

Fostering a customer-centric culture at an enterprise

Morgan Davis

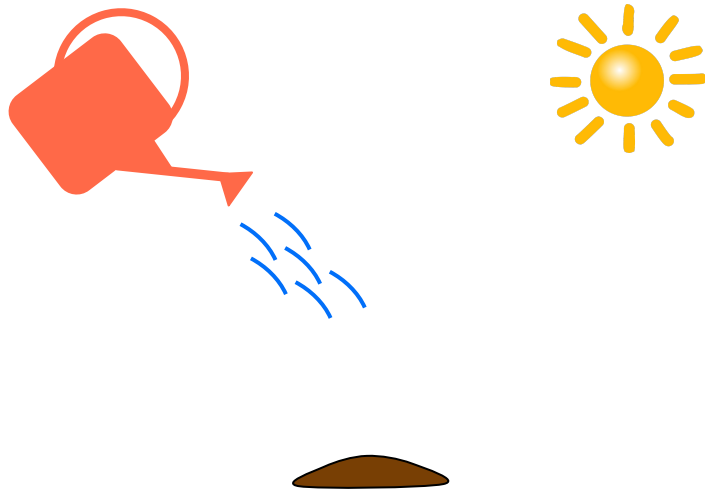
Director, UX Research

Mariné Palamutyan

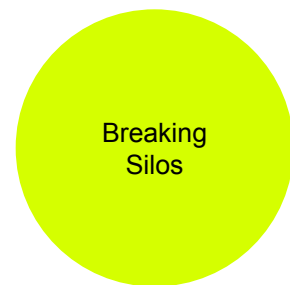
Manager, UX Research

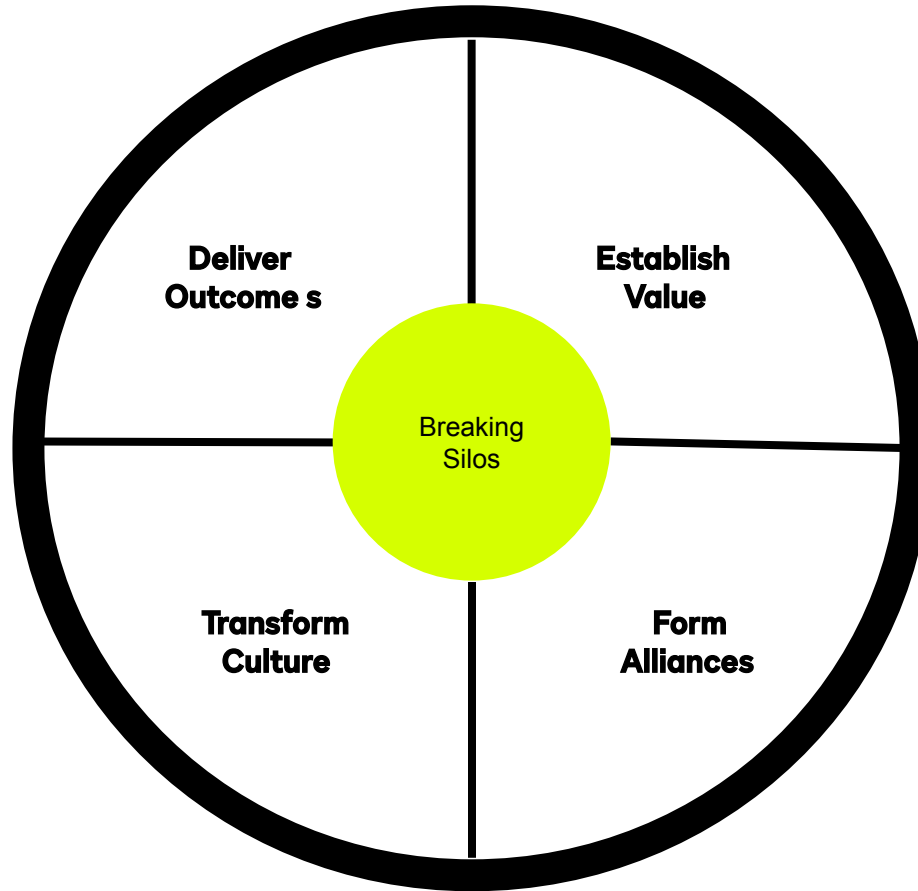


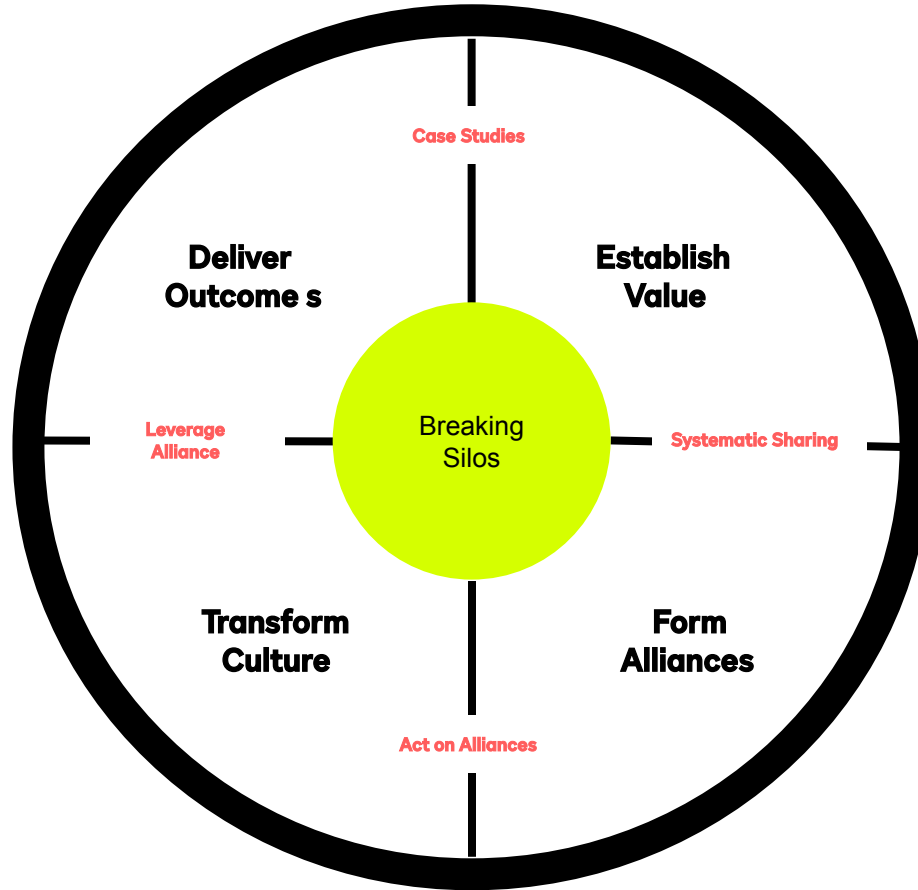
DocuSign

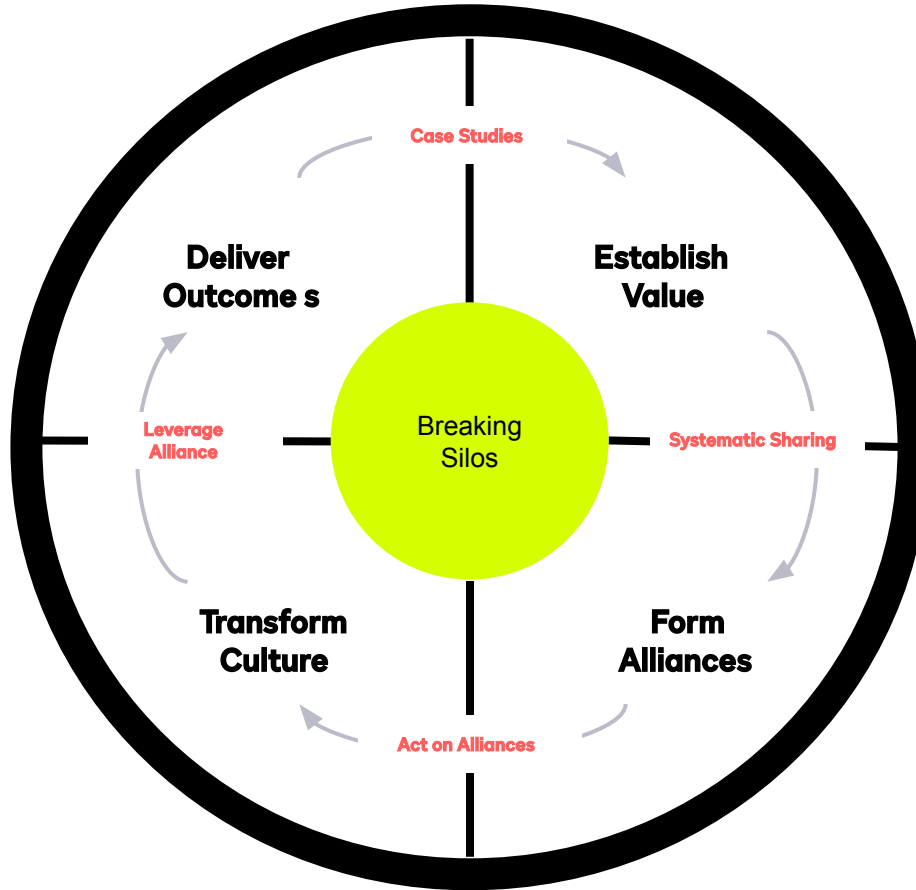


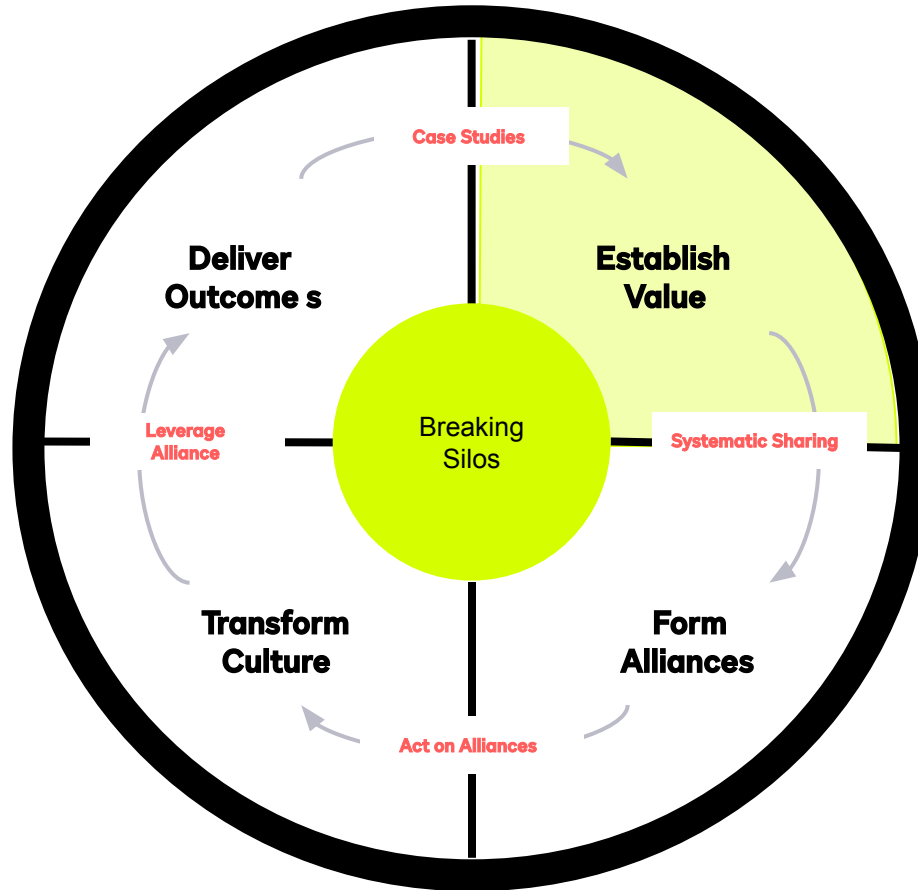
**Increasing the flow of *Insights* breaks silos
and fosters customer centricity.**











value

/val-yoo

1. the **monetary worth** of something
2. a **fair return** or equivalent in goods, services, or money for **something exchanged**
3. relative **worth, utility, or importance**

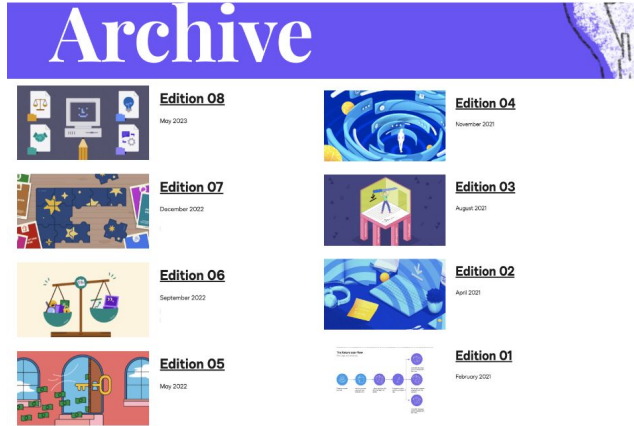
value

/val-yoo

- ~~1. the monetary worth of something~~
2. a fair return or equivalent in goods, services, or money for something exchanged
3. relative worth, utility, or importance



Go Broad & Deep



Backed by Research Newsletter

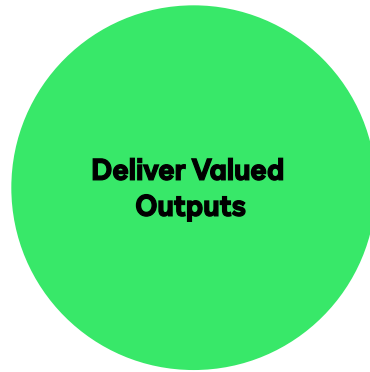


Customer Insights Week

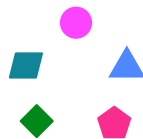
Fly with PX



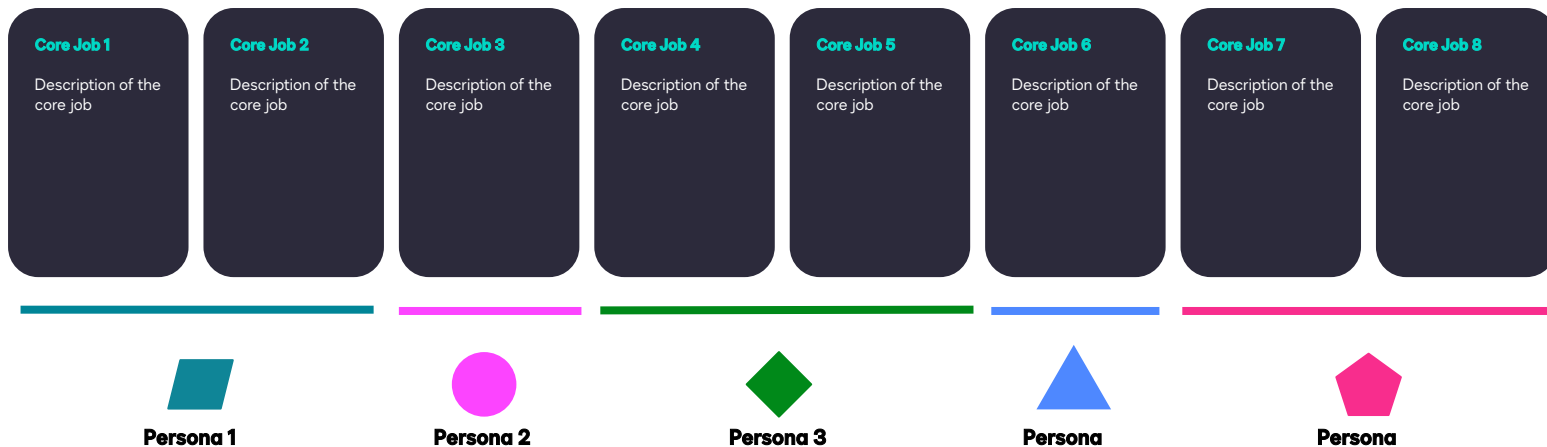
Go Broad & Deep



Actionable Insights

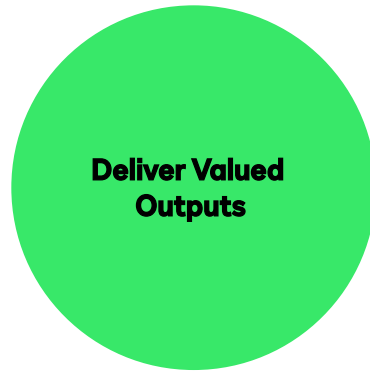


Persona and JTBD Centers





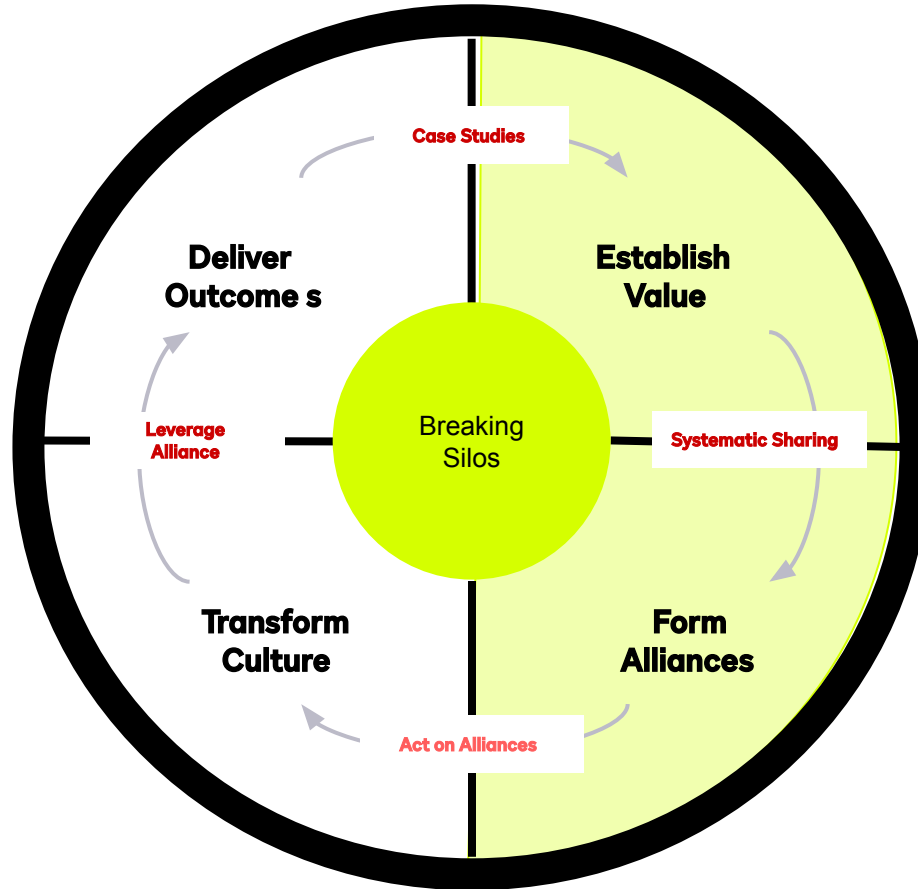
Go Broad & Deep



Actionable Insights



Always seek partners



An Introduction to Product Experience (PX)

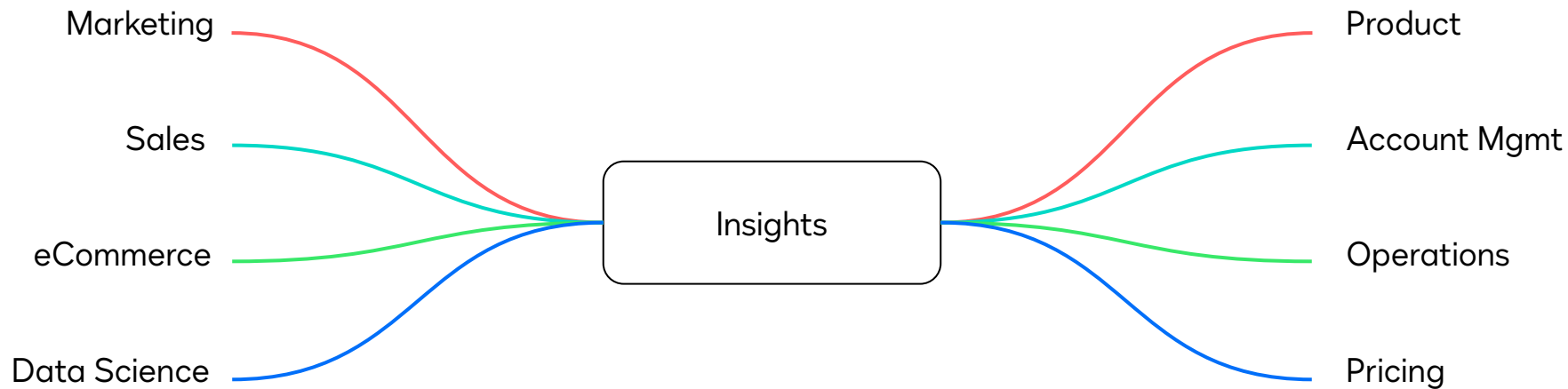
Who We Are, What We Do & How We Work

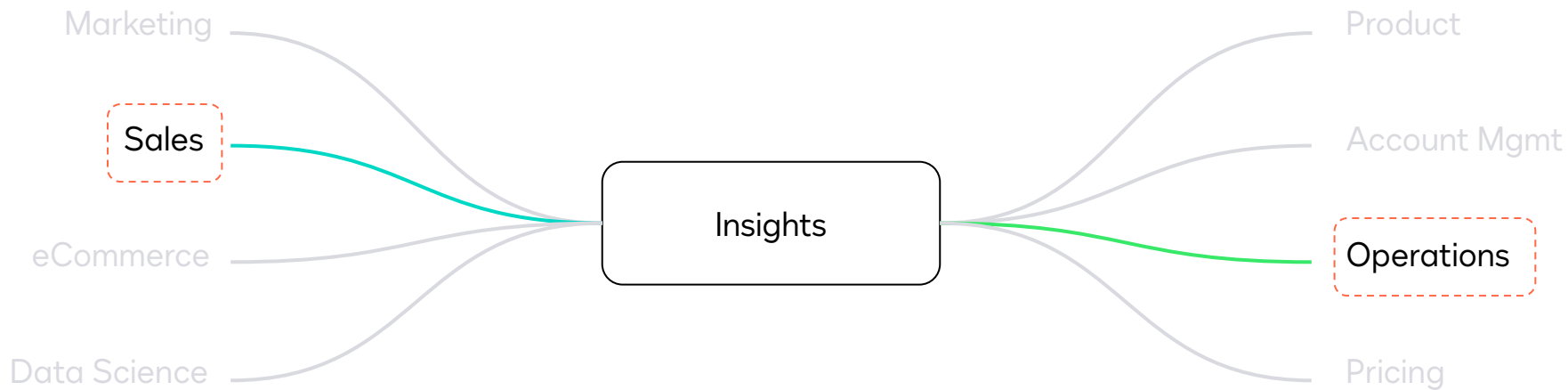


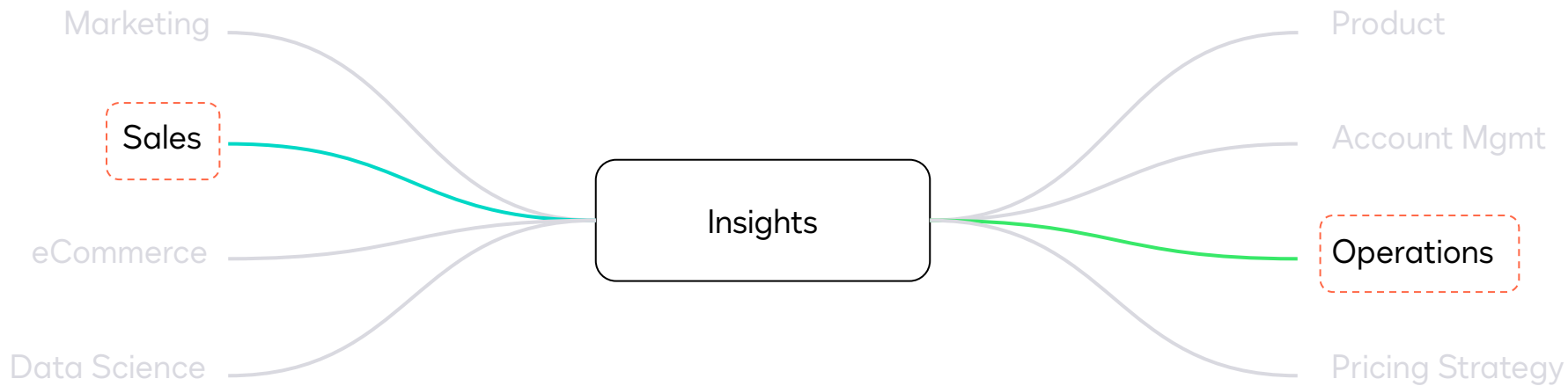
What, where, and how

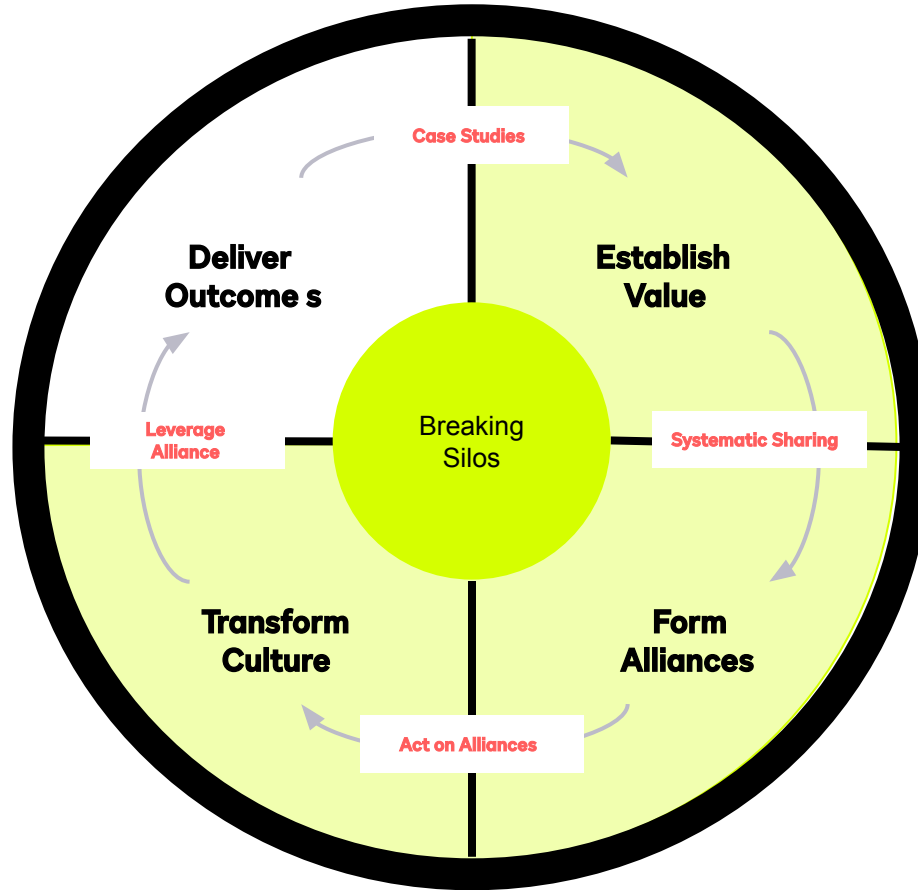
Make it conversational

Prioritize learning their needs







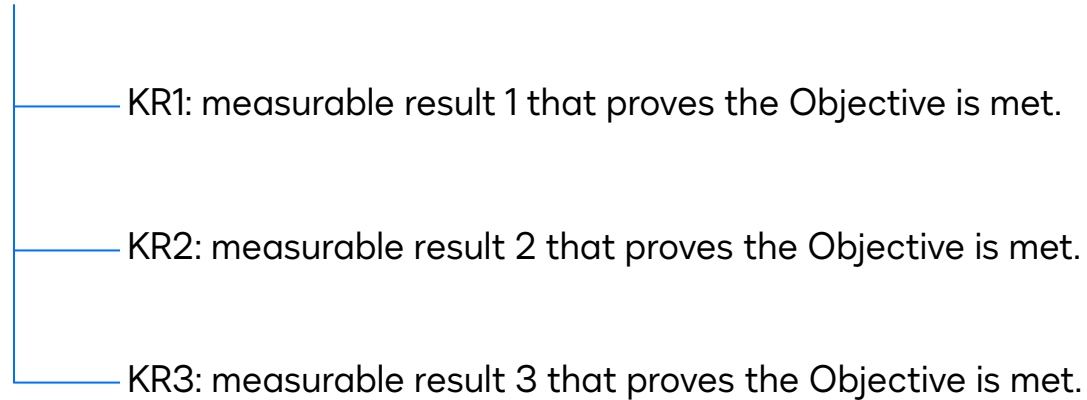


OKRs

Objectives & Key Results

Mutual

Directionality and focus area
Objective.



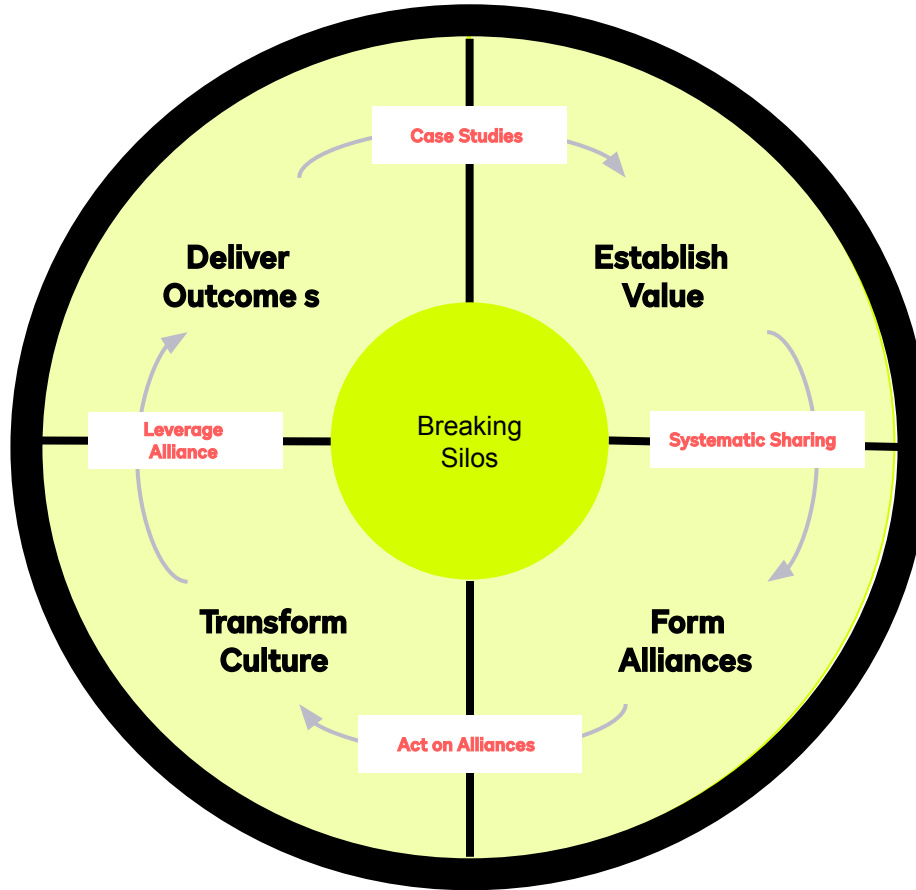
Example:

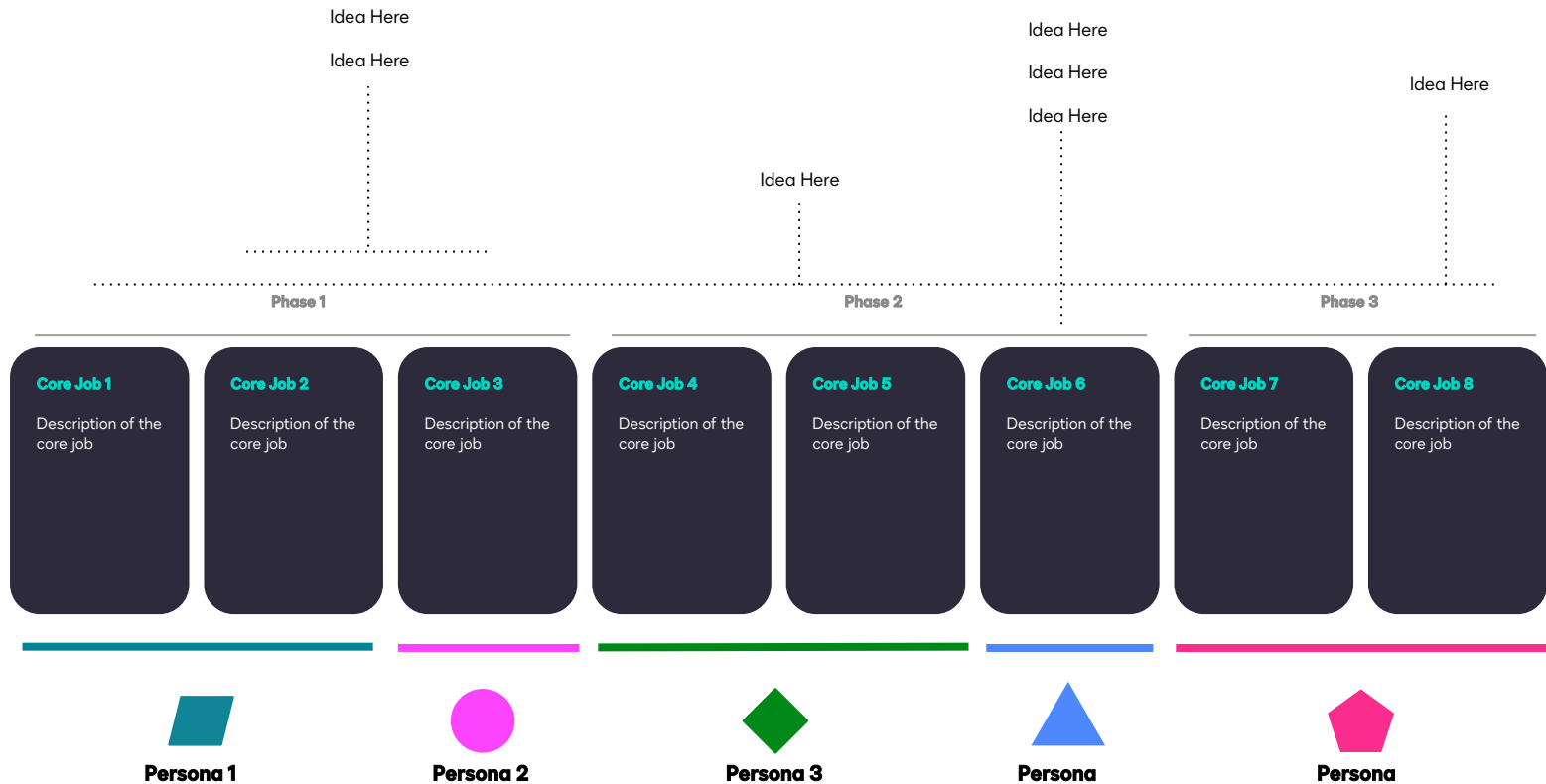
Develop partnership between team A and team B to share insights and inform product roadmap

— KR1: Establish a strategy to curate ideas by x date

— KR2: Establish a centralized hub to access insights by x date

— KR3: measurable result 3 that proves the Objective is met.





DocuSign Product Experience Research Panel

Help shape the future of our products and services

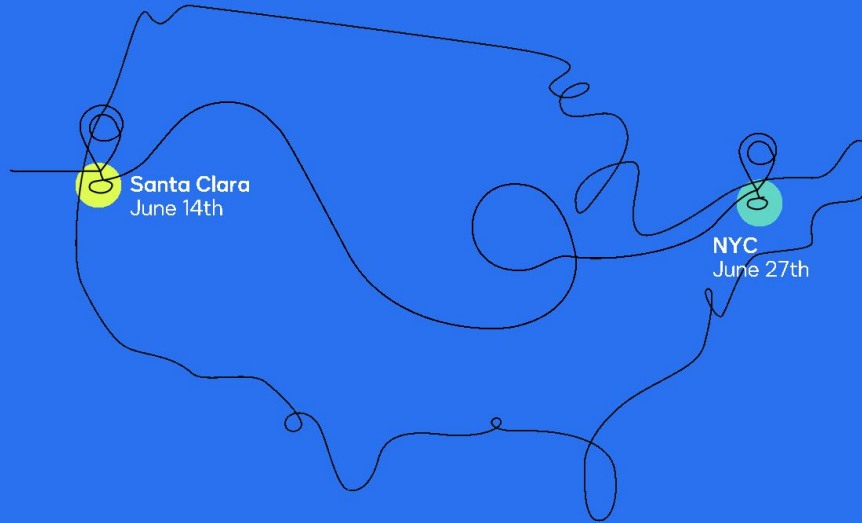
[SIGN UP](#)

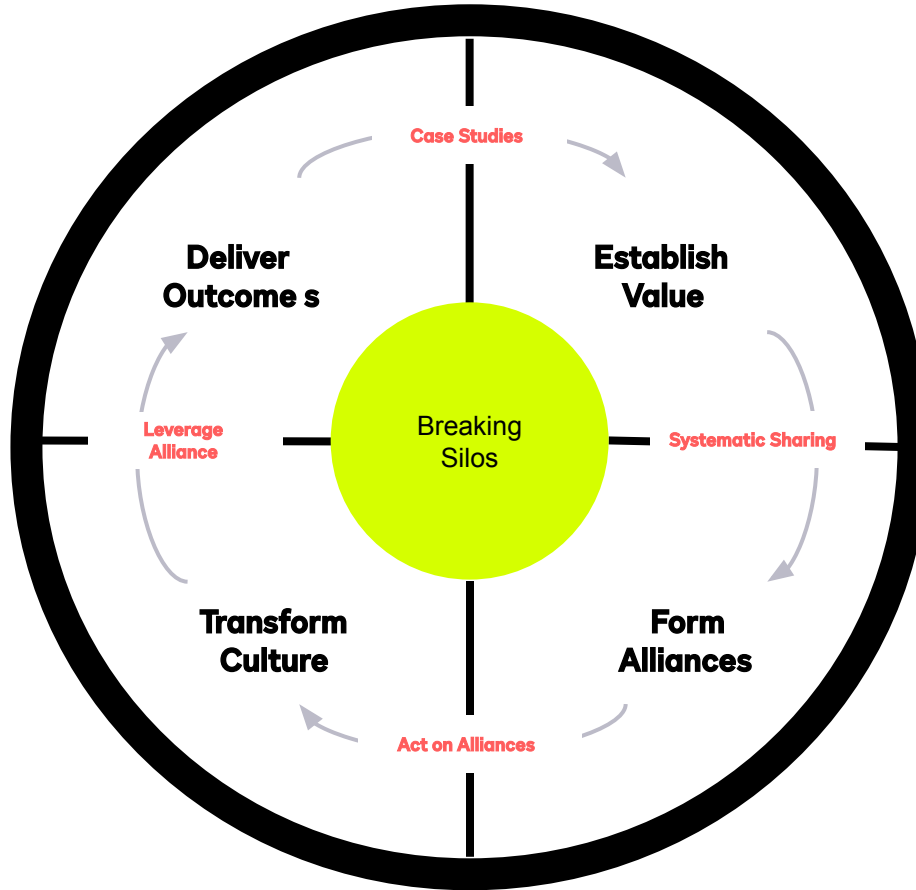


Momentum 2023

Global Locations

London
Paris
São Paulo
Munich
Sydney
Singapore
U.S.







**Practice
creates a habit**

**Progress over
perfection**

**Just get
started**

