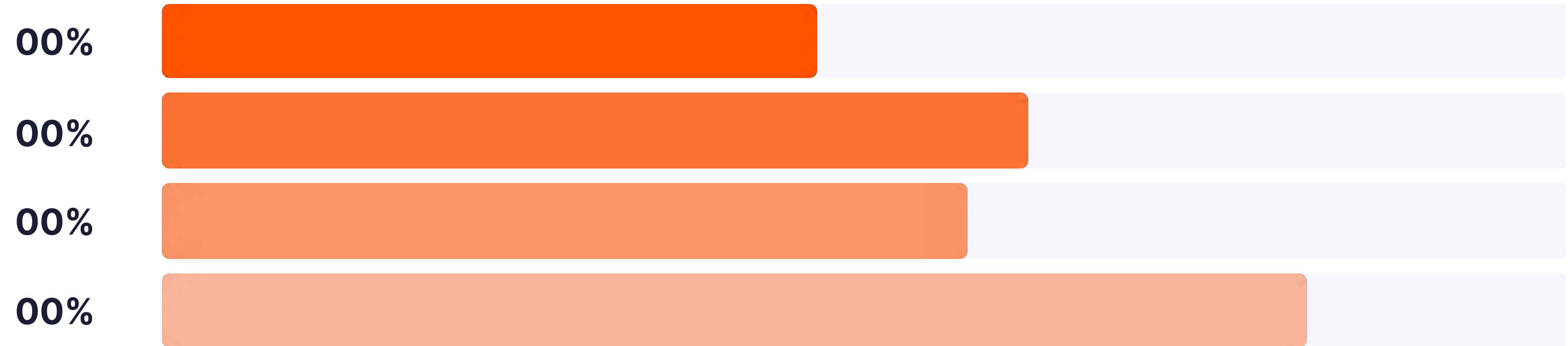
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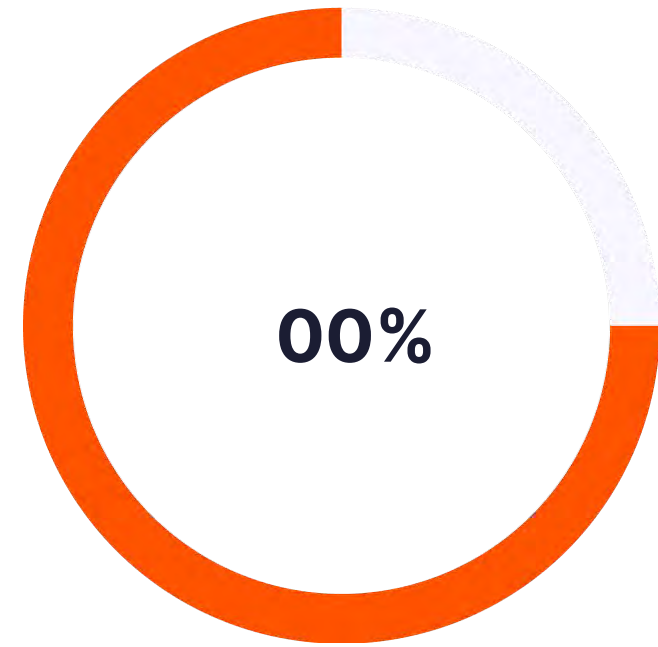
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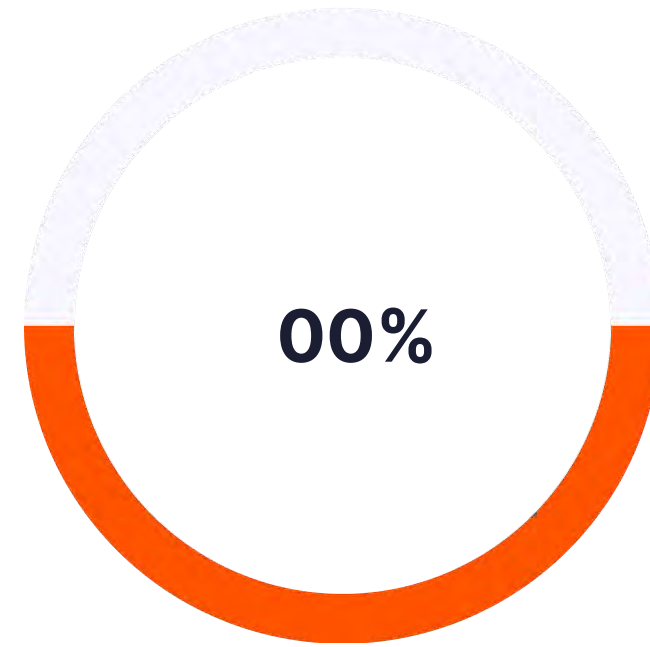


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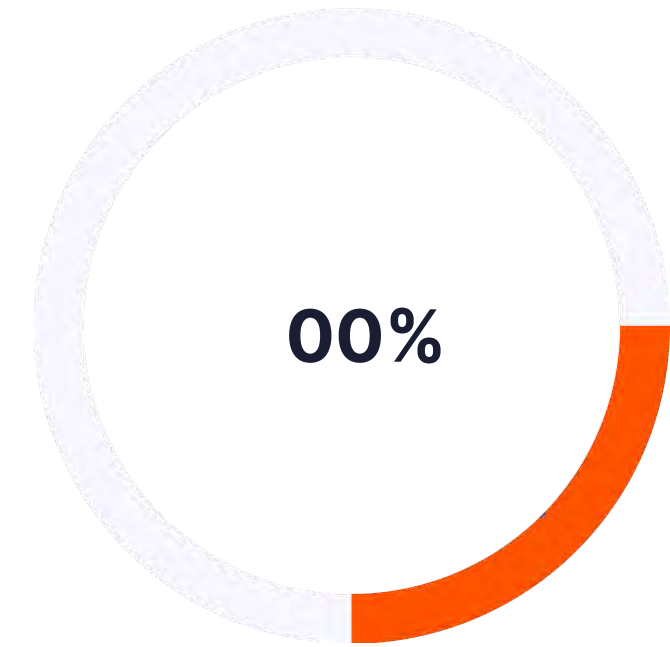
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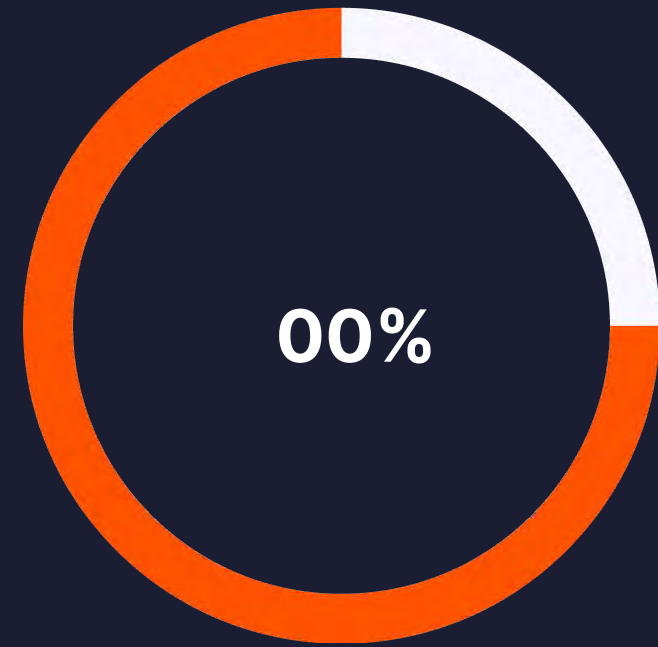
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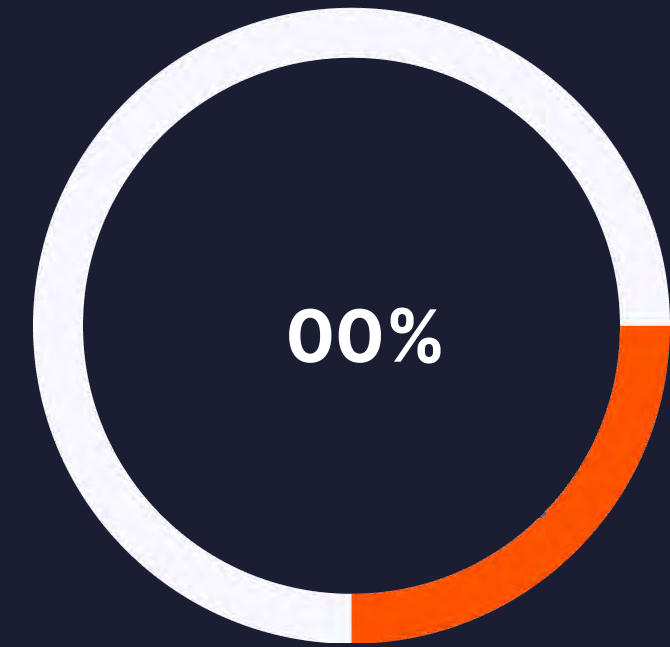
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**We've got you covered from  
when the incident starts until  
you learn from the  
retrospective**



Incidents => Empathy Generator

# Our Mission

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**We are the new  
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