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CONSULTING

Atlassian User Groups

KRIS SIWIEC • TECHNICAL PROJECT MANAGER • NEW VERVE CONSULTING • @NEW_VERVE
KRIS@NEWVERVECONSULTING.COM

Agenda

- Set up
- Talk up
- Show off
- Sum up

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Introduction

- Set up
- Talk up
- Show off
- Sum up

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Notifications

What are they for?

How do they work?

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Notifications

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What are they for?

When customers submit a request through the customer portal, they receive notifications to keep them informed of their request's progress.

How do they work?

Notifications

What are they for?

When customers submit a request through the customer portal, they receive notifications to keep them informed of their request's progress.

How do they work?

JIRA can send email notifications to users when significant events occur (e.g. creation/completion of an issue).

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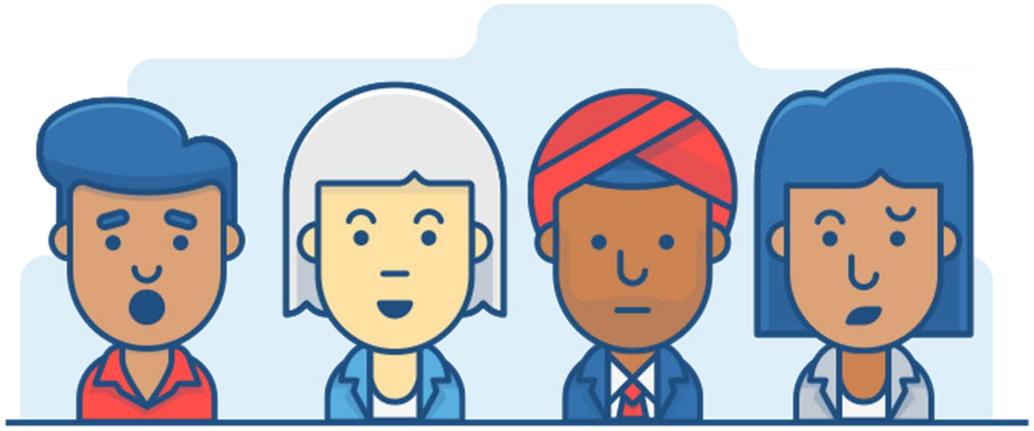
Notifications

Visibility

Notifications

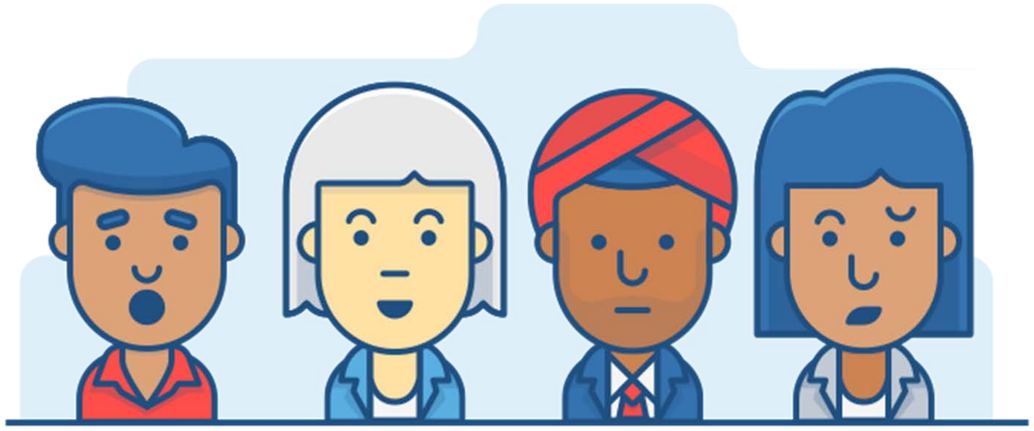
Visibility



Credibility

Notifications

Visibility

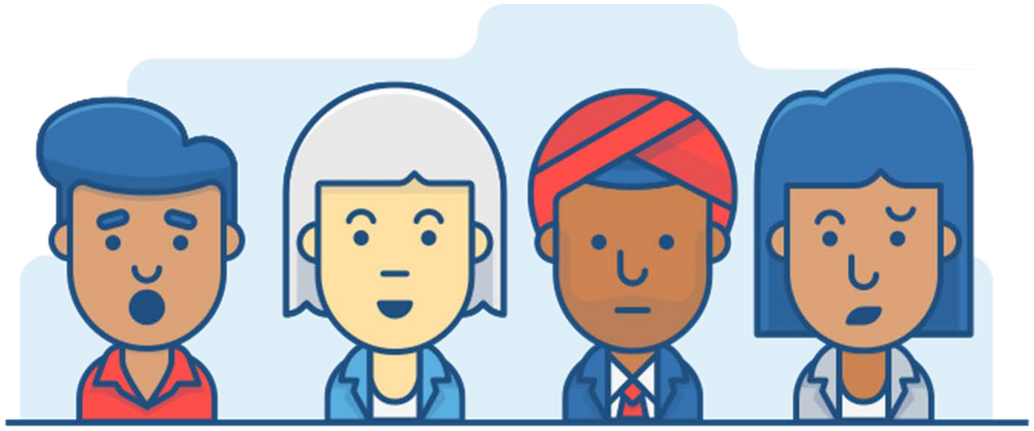


Credibility

POLA
(principle of least astonishment)

Notifications

Visibility



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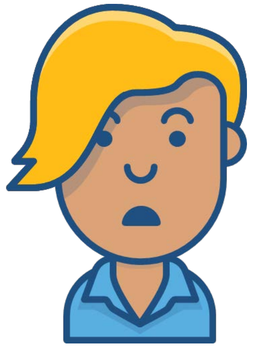
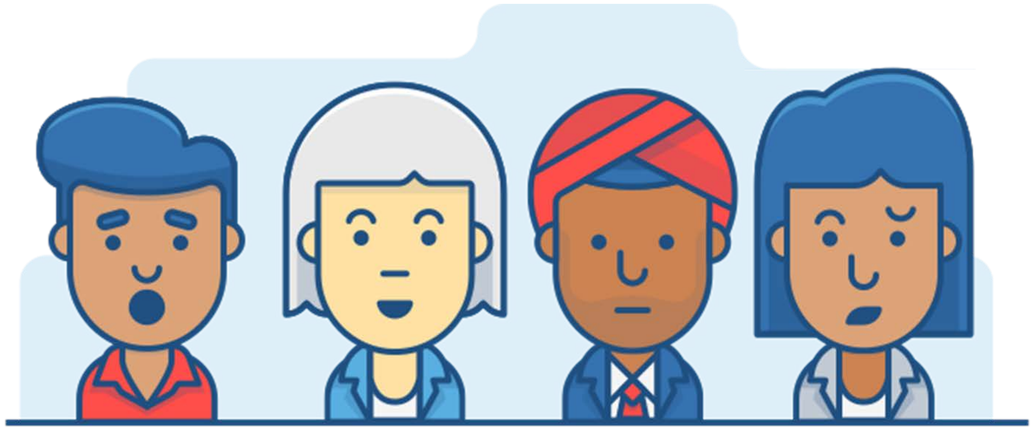


Tractability

Notifications

Visibility



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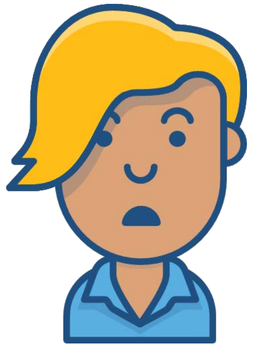

Tractability

FOMO
(fear of missing out)

“Businesses who employ an omni-channel engagement have better customer relationships, higher lifetime value and generate more revenue, year on year!”

JUAN AGEITOS, MGAGE

omni-channel customers have a

30%

higher lifetime value

Elaboration

Set up

Talk up

Show off

Sum up

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Perception

Problem

Perception

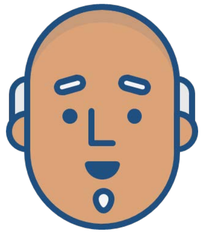
Problem

Support request

Perception

Problem

Support request

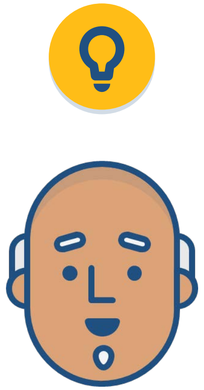


Resolution

Perception

Problem

Support request



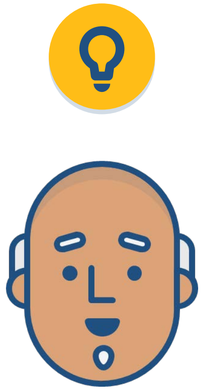
Resolution

Customer service

Perception

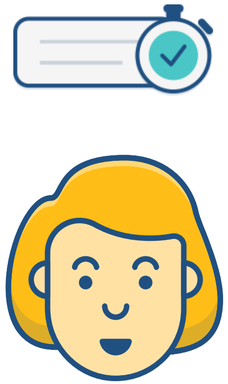
Problem

Support request



Resolution

Customer service

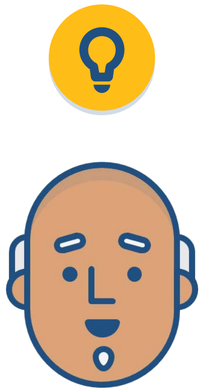


Feedback

Perception

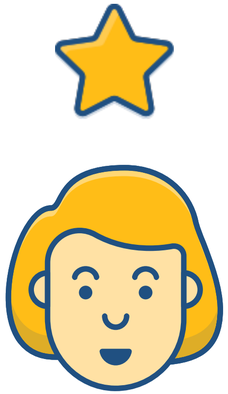
Problem

Support request



Resolution

Customer service



Feedback

Satisfaction survey

Customer satisfaction

Reality

Reality

Approval

Reality

Approval

Appeal to authority

Reality

Approval

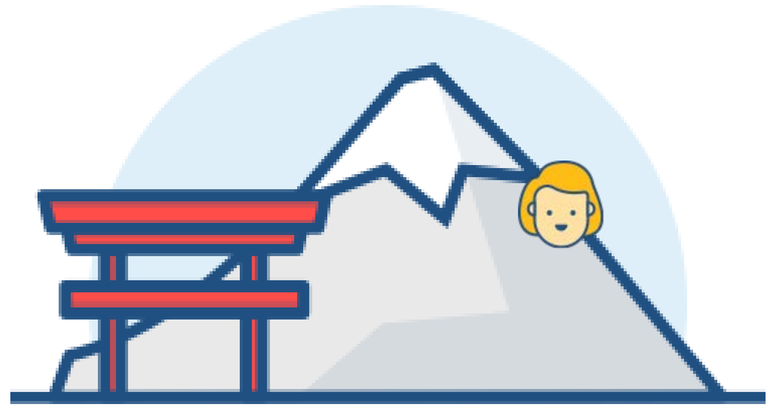
Appeal to authority

Authority

Reality

Approval

Appeal to authority



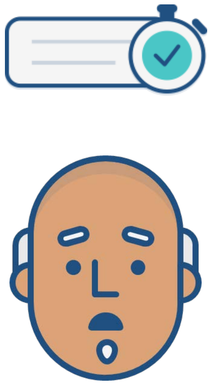
Authority

AWOL
(absent without official leave)

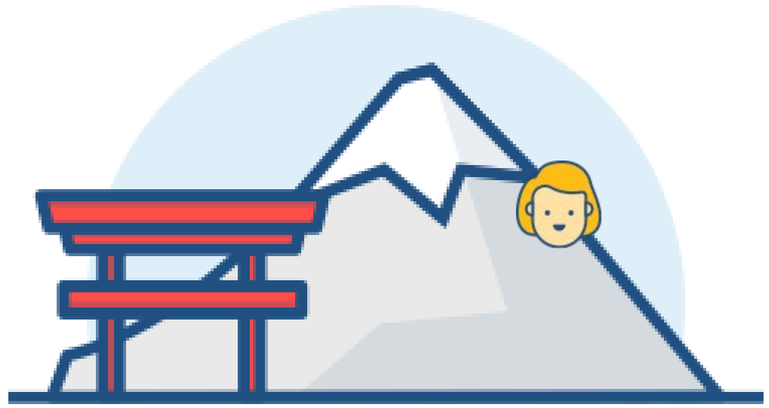
Reality

Approval

Appeal to authority



Impediment



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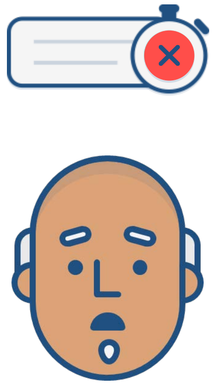
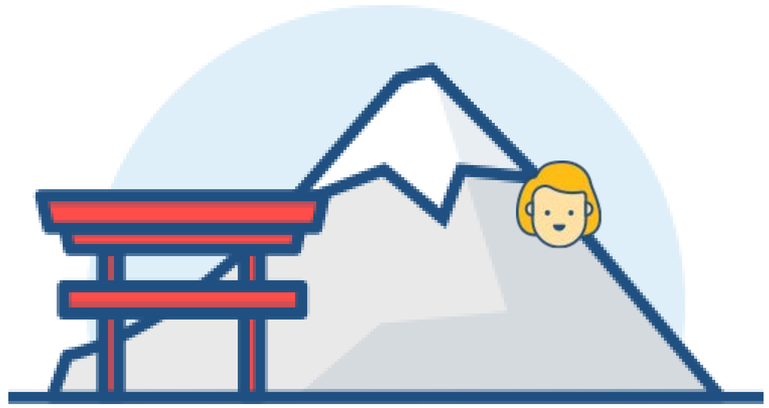
Appeal to authority



Impediment

Until further notice



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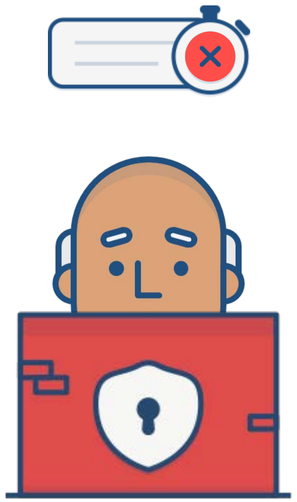


Bridging the gap

Bridging the gap

Notification

Bridging the gap

Notification

Progress update

Bridging the gap

Notification

Progress update

Motivation

Bridging the gap

Notification

Progress update

Motivation

Stakeholder engagement

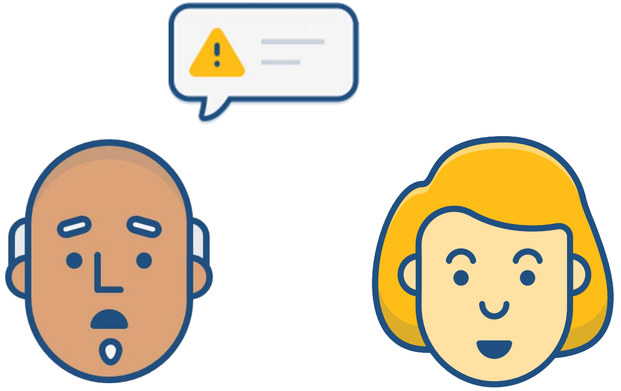
Bridging the gap

Notification

Progress update

Motivation

Stakeholder engagement



Participation

Bridging the gap

Notification

Progress update

Motivation

Stakeholder engagement

Participation

Approval process

Customer satisfaction

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Demonstration

Set up

Talk up

Show off

Sum up

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Building blocks

JSD

SMS

API

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Building blocks

JSD

Notification scheme

SMS

Provider subscription

API

Programming interface

Building blocks

JSD

Notification scheme

- System-wide
- Per-project

SMS

Provider subscription

- Textlocal gateway
- BulkSMS service

API

Programming interface

- Webhooks
- ScriptRunner

Bespoke solution

Automation

Notify on custom events

Bespoke solution

Automation

Notify on custom events

Distribution

Circulate to specific recipients

Bespoke solution

Automation

Notify on custom events

Distribution

Circulate to specific recipients

Reception

Listen for incoming messages

Conclusion

Set up

Talk up

Show off

Sum up

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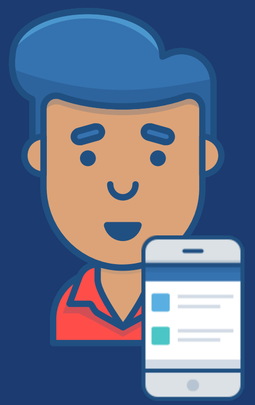
Moving beyond email



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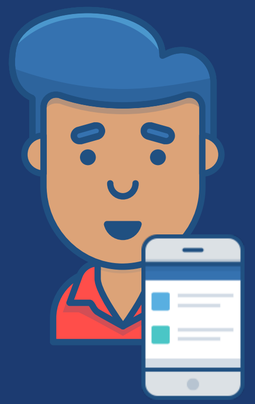
SMS notifications

Moving beyond email



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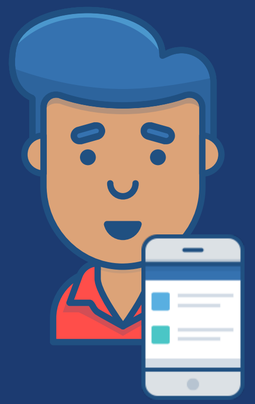
SMS notifications

JIRA iPhone app

Moving beyond email



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SMS notifications

JIRA iPhone app

HipChat mobile app

Moving beyond email

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SMS notifications

JIRA iPhone app

HipChat mobile app

CallCenter add-on wittified

A world of possibilities

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SMS notifications

JIRA iPhone app

HipChat mobile app

CallCenter add-on

wittified

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Thank you!

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