



5 SIMPLE RULES OF CUSTOMER DRIVEN SOFTWARE DEVELOPMENT

- ✓ Every developer needs to do customer support at least 2 days in a month. This applies to leadership Team as well.
- ✓ Every customer request needs to be recorded, discussed, assigned priority and tracked ASAP. We do it weekly.
- ✓ Product roadmap meeting requires customer success representatives to be present. They have the final say.
- ✓ Features/functionality that can create the most impact for most customers gets higher priority.
- ✓ Every new feature has to pass the following litmus test - "Will this feature help to create customer success?"