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VeriSign Case Study Using KCS to Influence Product Roadmap

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VeriSign: Using KCS to Influence Product Roadmap



- About VeriSign
 - DNS: 32M Domain Names; 12B Queries / day; 751M Internet Users
 - SSL: 400K Websites; 150K Businesses; 90% of Secure Communications
 - SS7 Intelligent DBs: 1100 Carriers; 3B Connections / day; 10B Queries / qtr
 - Payments: 112K Merchants, \$10B Transactions / Qtr, 30% N. American E-commerce
- About VeriSign Payment Services (VPS) Support
 - 7 x 24 Support: phone, email, chat, account management, integration development, anti-fraud and anti-phishing
 - 2 teams – CA and VA, 60 people, 15K phone contacts/mo, 5K emails, 500 chat (just launched)
 - KCS launched in 2001



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VPS Support and Product Lifecycle



- VPS Engineering:
 - Hosted application (ASP) + SDK
 - 3-4 releases a year
 - Roadmap approved for the year in the previous fall
- VPS Support Participation:
 - Strategic Planning
 - Present top TS Requests, get on the roadmap
 - MRD review and signoff
 - Ongoing Planning
 - Participate in cross-functional meetings
 - Present Top Ten Solutions monthly
 - Drive resolution



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VPS Product Development and VPS Support



- Capturing customer experience at the point of interaction
- Goal: to provide actionable information to focus on the key types of issues which consume most of the support and escalation resources.
- Supplementing qualitative data from annual / transactional surveys with qualitative data from KB
- Product team Support data sources for roadmap input:
 - Vantive CRM
 - Primus
 - Transactional Surveys
 - Annual Surveys
 - Web feedback



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Process



- Analyze Primus reports, identify top customer issues
- Analyze ACD and CRM reports
- Quantify expenses per top solution
- Qualify and quantify business impact
- Provide top feature requests with impact analysis
- Present at strategic planning session, obtain commitment to place on the roadmap
- Monitor throughout the year
- Report: weekly or monthly, include service metrics and customer data
- Enlist the whole team, solicit input and review outcome of the planning meetings
- *Challenge: not only get it on the roadmap, but keep it there*



Solution Cost Analysis

