outsystems

How to Launch and Manage a Successful Developer Champion Program

CMX 2019

@veratiago

Champions

Loyalty
Passion
Help
Advocacy

Champion Program

Group of people who act as an extended community team that contributes to the missions and values of the community.

Problems to Solve?

My Story

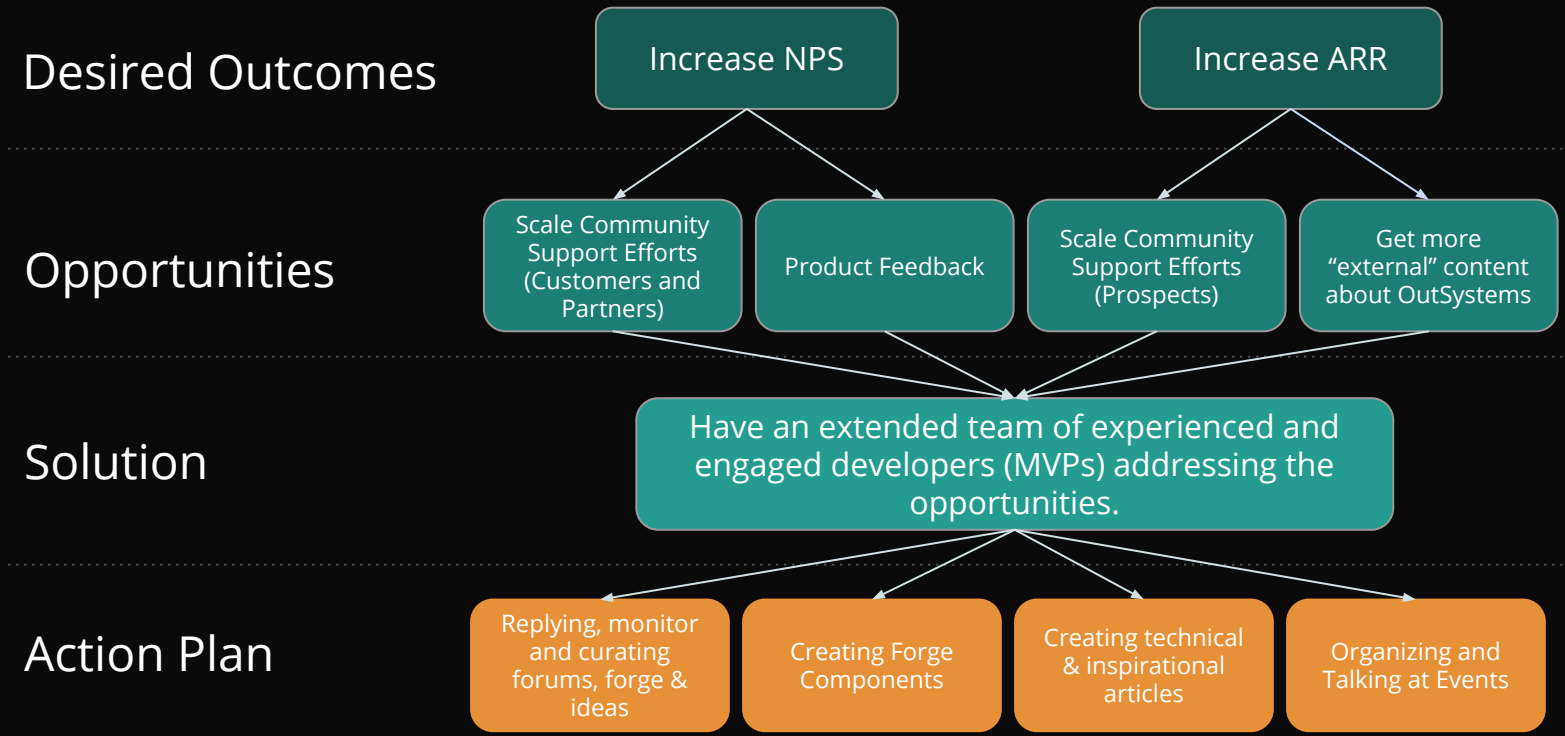
Opportunities

- The Community needed support (Q&A on forums)
- People didn't know about OutSystems (awareness)
- Keep the feedback loop from Developers (product improvement)

Budget and Hiring restraints make it hard to scale! So we decided to launch a program where we would trade recognition for "volunteer" work

Goals

- Make sure all **questions are answered** without relying on Internal Teams (Forums).
- Create **awareness** through content and events.
- Get **feedback** and improve the product.
- **Nurture** local communities through events


Desired Outcomes
Increase NPS
Increase ARR
Opportunities
Scale Community Support Efforts (Customers and Partners)
Product Feedback
Scale Community Support Efforts (Prospects)
Get more “external” content about OutSystems
Solution
Have an extended team of experienced and engaged developers (MVPs) addressing the opportunities.
Action Plan
Replying, monitor and curating forums, forge & ideas
Creating Forge Components
Creating technical & inspirational articles
Organizing and Talking at Events

Launching and Managing a Developer Champion Program

1. Where to Focus
2. Launching & Managing
3. Tips and Tools
4. Top Challenges
5. Measuring ROI

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1. Where to Focus?

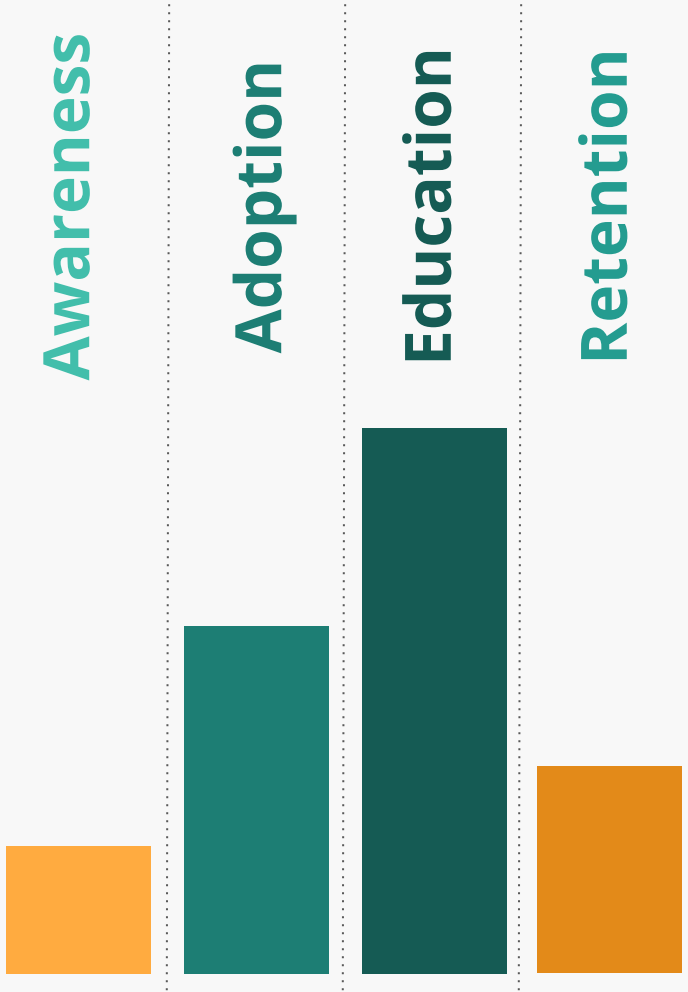
Community / DevRel Goals

Awareness	• Spreading the word.
Adoption	• Stickiness.
Education	• Enablement and Productivity.
Retention	• Engagement and Rewards..

Example 1:

Mature Product + Established Community

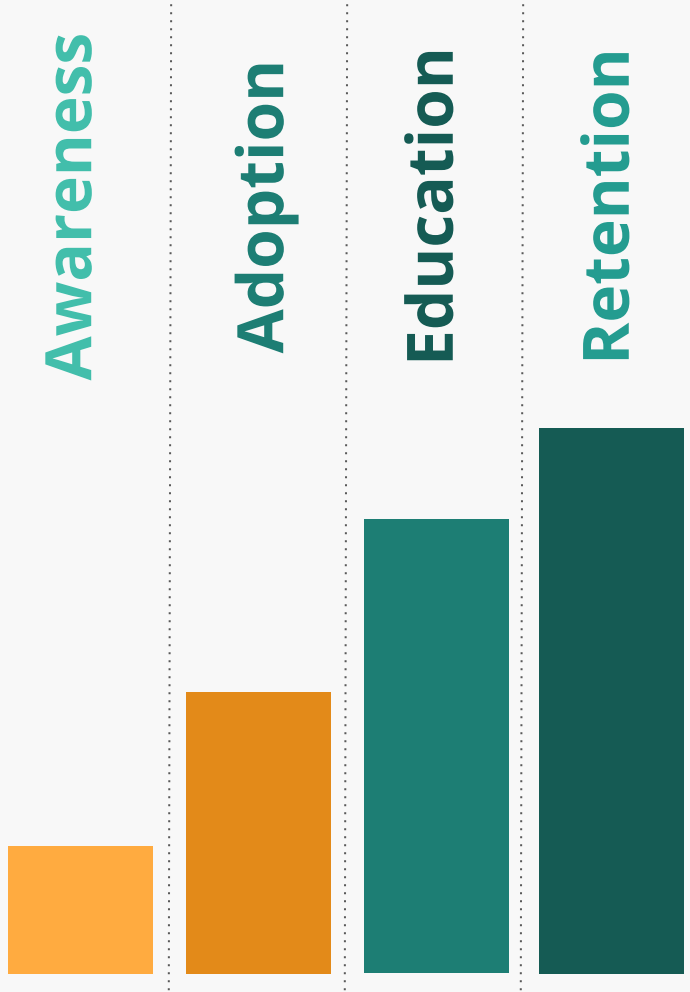
- Enabling your developers to be more productive with your product.
- Building Relationships / Career Perception.



Example 2:

Mature Product +
Mature Community

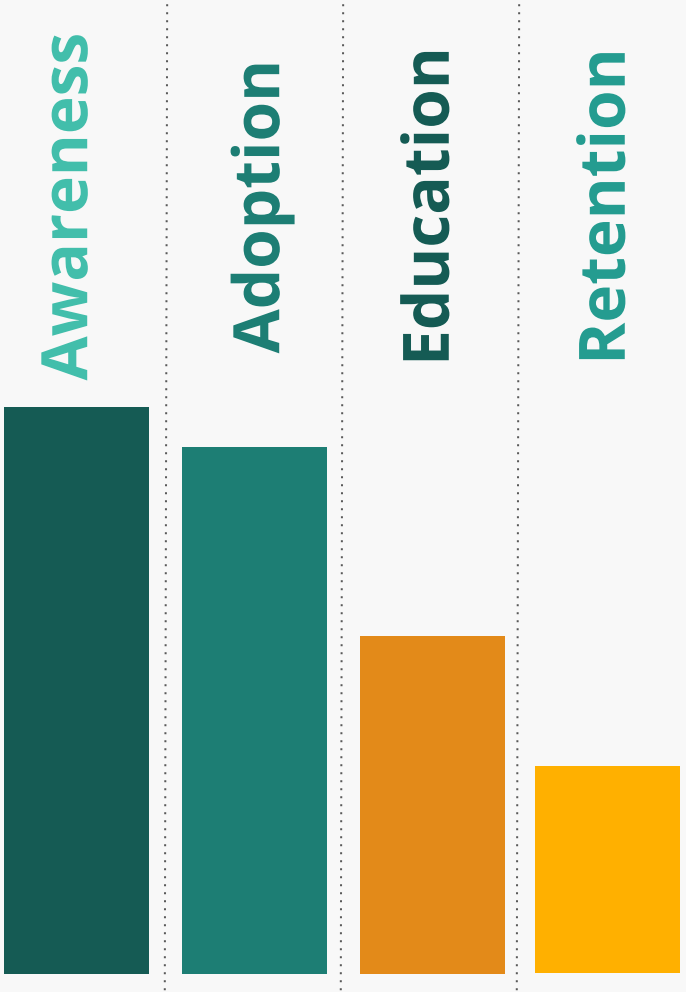
- Engagement and reward
- Create specialization on different areas of your product



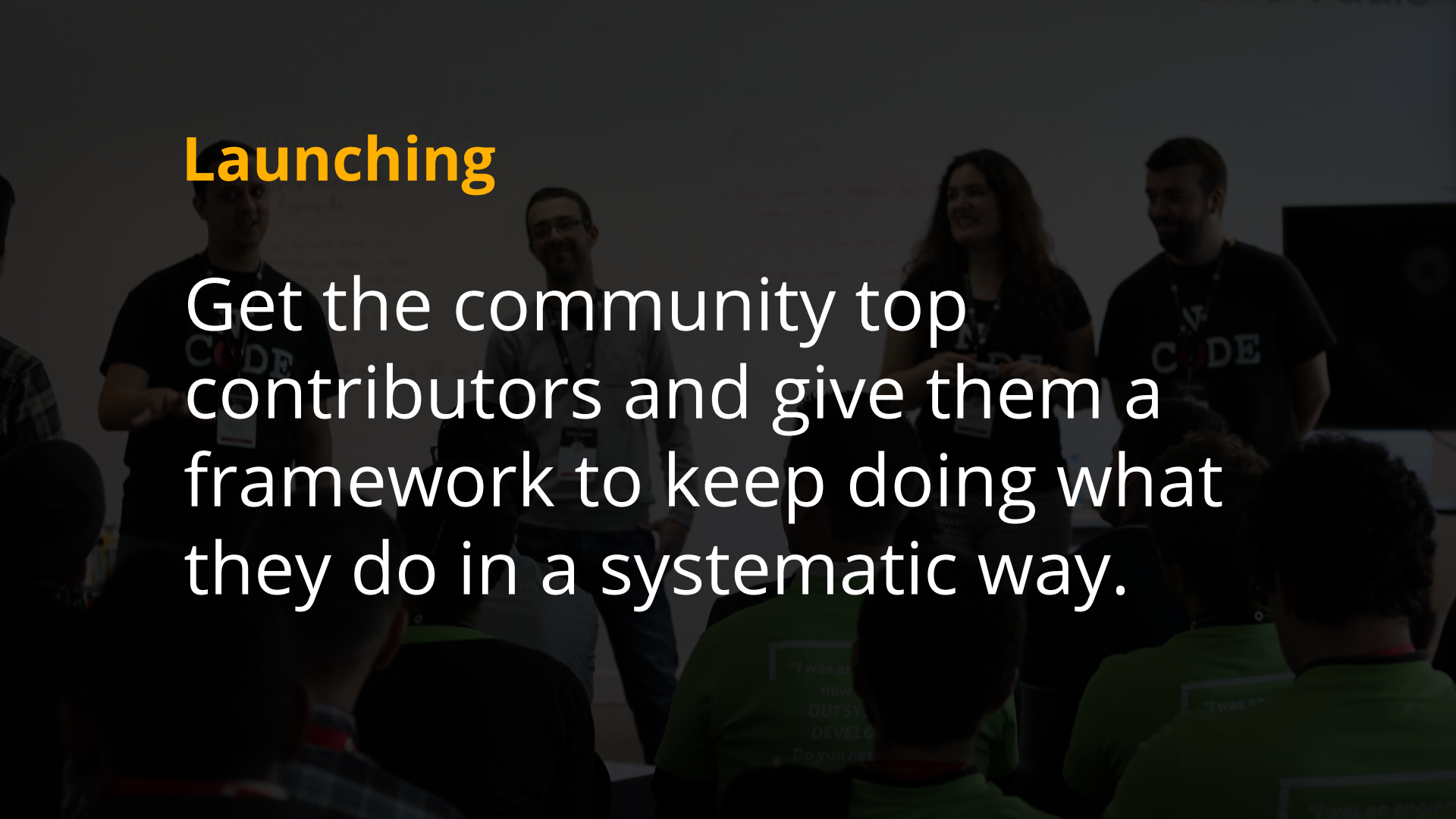
Example 3:

New Product + Forming Community

- Brand awareness
- Value prop for developers
- Community for adoption



2. Launching and Managing



Launching

Get the community top contributors and give them a framework to keep doing what they do in a systematic way.

Managing

Framework

Recognise

- Exclusive online badges
- Special moderation status

Activate

- Contributions that have a greater impact to the community

Communicate

- Regular communications
- Check points

Nurture

- Exclusive Channel
- Access to Key People
- SWAG!!

3. Tips and Tools

Optimization

- Create canned responses
- Proof your work with **Grammarly** with Chrome/Safari Extension
- Create todos for yourself/team in **Slack** (**Asana**)

Calendar/Email Hacks

- **Calendly** for life!!
- If it exists, block it on your calendar.
- Use reminders and “forget” about follow ups with **Boomerang**
- Use **Mixmax** for email tracking

Productivity “in-control”

- Check how are you spending your time with **RescueTime.**
- Eliminate distractions and find your focus and inspiration with **Momentum.**

4. Top Challenges

I’m not the cool kid anymore

Give
vs
Take

Toxic Behaviours

This is not fun anymore!

5. How To Measure ROI

What to Measure?

Volume + Quality

Adoption and Education

- % answers in Forums given by champions
- % of solutions
- AVG Time to first answer
- AVG Time to Solution

Awareness and Education

- Blogs published by champions
- Page views
- Visit source to official documentation

Awareness and Education

- Number of Talks given
- Number of people reached
- Satisfaction Score

Awareness/Adoption/Education

- Number of events organized (Meetups, OSUGs, Hackathons)
- Number of attendees
- Satisfaction Score

Awareness

- Social Shares and Re-shares
- Impressions
- Engagements

What would be the cost?

Support

Marketing

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Thank You

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