



PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Accelerate product
migration & sunseting
with Pendo**



Agenda

- **Who is Zego**
- **New Client Experience**
 - Navigation & Features
 - Go Back Option
- **Sunsetting Strategy**
 - Segmenting
 - Polling
 - Audience Insights
- **Migration Complete**
- **What Came Next**
- **Looking Forward**





Managing apartment buildings effectively can be difficult. Zego simplifies it through automation.

Digital Payments

Utility Management

Resident App



Amanda Baird
Director, User Experience

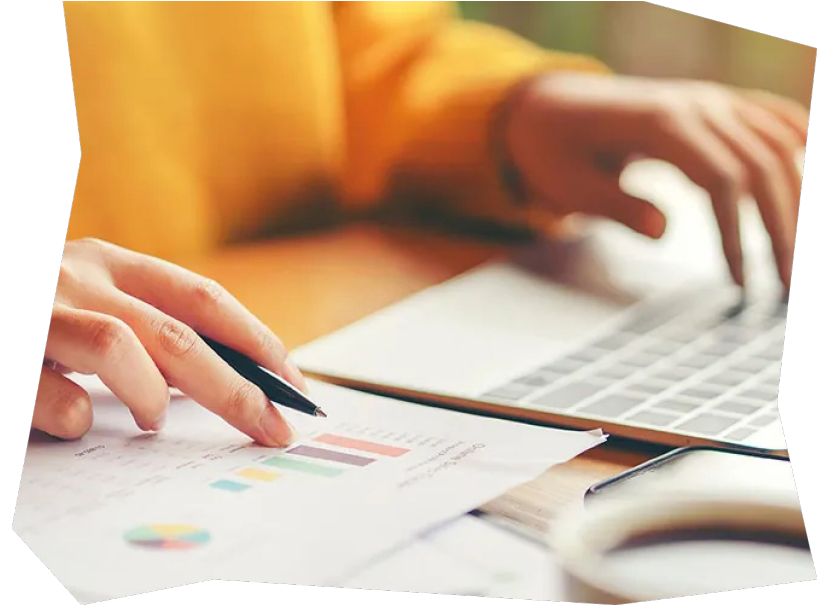


Change is Hard

Managing Change

Change was happening all around us.

Adding a layer of learning and adjustment was not taken lightly.





Delicate Pivots

It's a balance of innovation and stability to ensure nothing interrupts day-to-day operations.



HOME

+



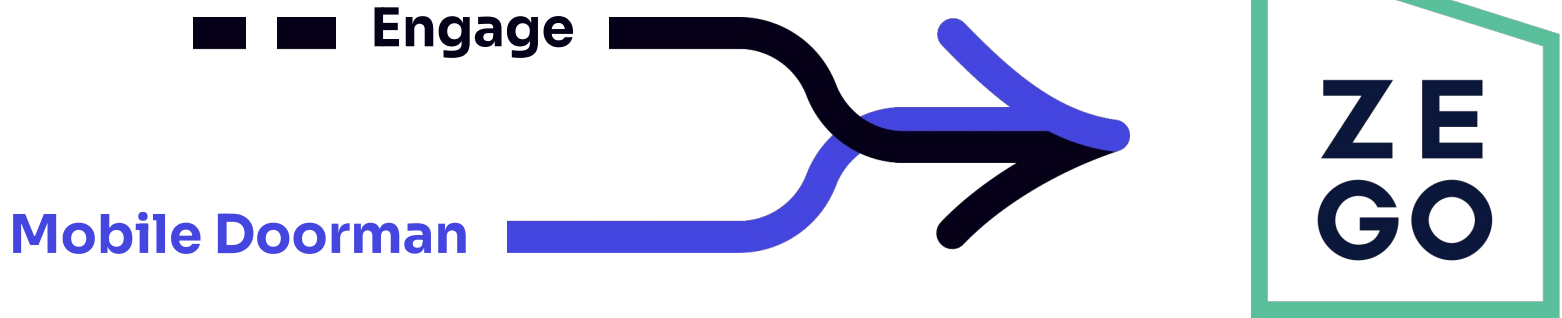
MONEY



New Client Experience

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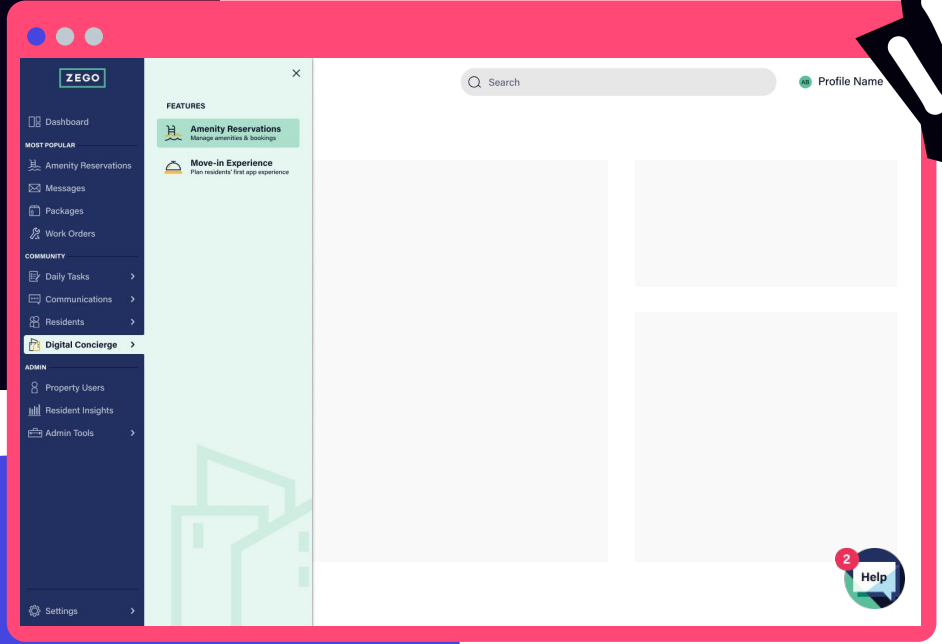
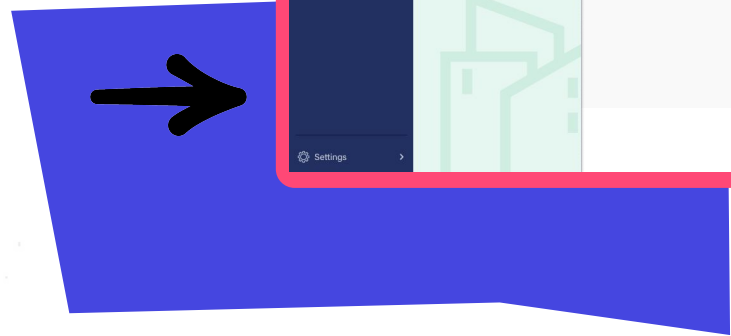
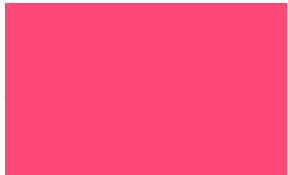
Why the Change





What Changed

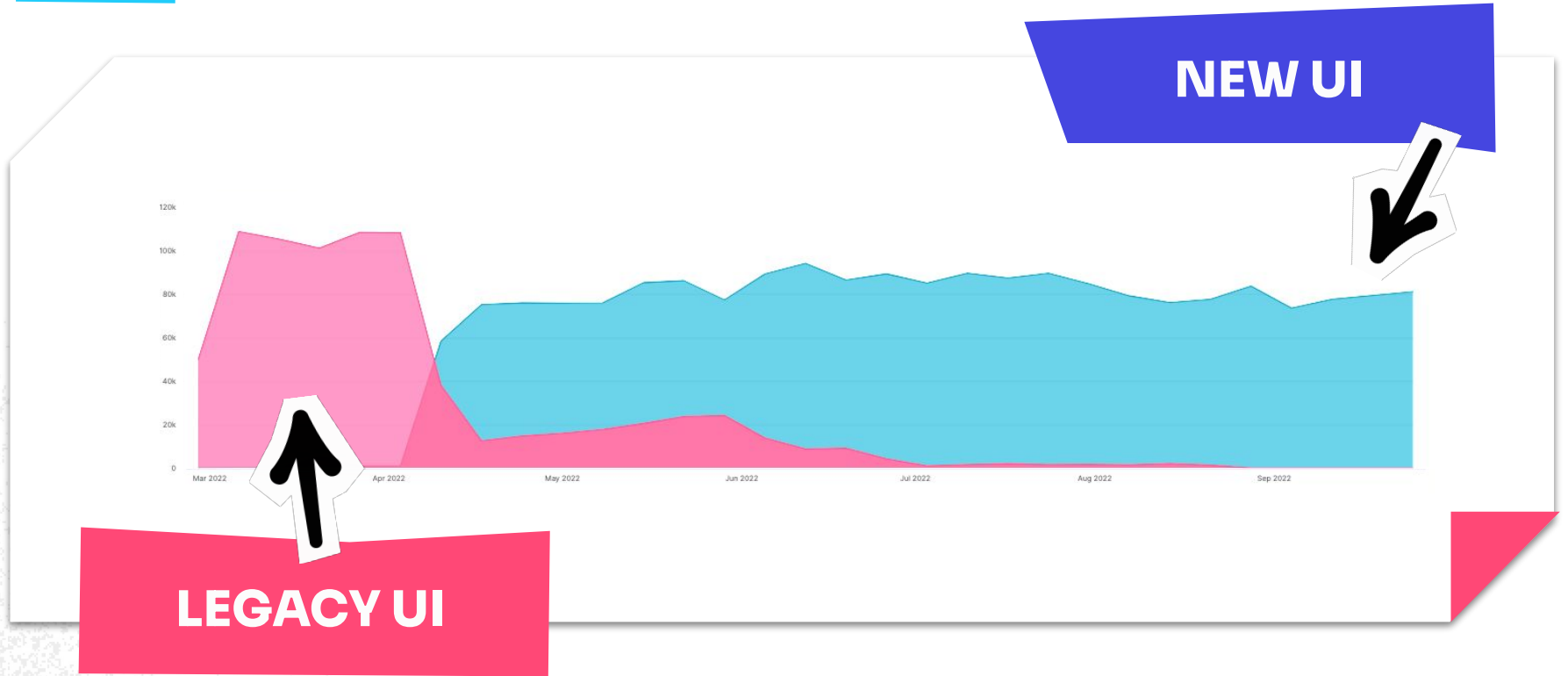
- Collapsable Mega Menu UI
- New Scalable IA
- Branding Update





Sunsetting Strategy

How did we do this?

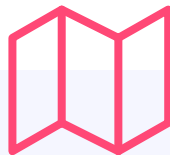


Guide Planning



Directional

Launch guide informing users of recent update and offer Legacy UI support



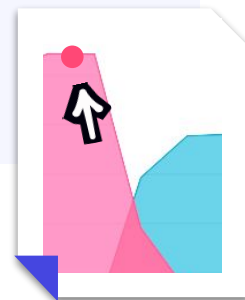
Tutorial

Training tutorials for those that don't want to explore but need more attentive guidance

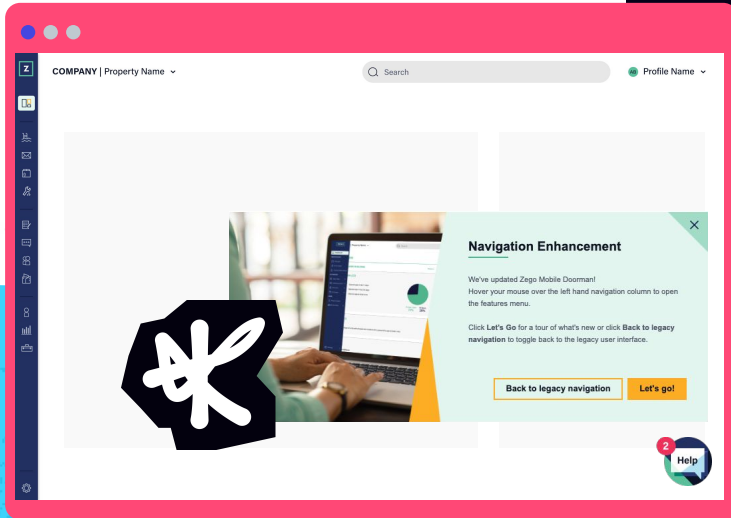


Polls & Surveys

Collect the pulse of user satisfaction & feedback

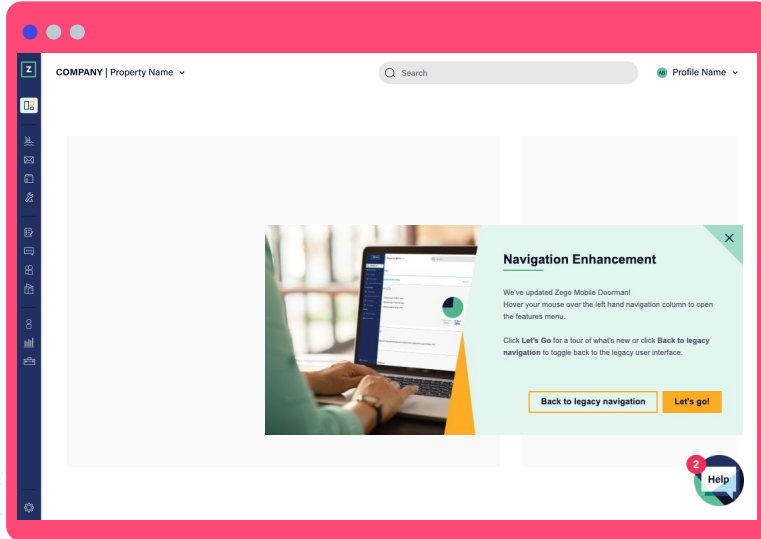


Launch



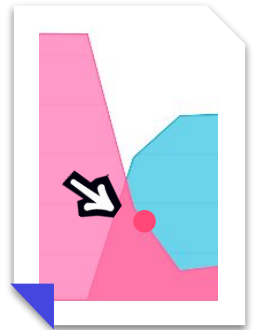
- 25,000 staff users
 - 26 seconds on guide
 - 9% continued guide
 - 11% back to legacy
- 80%** Users adopted the new UI without additional training

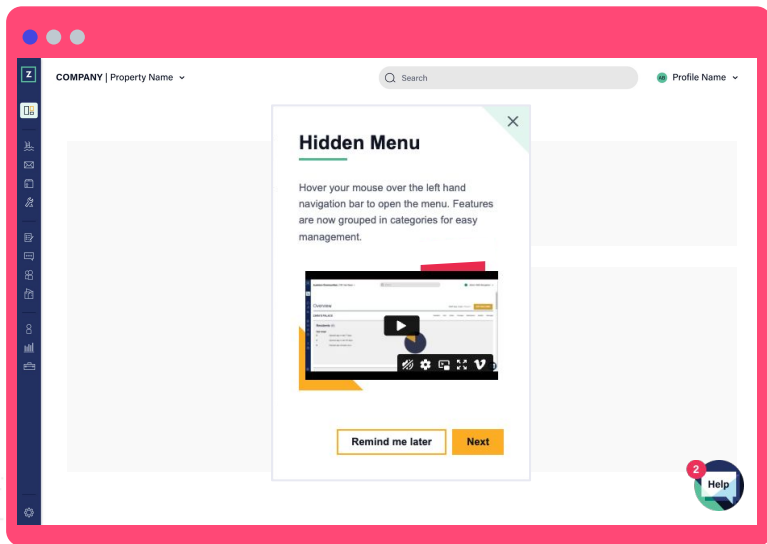




Release Announcement

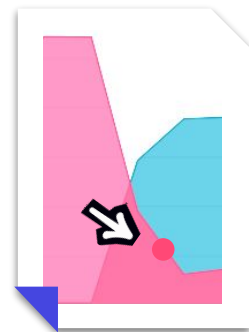
Guide that provides the user with brief information about the recent updates and an option to Learn more, return to the Legacy UI or continue on their own.

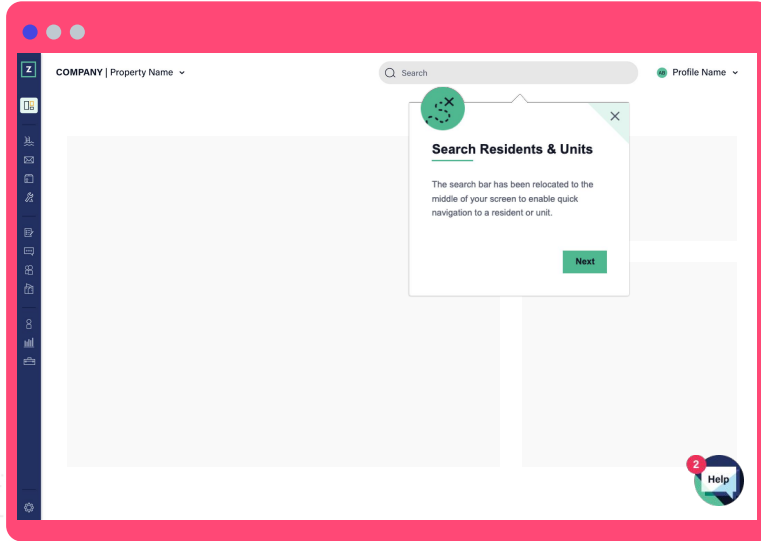




Video Guide

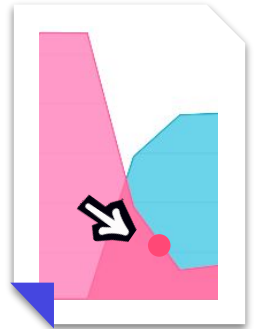
Providing quick video walkthroughs of the new UI to highlight key changes, with additional options to continue learning more.

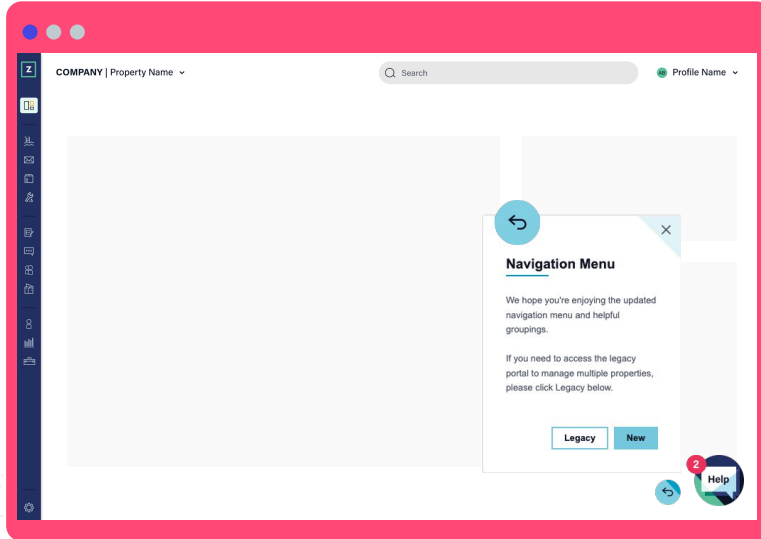




Pointer Guide

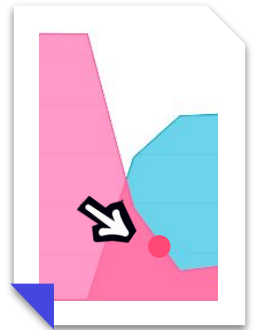
Step guide highlighting in more depth the items that have changed, giving clients more ways to learn new patterns in navigating

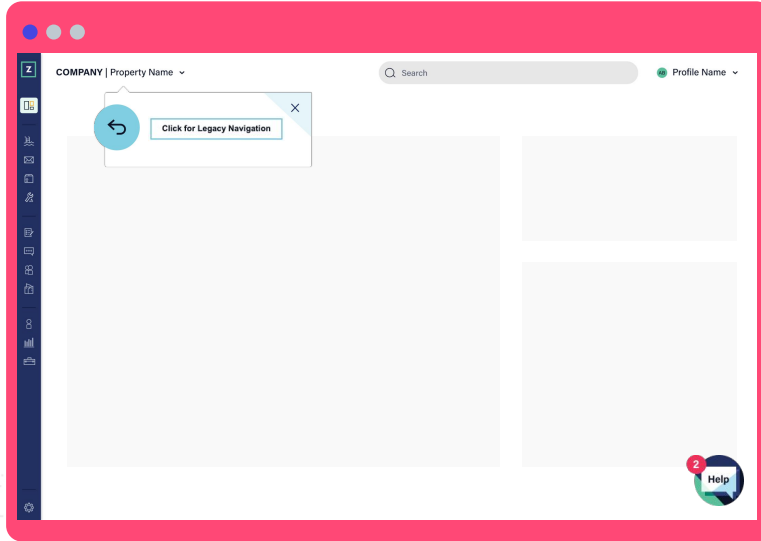




Badge Guide

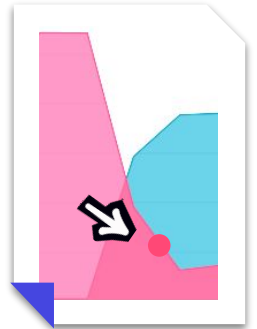
This badge next to the resource center allowed a user to access the Legacy UI at any time during their visit.

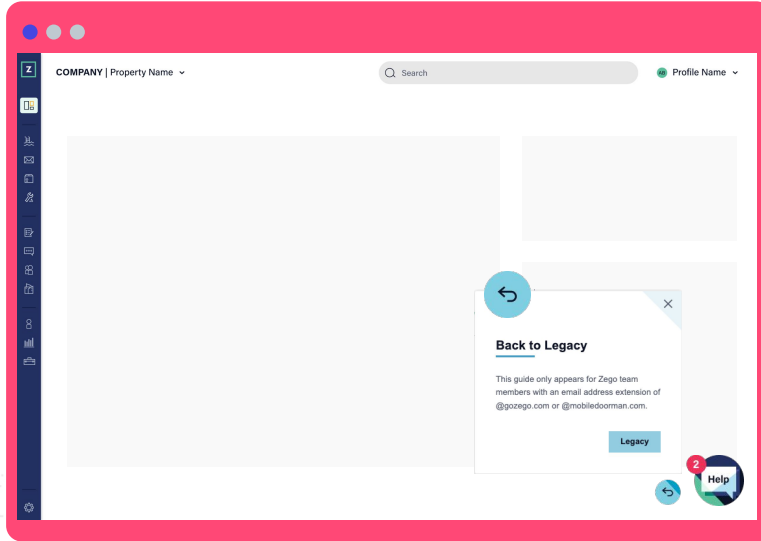




☆ Special Guides

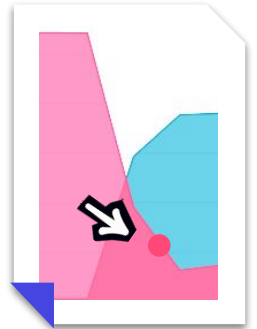
Some Clients are Special. One of our largest clients requested a guide anchored to the property switch that lead their staff to Legacy.

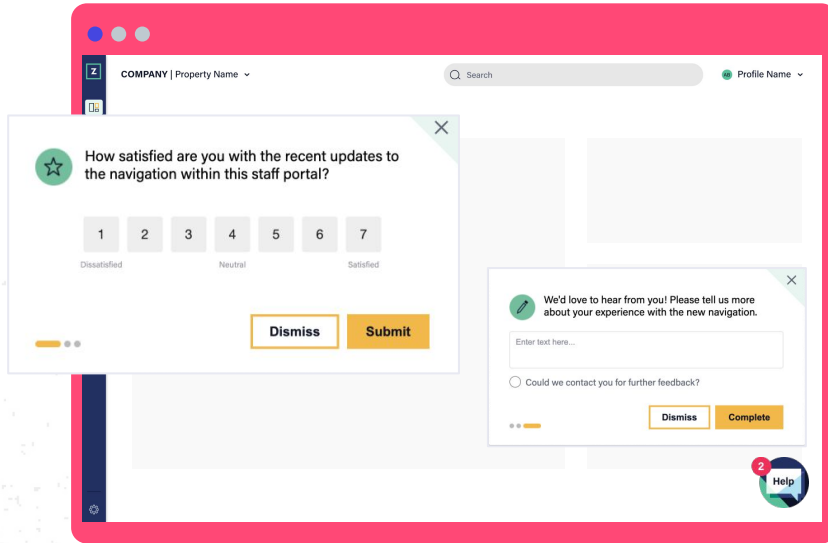




Internal Guide

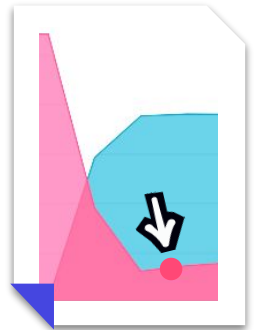
We needed to also give internal users the ability to switch back without mudding our client engagement data.





Poll Guide

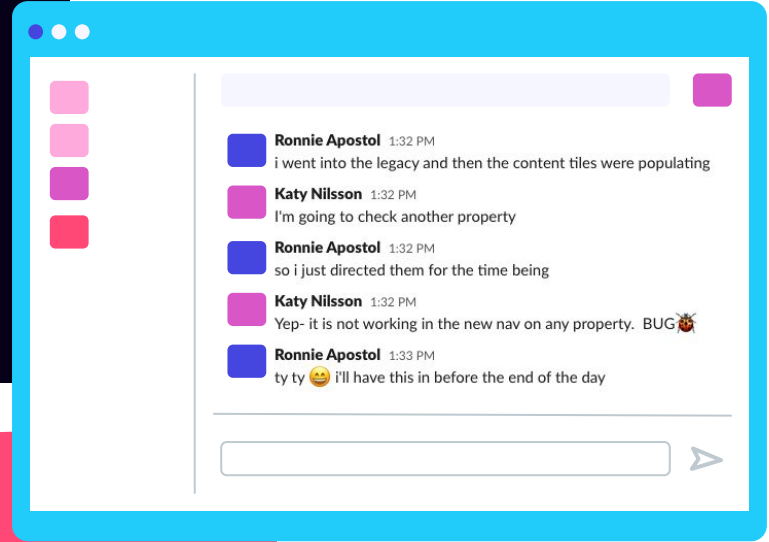
Allowed our teams to gather early client satisfaction & feedback on how they felt about the updates as they migrated to the new UI.



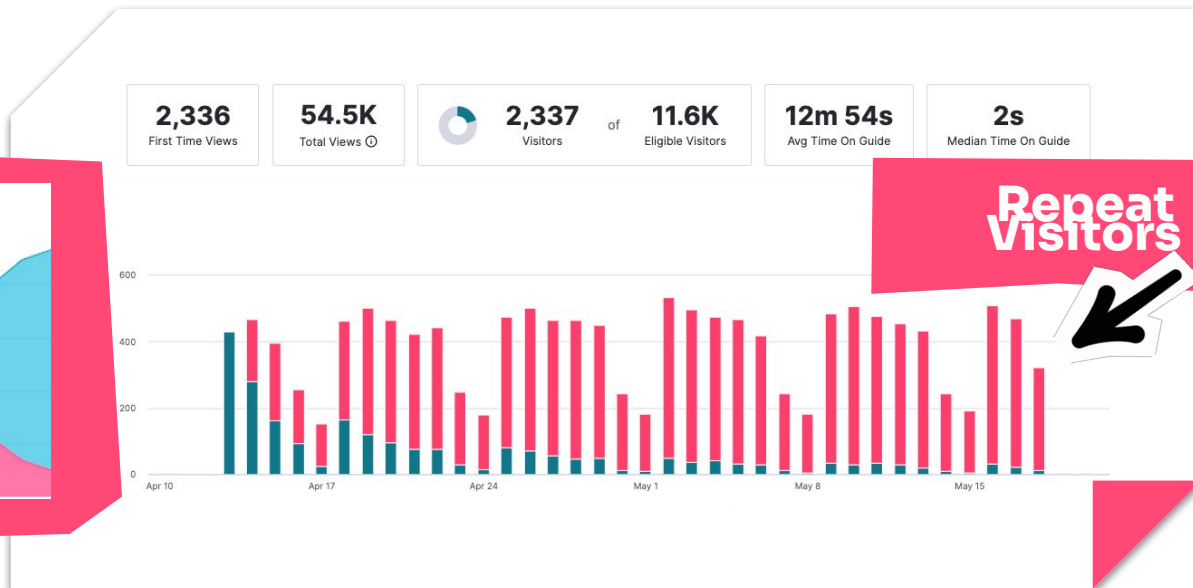
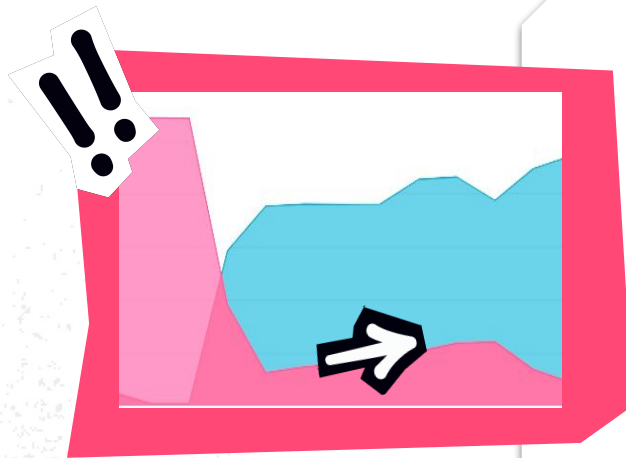


Release Support & Monitoring

- Support Ticket Slack Channel
- Dedicated Bug Bash Sessions
- Pendo Client Engagement
- Client Feedback



Back Button Utilization



Segmentation



Create Segment

Settings

Name *
Legacy UI Users

Description
Add a description

Visibility
 Everyone Only me

Select Visitor Data
 Identified Visitors Only
 Anonymous Visitors Only
 All Visitors

Page > Legacy Nav > Number of Page Views
greater or equal to 5 between
May 1, 2022 and May 31, 2022
OR

AND
role is equal to staff
OR

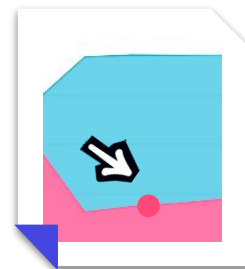
+ AND

Eligible visitors(1799) Used by

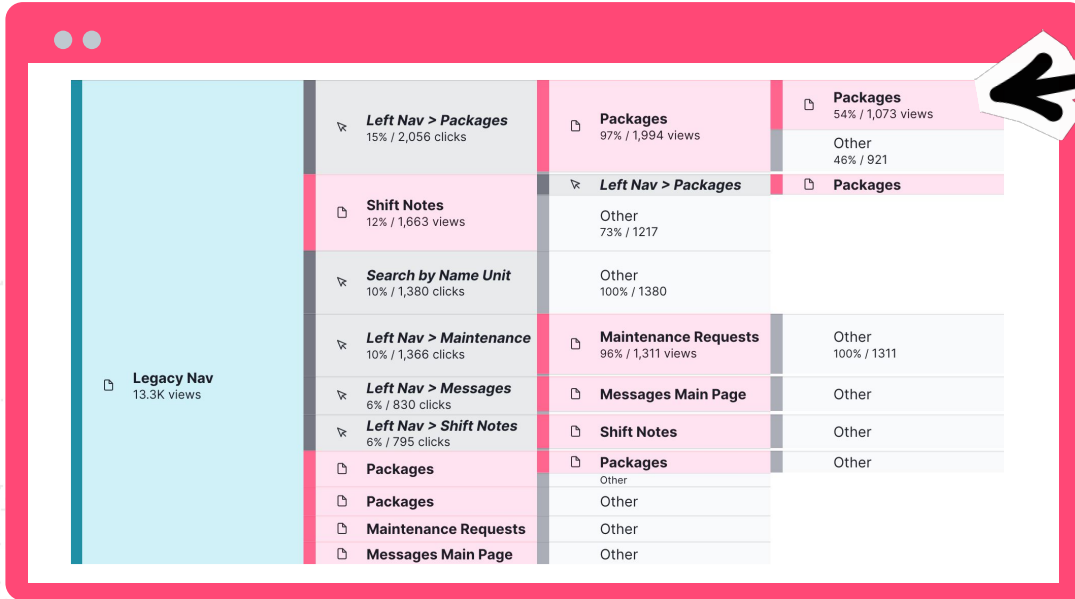
What's considered an eligible visitor? ⓘ

- 1056212
- 1056323
- 1056342
- 1080195
- 1180161
- 1241838
- 1241872
- 1247273
- 1247363
- 1247463
- 1307192

About 15% of eligible users are still viewing the legacy UI



Funnel



Legacy UI Clicks:

- Packages
- Messaging
- Maintenance
- Shift Notes



Poll Feedback



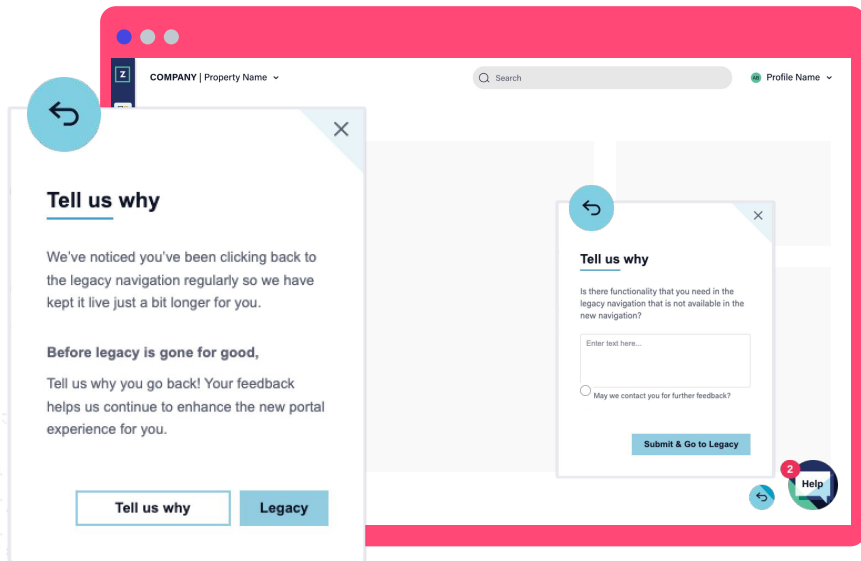
Messages tab brings you to conducting a new message. It is very challenging to get to existing messages

We cannot download the package list, cannot see messages, cannot note whether a resident will be home while submitting work orders

Pressing on Work Orders does not take you back to work order

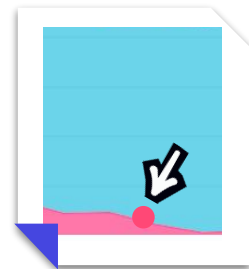


Whittling it Down



Survey

At this point only 0.6% of users were still using the back button. To ensure we weren't missing something prior to sunsetting, we reached out to these users via a Pendo guide.

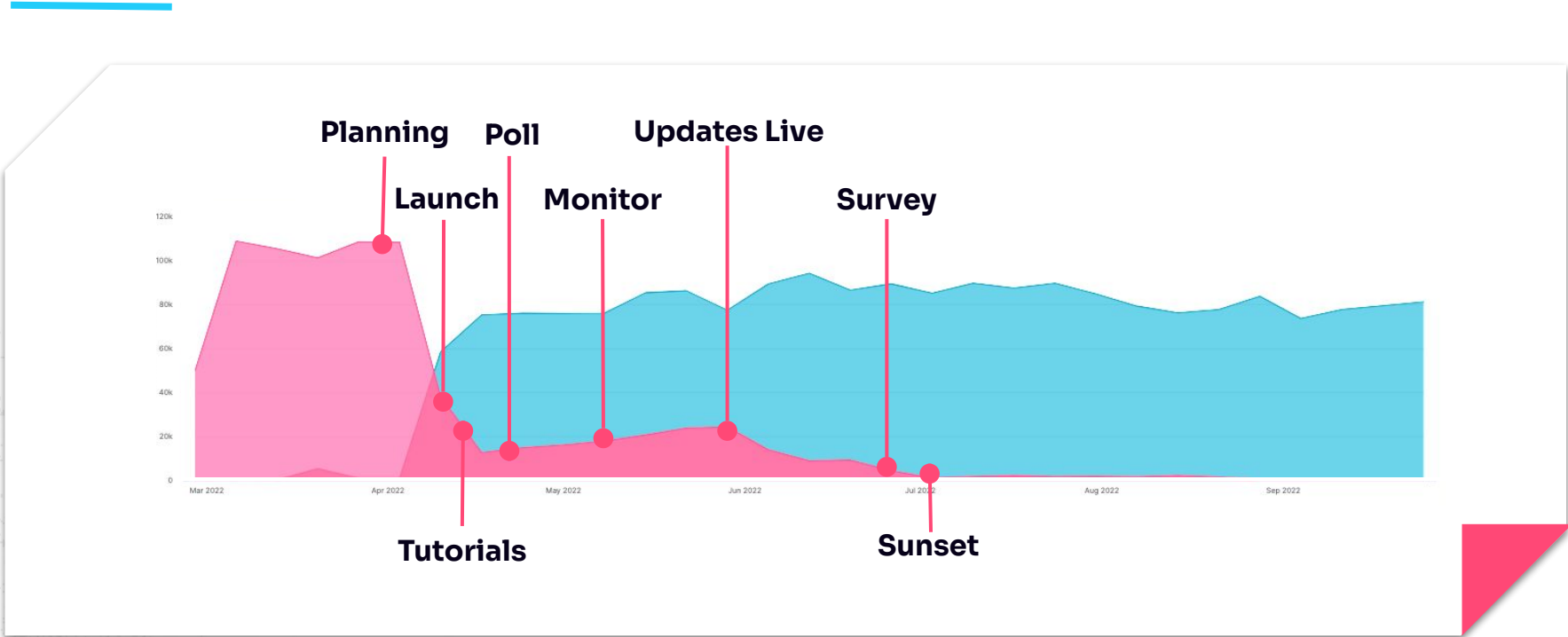




Migration Complete

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Success

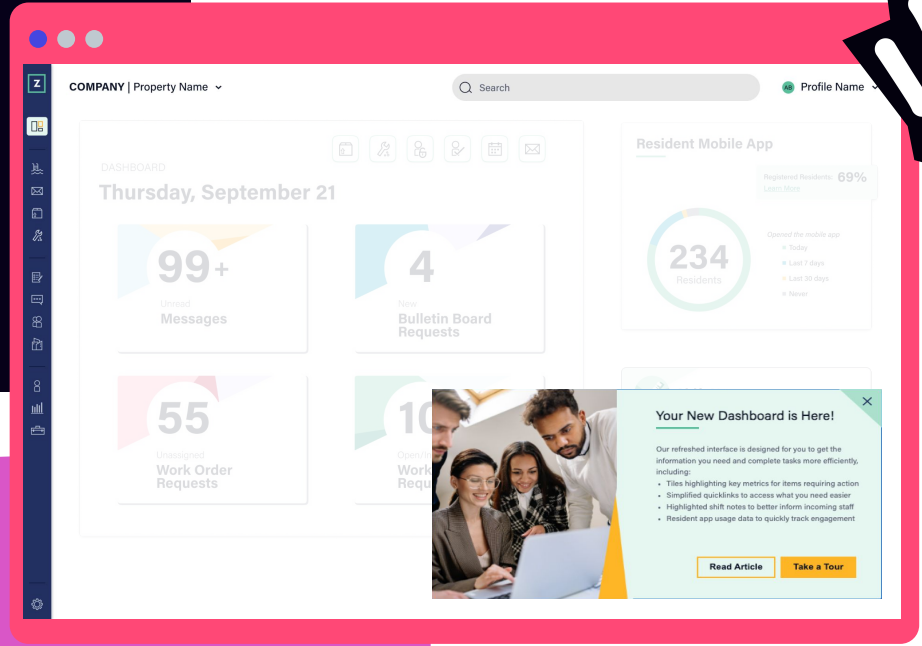
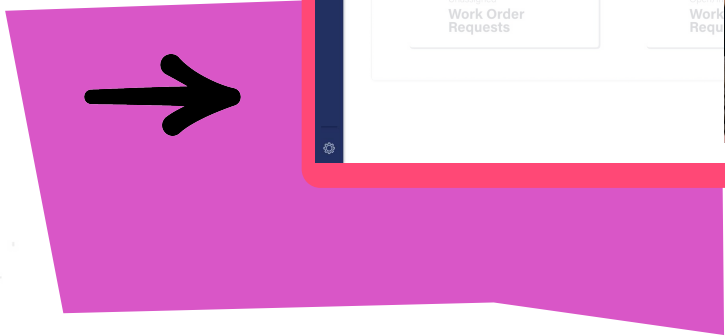


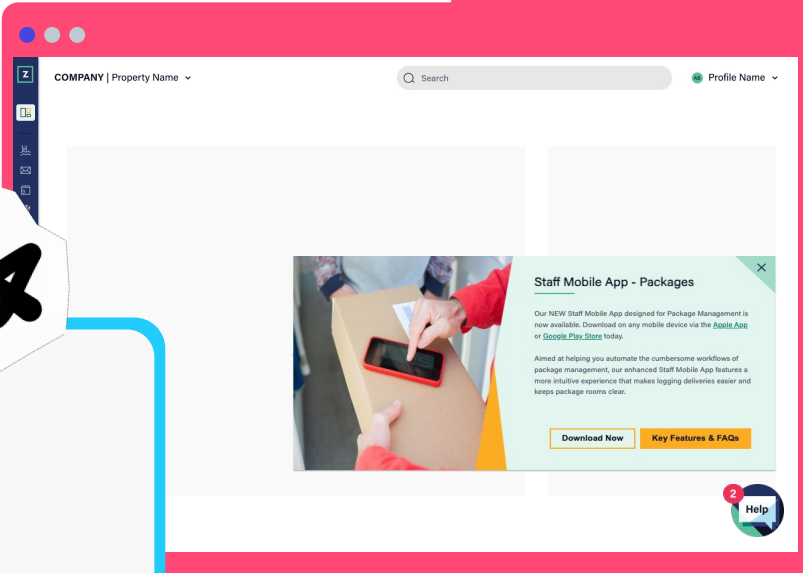


What Came Next

Dashboard Layout

Change is no longer as scary when it becomes the norm instead of a blue moon.

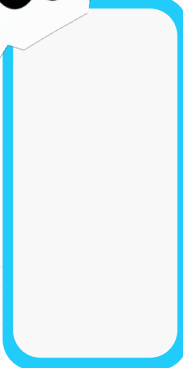


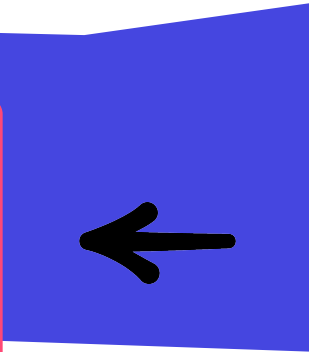
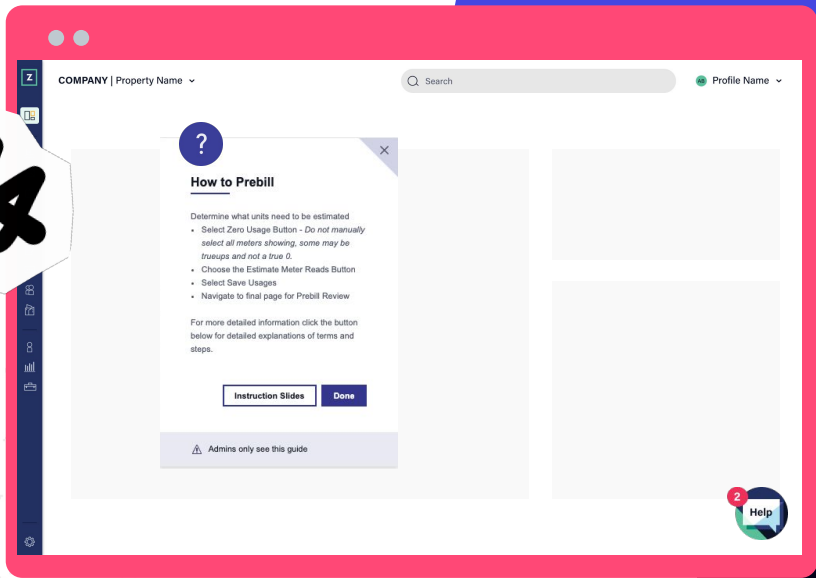
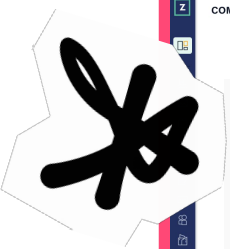


Communications

Now part of all Zego release plans are banners & guides to our clients using Pendo.

What's new | Tutorials | FAQs





Internal Comms

Our L&D team also utilizes it for internal training.

Keeping our internal users in the know too!





Voice of Client

New processes created around qualitative feedback with Pendo



The screenshot shows a web application interface with a pink header and a dark blue sidebar. The main content area is light gray. Two feedback popups are overlaid on the page. The first popup, on the left, asks 'How satisfied are you with the NEW Amenity Reservation feature?' and features a 7-point scale from 1 (Disatisfied) to 7 (Satisfied), with 'Neutral' in the middle. It includes 'Snooze' and 'Submit' buttons. The second popup, on the right, says 'We'd love to hear from you! Please tell us more about your experience with the NEW Amenity Reservation feature.' It has a text input field, radio buttons for 'Yes' and 'No', and 'Dismiss' and 'Complete' buttons. A 'Help' button with a red '2' notification is visible in the bottom right corner of the application window.

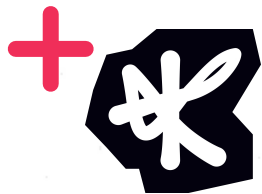




Looking to the Future

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Unification



Our Pendo Launch process is continuing to evolve. Within these upcoming releases we're excited to be adding to the mix Pendo **Session Replay, Listen & Data Sync.**

■ One Resident Mobile App

■ Global Onboarding

■ One Resident Web App

■ One Staff Web App



Conclusion



Thank you!

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Q&A