PENDO
MONIUM
2024

PENDOMONIUM 2024

Accelerate product migration & sunsetting 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**

ZE GO

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

Digital Payments Utility Management Resident App

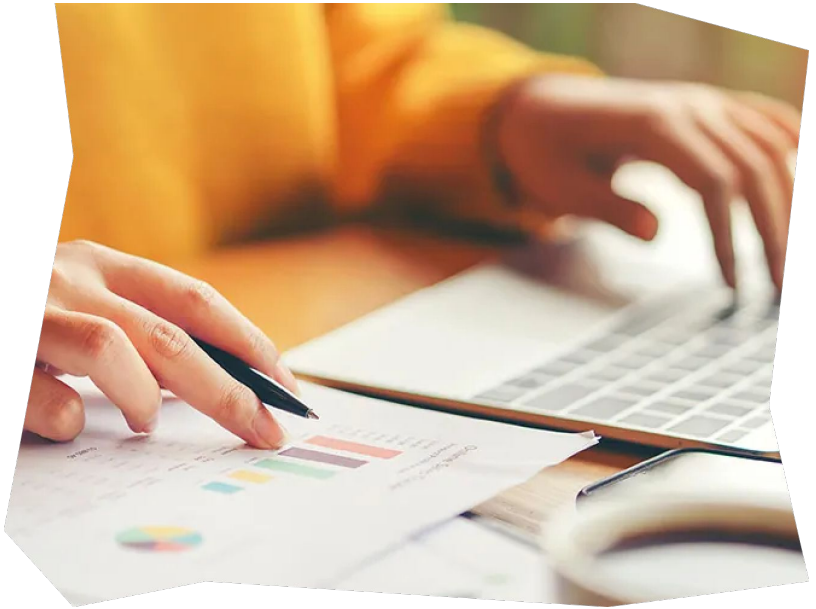
Amanda Baird
Director, User Experience

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

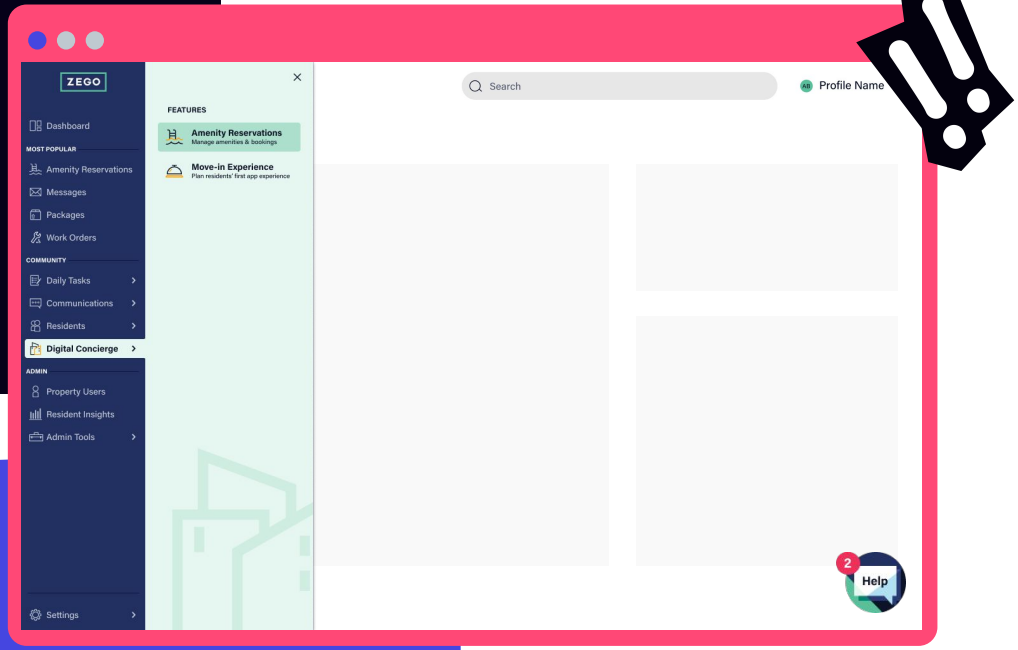
PENDOMONIUM 2024

Why the Change

ZE
GO

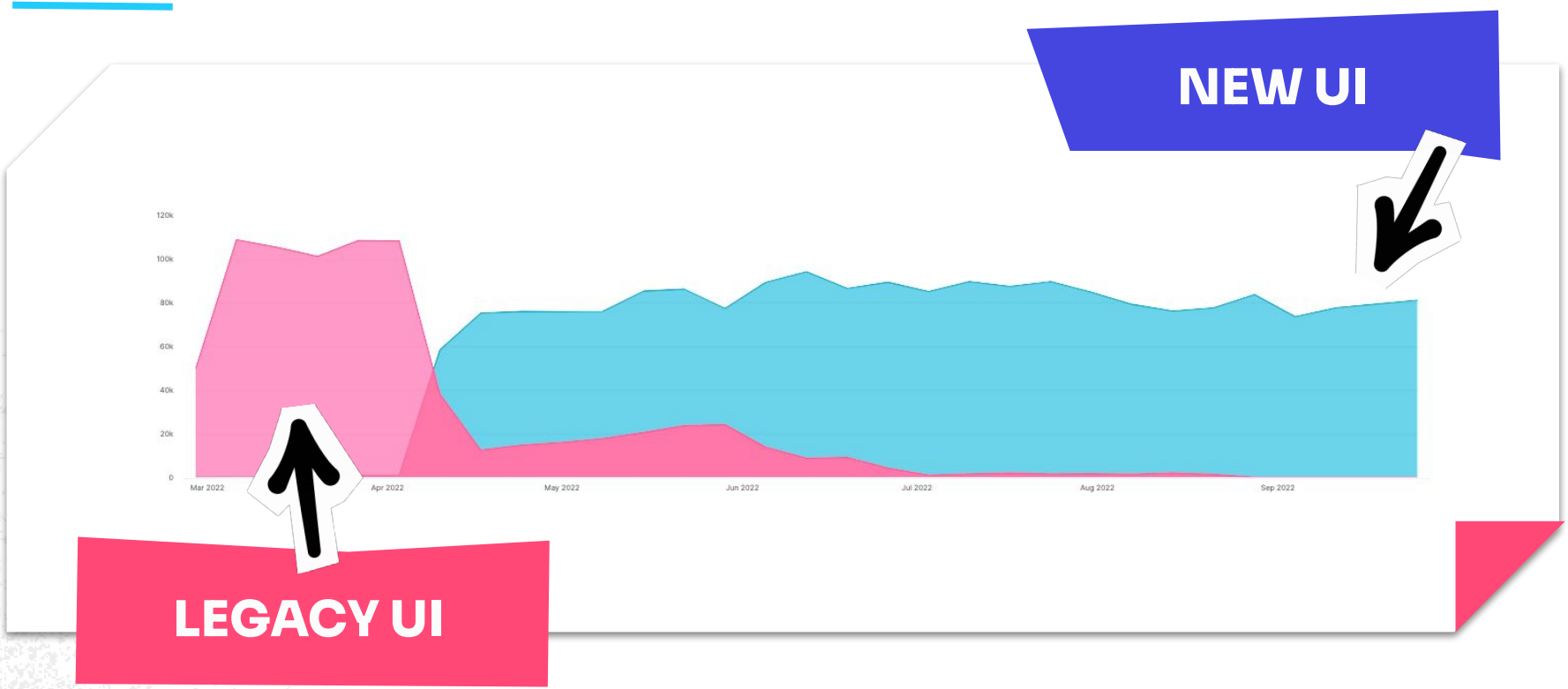
What Changed

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



Sunsetting Strategy

How did we do this?



Guide Planning

Directional

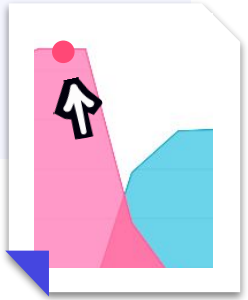
Launch guide informing users of recent update and offer Legacy UI support

Tutorial

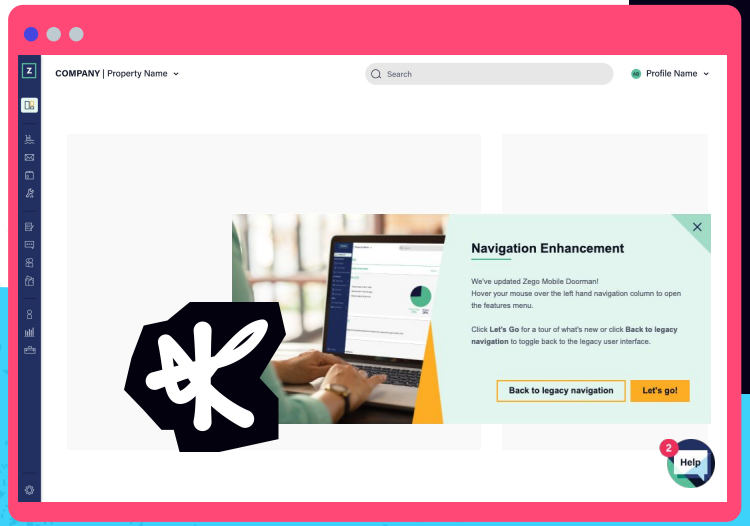
Training tutorials for those that don't want to explore but need more attentive guidance

Polls & Surveys

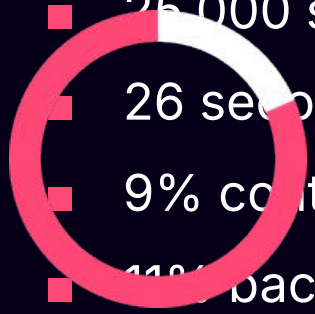
Collect the pulse of user satisfaction & feedback



Launch

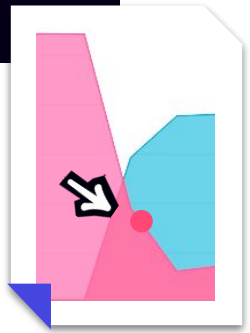


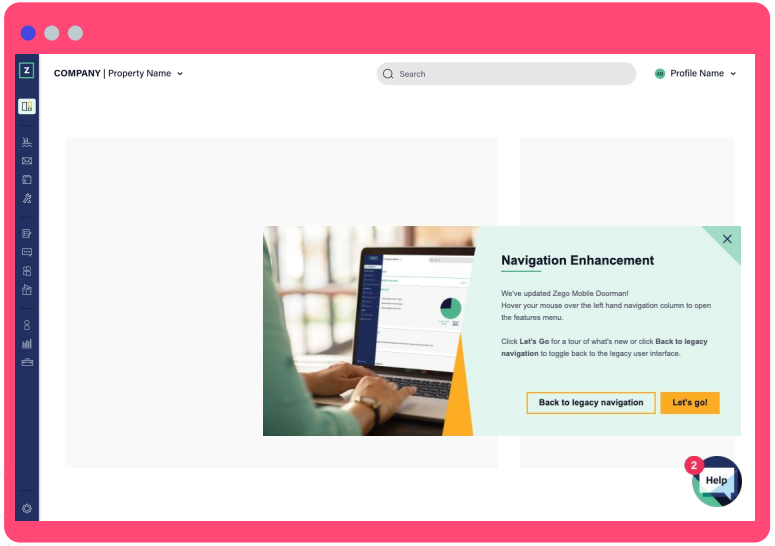
- 25,000 staff users
- 26 seconds on guide
- 9% continued guide
- 11% back to legacy



80%

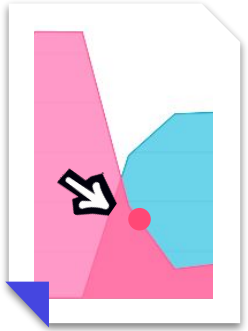
Users adopted the new UI without additional training

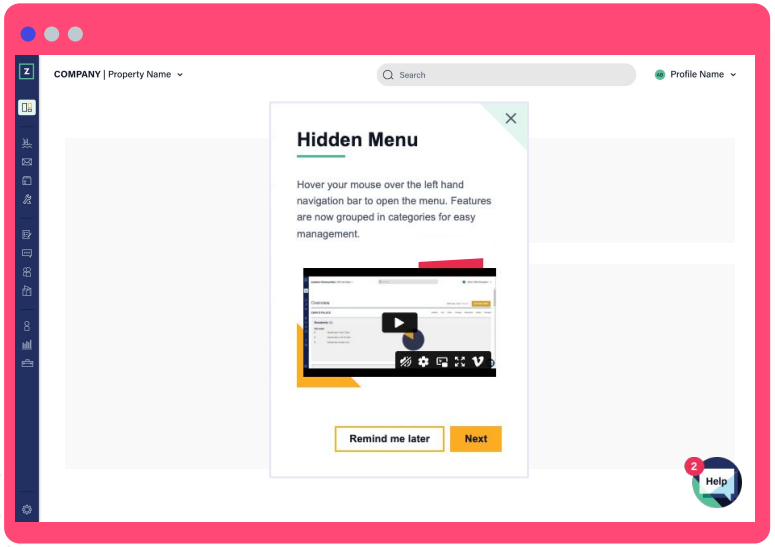




Release Announcement

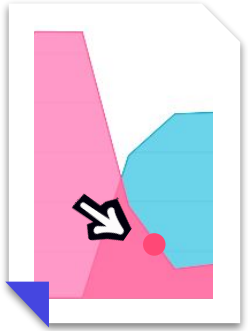
Guide that provides the user with brief information about the recent updates and an option to Learn more, return to the Legacy UI or continue on their own.

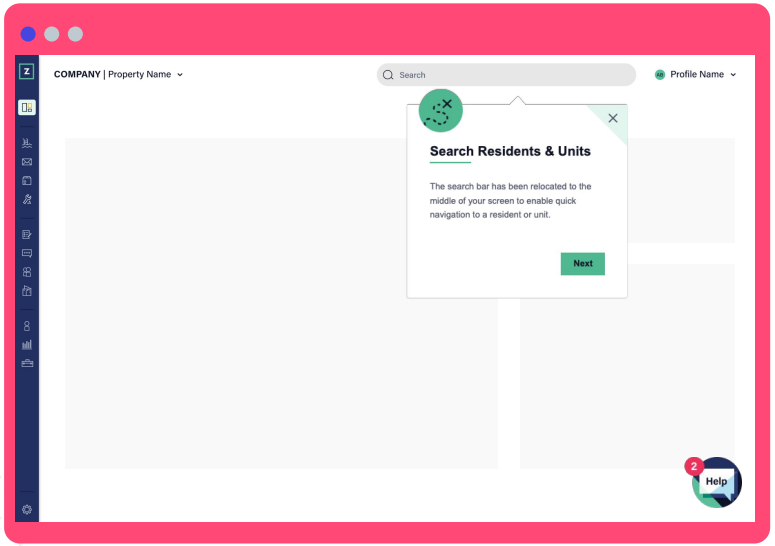




Video Guide

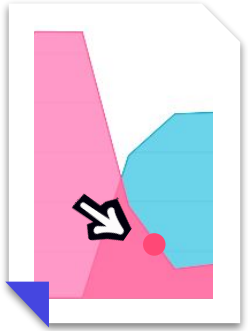
Providing quick video walkthroughs of the new UI to highlight key changes, with additional options to continue learning more.

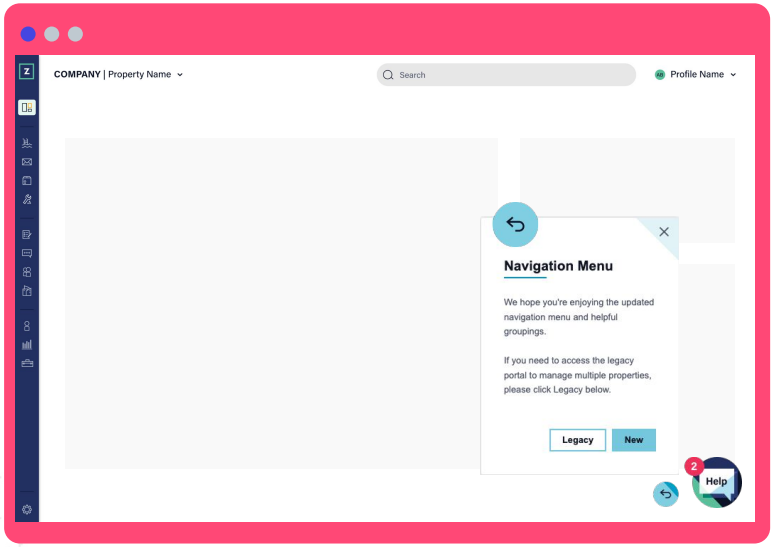




Pointer Guide

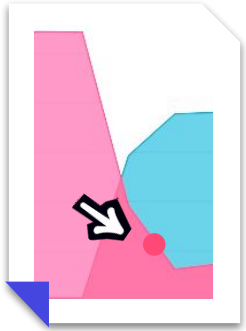
Step guide highlighting in more depth the items that have changed, giving clients more ways to learn new patterns in navigating

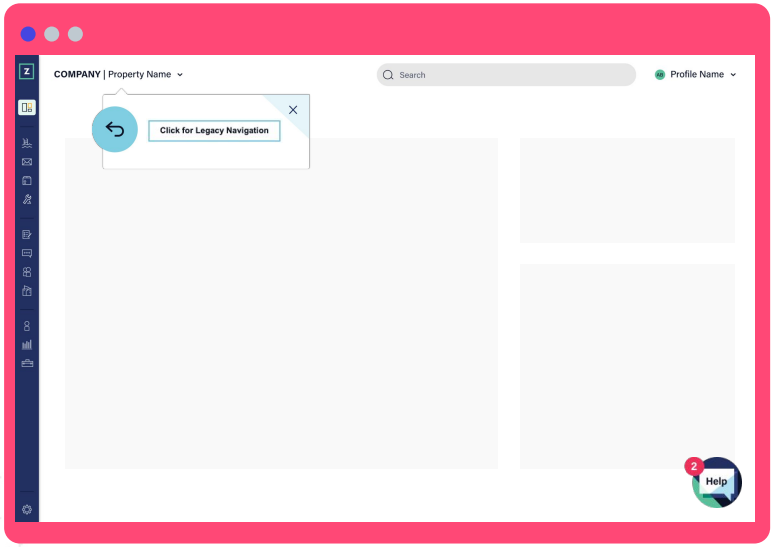




Badge Guide

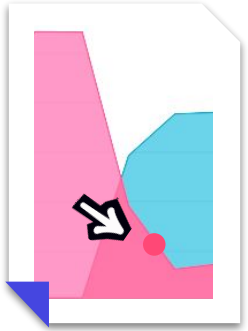
This badge next to the resource center allowed a user to access the Legacy UI at any time during their visit.

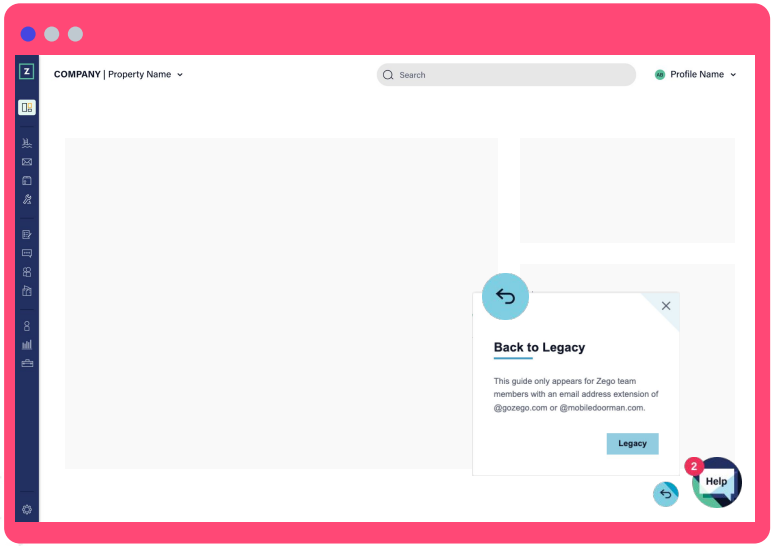




Special Guides

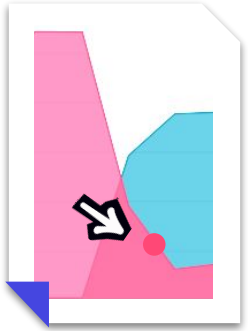
Some Clients are Special. One of our largest clients requested a guide anchored to the property switch that lead their staff to Legacy.

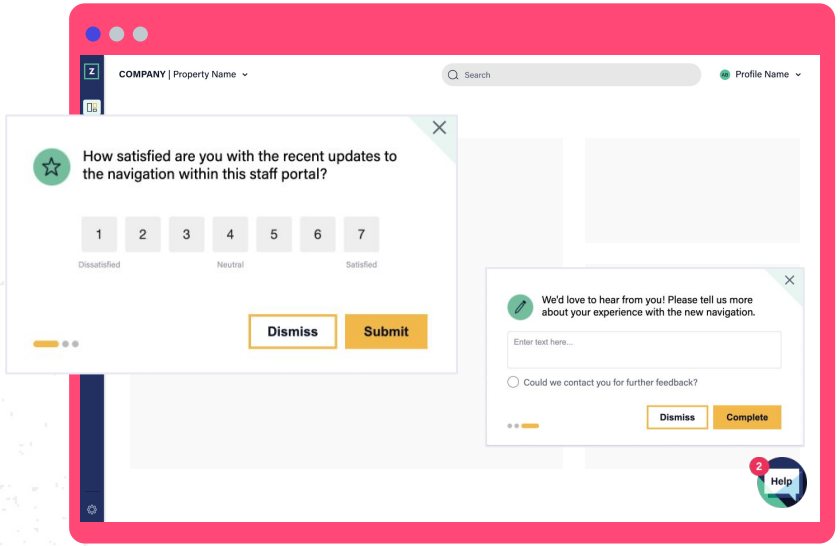




Internal Guide

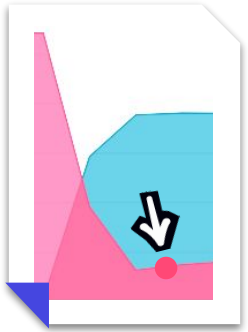
We needed to also give internal users the ability to switch back without mudding our client engagement data.





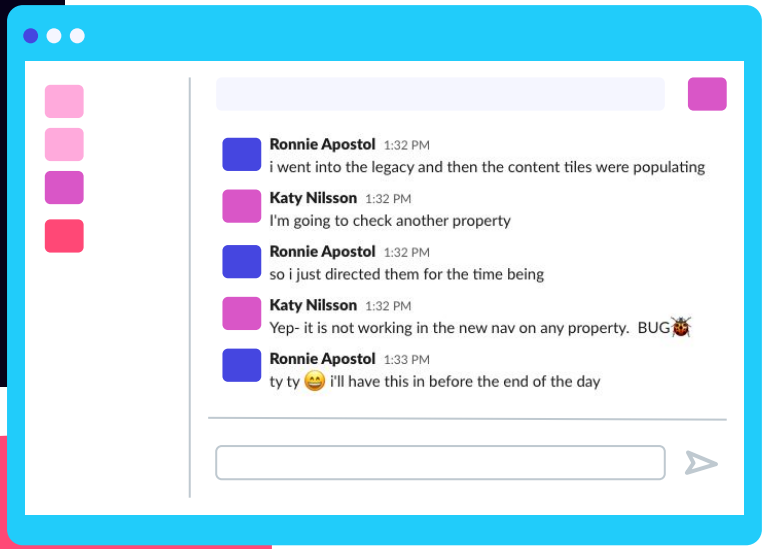
Poll Guide

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

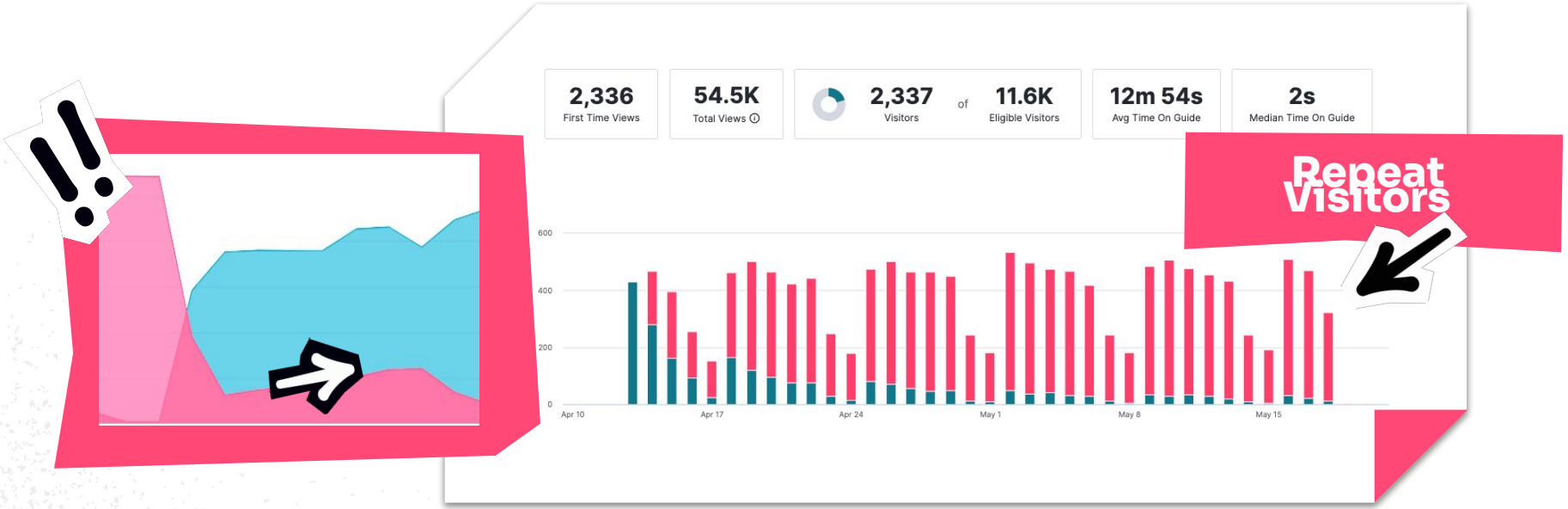


Release Support & Monitoring

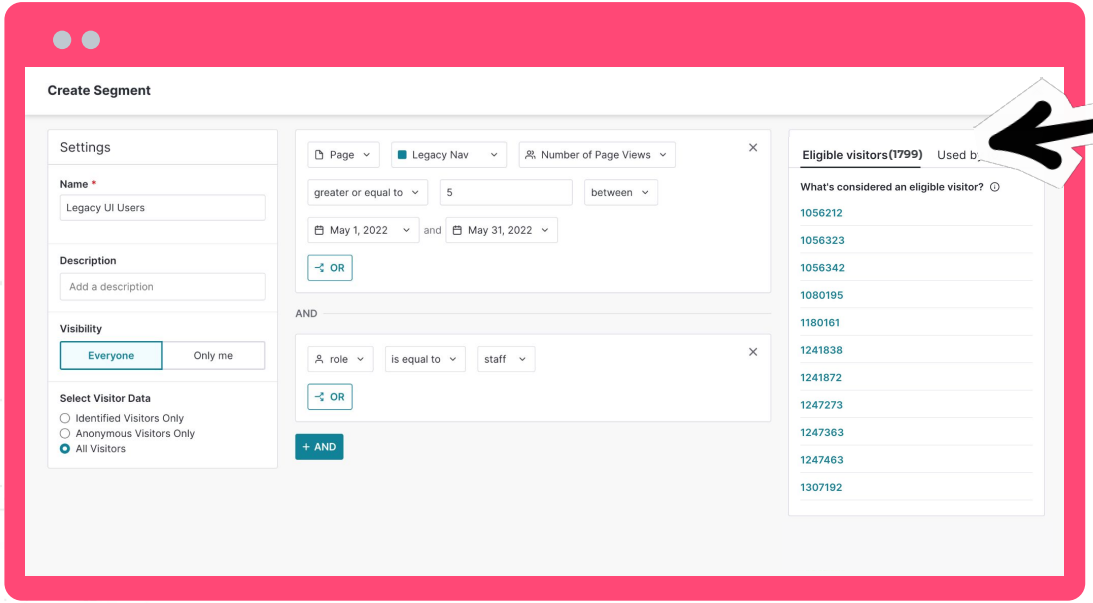
- Support Ticket Slack Channel
- Dedicated Bug Bash Sessions
- Pendo Client Engagement
- Client Feedback



Back Button Utilization

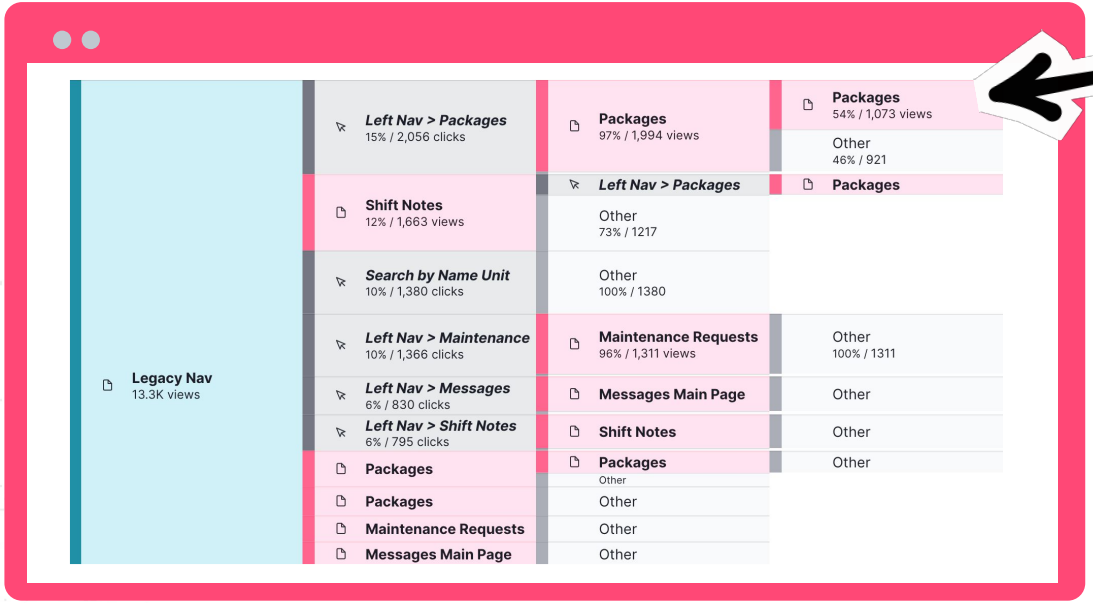


Segmentation



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

Funnel



Legacy UI Clicks:

- **Packages**
- **Messaging**
- **Maintenance**
- **Shift Notes**

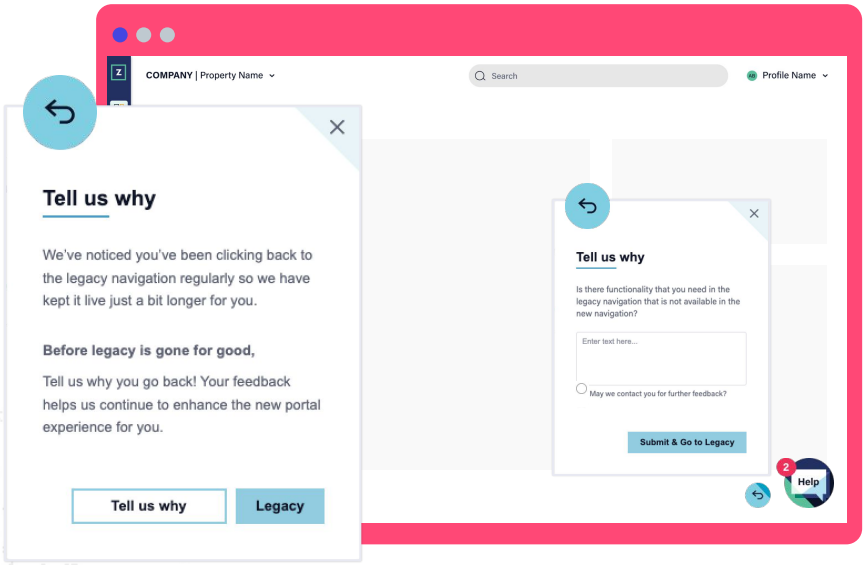
Poll Feedback

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

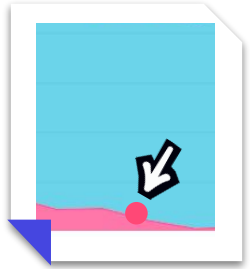
Pressing on Work Orders does not take you back to work order

Whittling it Down



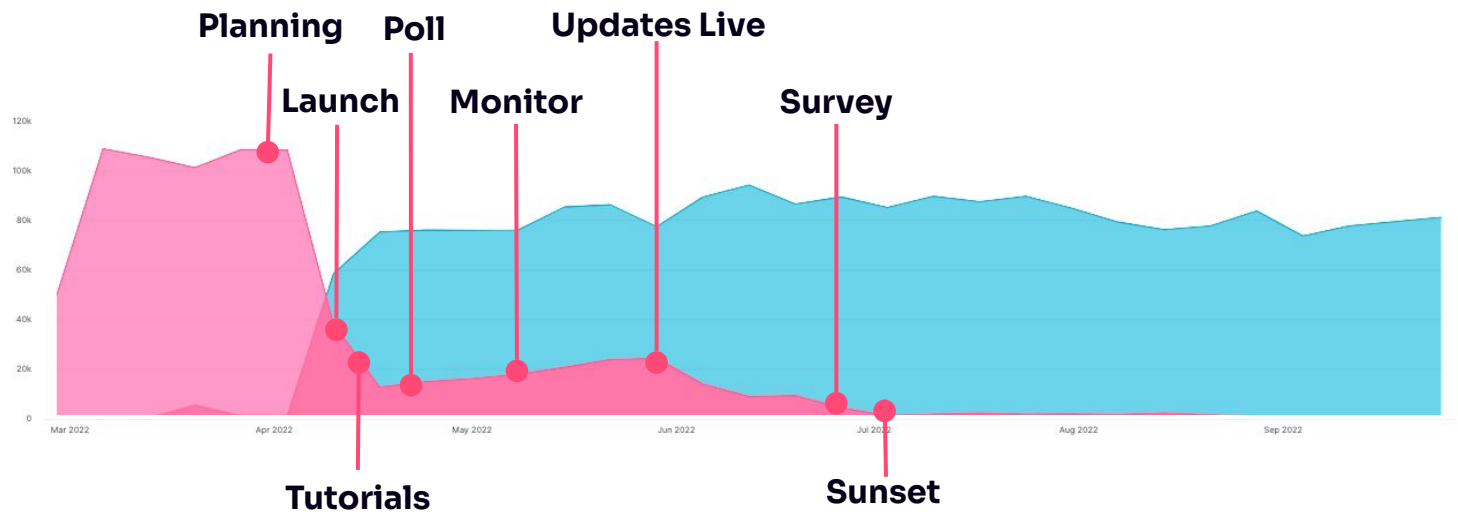
Survey

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

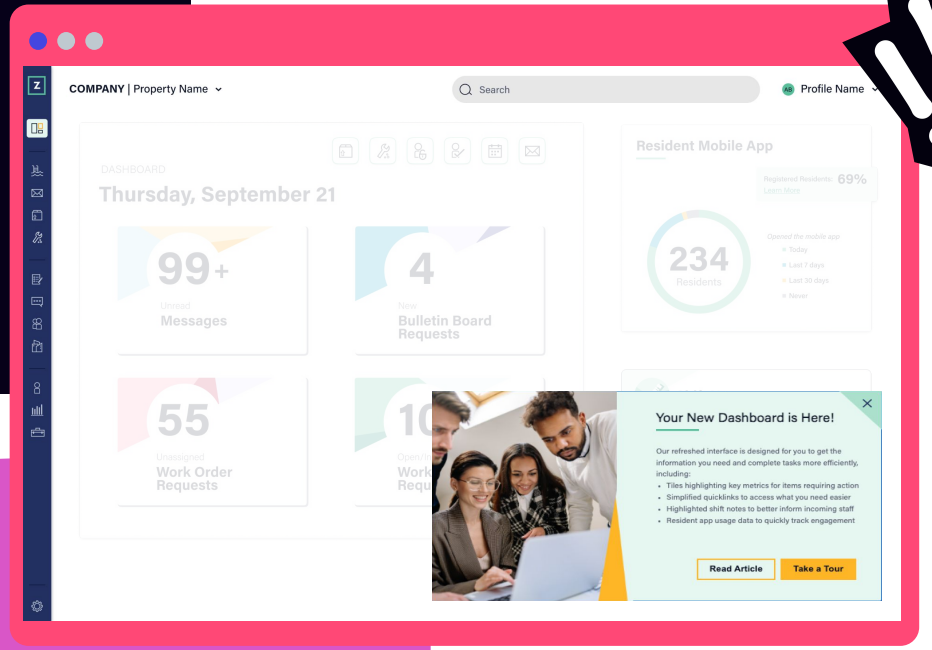
Success

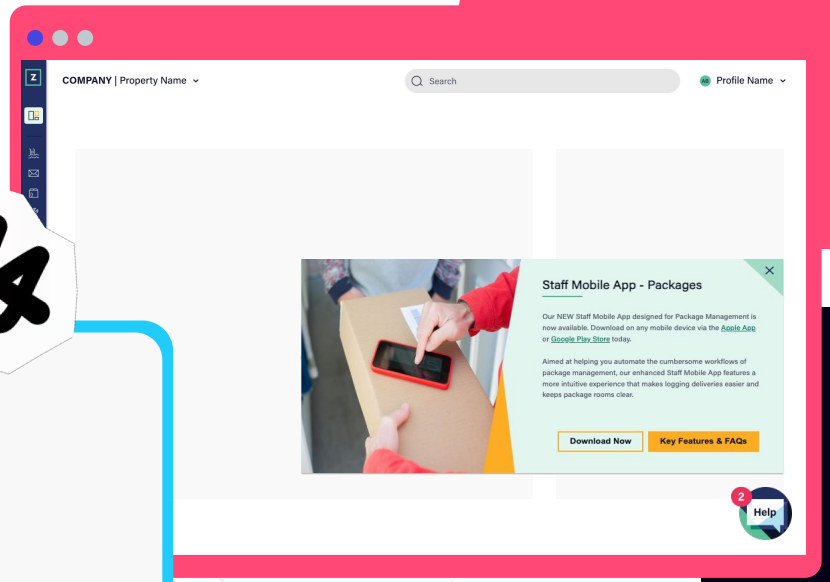

Planning
Poll
Updates Live
Launch
Monitor
Survey
120k
100k
80k
60k
40k
20k
0
Mar 2022
Apr 2022
May 2022
Jun 2022
Aug 2022
Sep 2022
Tutorials
Sunset

What Came Next

Dashboard Layout

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

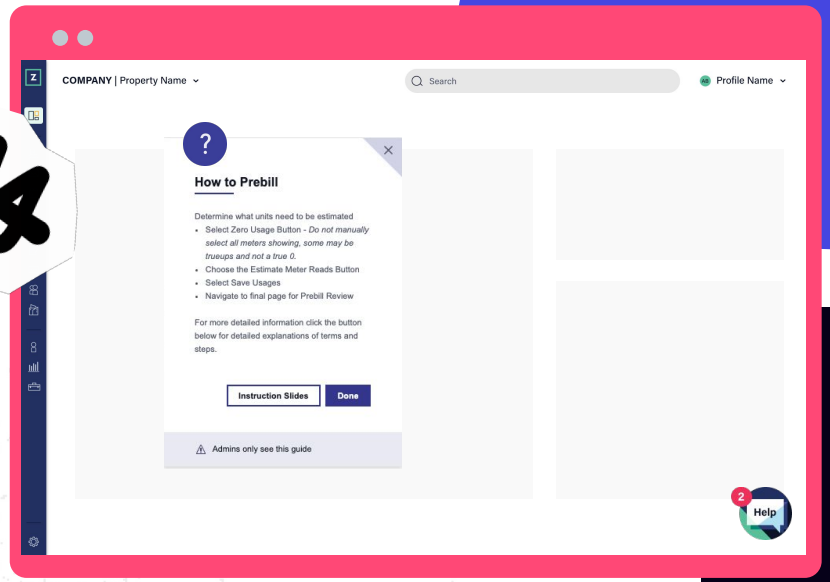




Communications

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

What's new | Tutorials | FAQs



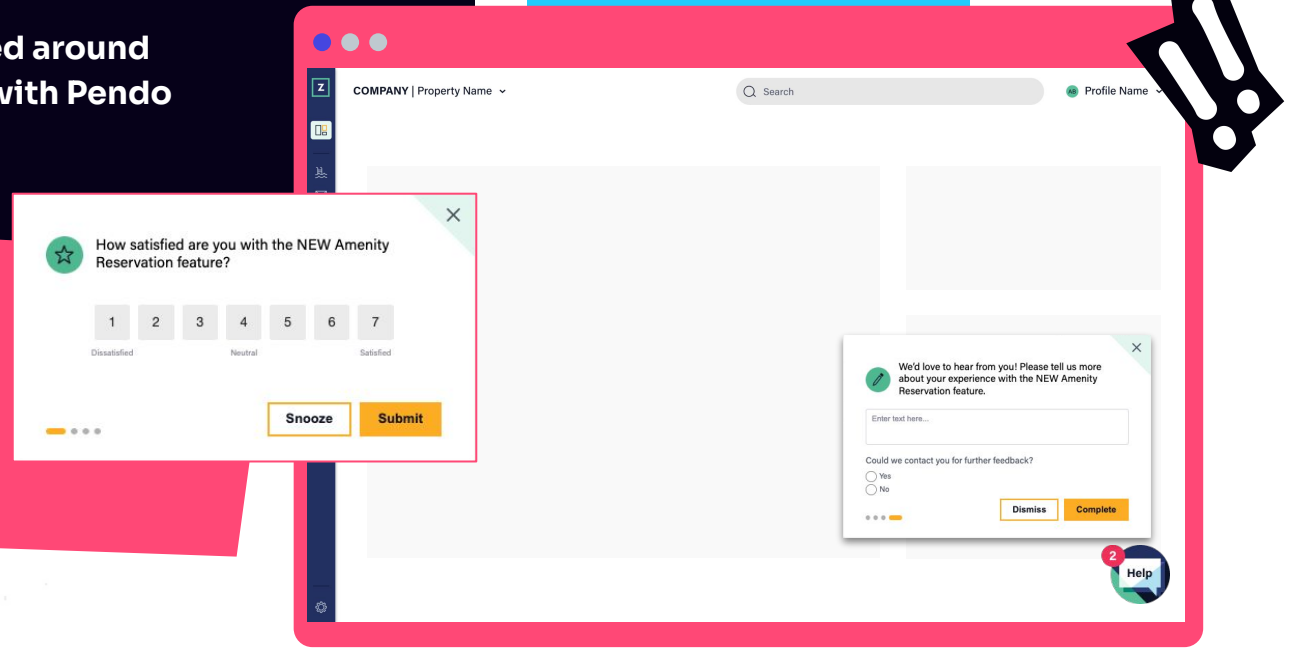
Internal Comms

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

Keeping our internal users in the know too!

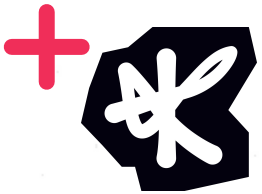
Voice of Client

New processes created around qualitative feedback with Pendo



Looking to the Future

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!

PENDOMONIUM 2024

Q&A