



Engineers in the Zuora Community

How to Engage with Customers in the Community

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Why We Need Engineers in Community



- Knowledge that no one, but engineers, can answer
- Customers respect it when engineers respond to them
- Best means for efficient and effective resolution

Where We Need Engineers in Community

- [Developer User Group](#)
 - Answering questions about APIs and the Developer Center
- [API Feedback Group](#)
 - Acknowledging opinions and feedback

Note: [Release Notifications](#) and [Known Issue](#) posts are managed by Support and TechOps Site Operations/Duty Management, but both are great areas to observe interactions between Zuora and our customers.



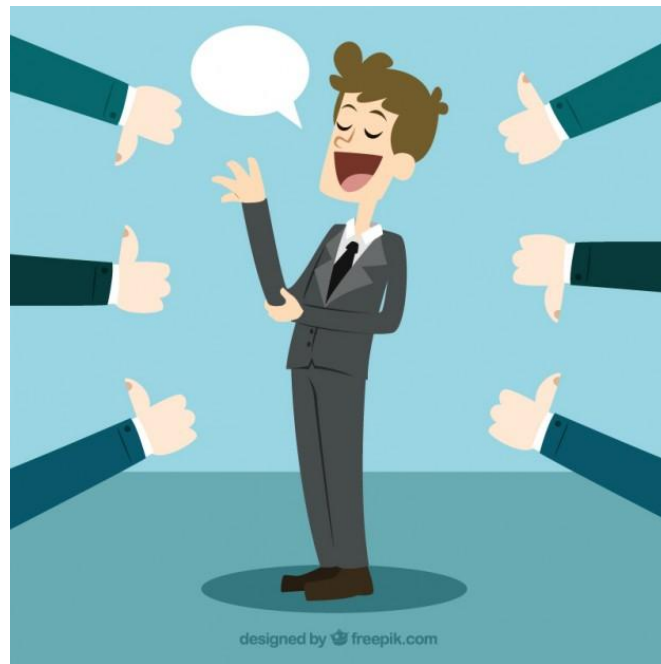
What Can Engineers Get from Community?

Direct Communication with Customers

- Get insight on how customers use our product - eliminating vast rework; great way to get inside the mind of our Customers!

Personal Growth

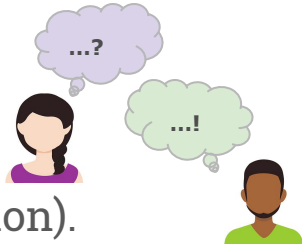
- Observe how internal teams (PMs, CSMs, etc.) communicate with customers, and develop career-advancing soft skills by joining the discussion and displaying technical strengths to peers.



Responding to Customers in Community

Exchanging information with Customers - The Basics

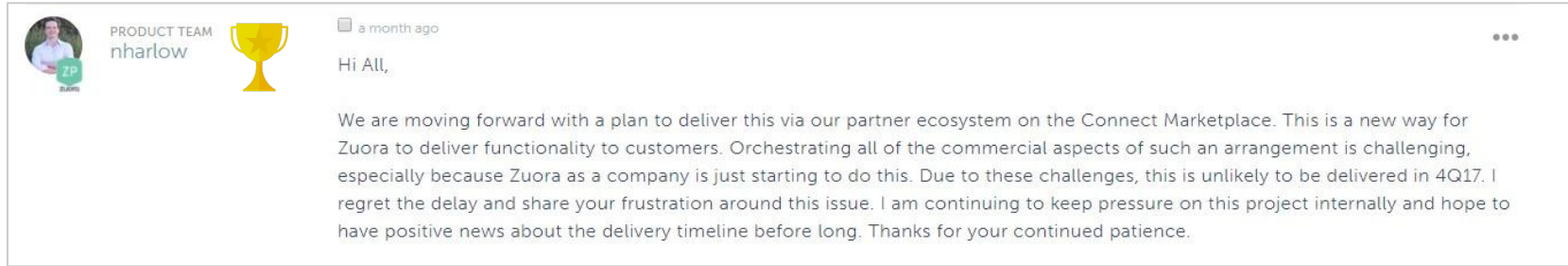
- **Ask for clarification.** It's ok to ask customers questions too!
- **Explain reasoning** behind current design/timeline
- **Share specifics**, but don't be *too* specific (don't share private information).
 - **Result:** Customer feels reassured simply by having an educated response.



Sometimes it's okay to say "No"...But is there a good way to say "No" to Customers?

- **Be Honest.** Customers can tell when you are being insincere.
- **Empathize.** Begin with a phrase of empathy - "I understand...I wish we could..."
- **Be Positive.** Always end your response with something positive and express your appreciation/acknowledgement for sharing their concerns
- **Offer alternative solutions/workarounds.**
- **Result:** Even if customer is disappointed, they won't feel like they wasted their time to write because their concerns were heard and listened to.


Example #1: Difficult Conversations




Customer Statements - Nick's strategies to share bad news with Customers

- **Explained reasoning:** "Orchestrating all of the commercial aspects of such an arrangement is challenging..."
- **Displayed empathy:** "I regret the delay..."
- **End with something positive:** "I am continuing to keep pressure on this project internally..."
- **Appreciation:** "Thanks for your continued patience."
- **Result:** Customers still upset, but a clear explanation was provided.

Example #2: Difficult Conversations



PRODUCT TEAM
lukasz



Re: REST API Return data not useful

4 weeks ago

Posts: 52
Registered: 01-15-2016

This is a fair note. Please note that we are slowly transitioning to truly REST-ful API's, and in the interim, we've chosen to provide 100% REST coverage of our API's, with the downside of some of the API's not being truly REST-ful. Specifically, when you are working with any endpoints that begin with /v1/action or /v1/object, you'll get the same response as we provided with SOAP. All other endpoints should be REST-ful. Bear with us as we re-design all of our API's over time.


REST API Return data not useful - Strategies Lukasz used about REST API complaint


- **Be Honest:** “This is a fair note.”
- **Share Specifics:** “...we are slowly transitioning to truly REST-ful API's...with the downside of some of the API's not being truly REST-ful...” (providing more detail)
- **Appreciation/Acknowledgement:** “Bear with us as we re-design all of our API's over time.”
- **Result:** Customers had a chance to express their opinion and PM acknowledged issue, but expresses that improvements are coming soon.

Example #3: Difficult Conversations



The screenshot shows a community discussion thread with three comments. The first comment is from Nathan (PRODUCT TEAM) on 08-23-2017 01:34 PM, asking if changing Salesforce security settings would solve the issue. The second comment is from a scholar (SCHOLAR) on 08-23-2017 02:23 PM, suggesting alternative solutions like RO or uneditable fields. The third comment is from Nathan (PRODUCT TEAM) on 08-23-2017 02:26 PM, explaining that conditional hide display is not supported but that they do respect Salesforce Security settings.

PRODUCT TEAM nathanc  on 08-23-2017 01:34 PM ⋮
I presume you simply dont want them editable. If you chance the salesforce security settings on those fields at the object level does that achieve what you want?
PERMALINK DELETE COMMENT

SCHOLAR jhileman  on 08-23-2017 02:23 PM ⋮
Tried setting it to RO, didn't work. The same idea applies to 'Up to how many periods'. hiding these fields or making them uneditable would be ideal.
PERMALINK DELETE COMMENT

PRODUCT TEAM nathanc  on 08-23-2017 02:26 PM ⋮
Conditional hide display we never typically support. But we do support respecting the Salesforce Security settings. If you've set that properly and we still dont respect it then we need to understand why. Have you logged a ticket for this?
PERMALINK DELETE COMMENT

[Ability to Hide the Discount Level...](#) - Nathan's strategies help a Customer with issue

- **Ask for Clarification:** "If you change the Salesforce security settings on those fields...does that achieve what you want?"
- **Be honest:** "Conditional hide display we never typically support."
- **Offer Alternative:** "But we do support respecting the Salesforce Security settings."
- **Result:** Customer's Idea is something that already exists, but is also something that is not working (JIRA COM-12615)

Questions? Contact Me!



Unsure of your post or how to respond?

Please don't hesitate to contact me!

Slack: @lanalee

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I look forward to your questions & contributions
in the Community!

Thank You for Reading!