Overview: The Domo Customer Journey

How to Grow & Advance the Value of Your Domo Program

The Domo Customer Journey

Whether you're just beginning your journey with Domo or have already traveled some distance with the platform, you may be curious about how you can best leverage its potential and amplify its usage. As you seek to transform your business with data, it's helpful to have a guide or roadmap to determine how much progress you've made and understand what's ahead to accomplish. It's also important to not treat your Domo deployment as a singular project but as a managed program that leads strategic Domo initiatives for your business.

As you seek to establish a successful Domo Program at your organization, the *Customer Journey Map* (see Figure 1) provides valuable insights into what your journey with Domo will look like over time. It covers five essential stages that each organization passes through as its Domo Program begins, grows, and fully matures. The map also highlights two chasms that must be crossed to ensure the sustained success of your Domo Program. While each company's journey will be unique, the *Customer Journey Map* displays the common milestones that each organization will likely experience as its Domo Program evolves and expands.
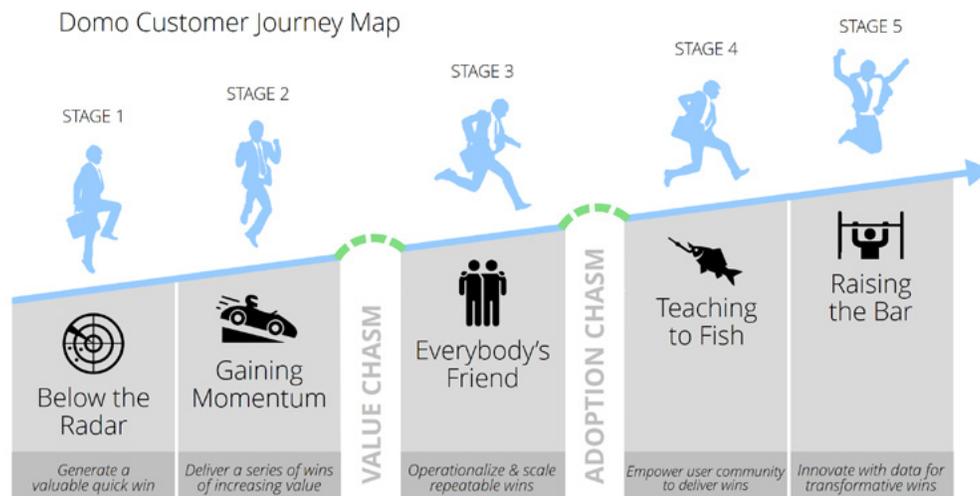

Figure 1: Each company will likely move through key five stages and two chasms as their Domo Program matures.

Below the Radar (Stage 1): At this stage, you're just beginning to test and learn Domo's capabilities. You're looking to create an initial data foundation to power the first sets of cards and pages. The main focus of this stage is to identify a valuable quick win or proof-of-concept that demonstrates the potential value Domo can offer in a specific department such as marketing, sales, or operations. For example, a marketing team may want to consolidate its siloed marketing channel data in a single dashboard to gain a better understanding of its overall channel performance.

Gaining Momentum (Stage 2): After delivering a meaningful departmental win, the focus shifts to delivering a series of quick wins of increasing value for that department. For example, after introducing the marketing channels dashboard, the team builds momentum by building a comprehensive, mobile-friendly dashboard for its CMO who is frequently on the road. By completing different initiatives, your expertise with Domo will deepen, and the projects you deliver will become more and more strategically aligned. To cross the *Value chasm*, it will be important to generate recognizable business value from Domo, evangelize your successes, and secure management buy-in for the platform.

Everybody's Friend (Stage 3): By now, many different groups and departments have been exposed to the Domo platform. They now want to leverage its capabilities in their areas of business. Up until this point, your program has likely evolved organically, but now it must be scaled and operationalized to deliver ongoing value across multiple functional areas, which may possess different proficiency levels with the Domo toolset. To manage the increased demand for data and bridge the *Adoption chasm*, you will need to introduce new processes and re-align the Domo team structure more closely to organizational needs.

Figure 2: This diagram helps to contrast the shifts in focus as your Domo Program evolves and matures.

Teaching to Fish (Stage 4): With the processes and people in place to succeed, the attention of your program shifts to fostering a more data-driven culture across your business. A key focus will be on growing and empowering the emerging user community at your organization. As more individuals and teams embrace using data, it will be important to establish standards and share best practices. Instead of primarily departmental initiatives, you'll need to support more cross-functional projects and facilitate interdepartmental collaboration. For example, your sales and marketing organizations may be interested in integrating different datasets to gain a deeper understanding of your prospects and customers.

Raising the Bar (Stage 5): At this point, Domo has spread across most of your business and is viewed by most as a strategic asset for your organization. While your executive team relies on its insights to manage different aspects of the business, they aren't about to become complacent with what's been accomplished. Instead, they push your company to leverage Domo capabilities in new, innovative ways that will transform key business processes or strengthen your overall data culture. As an example, your team may develop a custom app with predictive analytics capabilities to help avoid costly customer service issues. At this stage, your Domo team has grown in size to support the increased usage of the platform, and the program actively develops the overall data skills of your growing user community. Your future is bright with Domo.

Throughout your journey with Domo, generating wins and business value is a central focus at each stage. However, as you progress through the different stages, the way in which your program delivers value to your business will shift and expand over time (see Figure 2 above). In the early stages, it's important to generate some short-term results to demonstrate the platform's potential.

However, once you're across the *Value chasm*, the next hurdle quickly becomes how to best manage the growing interest in the platform and drive sustainable usage to traverse the *Adoption chasm*. To assist you with your Domo adoption efforts, Domo has developed a *Data Maturity & Adoption (DMA) Framework* that outlines six key focus areas for driving data maturity and user adoption. This companion framework is explained in a separate whitepaper titled, *The Road to Data-Driven Transformation: How Domo Adoption Can Unlock Your Data's Full Potential.*

One customer's journey with Domo

Stage 1: Below the Radar. A manufacturing company needed to improve its business intelligence reporting and identified Domo as a possible solution. The MajorDomo (Director, Strategy & Analytics) and Executive Sponsor (VP, Strategy & Analytics) wanted a proof of concept for Domo and uncovered a couple of major use cases that would address key areas of concern for their company's executive team. They created an insightful executive dashboard that was well-received but only reached about 15 people.
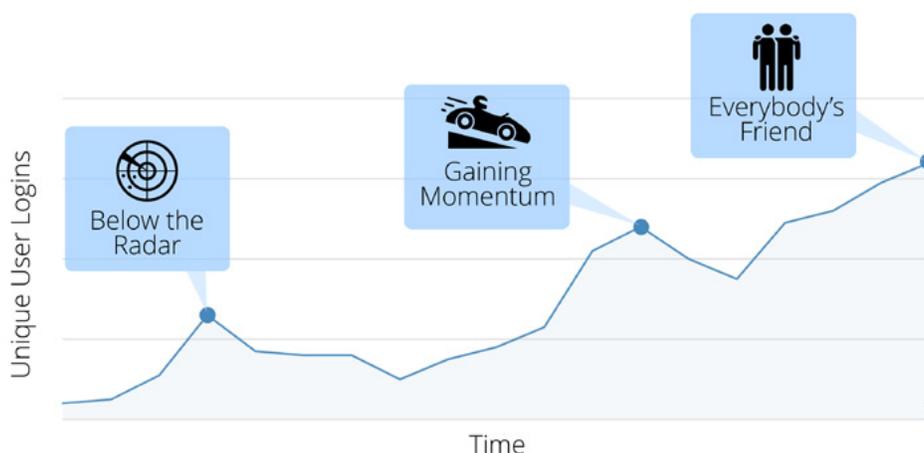

Figure 3: This chart shows how a manufacturer's unique user logins grew over time as it moved through the different stages of its Domo customer journey.

Stage 2: Building Momentum. Based on the success of the proof of concept, the MajorDomo led the effort to find additional opportunities where Domo could generate quick wins and gain traction. After building some simple dashboards for a few different teams, a breakthrough came when the President of one division learned of Domo and asked to have it used for his team's weekly staff meetings. After a couple months of testing with his direct reports, he expanded its usage to his regional managers and then territory leads. The MajorDomo assigned an analyst (Domo Master) to work closely with the division to support its business needs in Domo. At this point, almost 40 people were using the platform with 10 users doing so on a regular basis.

Stage 3: Everybody's Friend. When other teams saw the success that the early adopters were having with Domo, they became interested in using the platform too. Now, the MajorDomo had a new challenge in determining how to best roll out Domo across his organization in a coordinated and scalable manner. He also knew he couldn't do it alone.

The MajorDomo developed an editor-level training course, which was offered to 10-15 employees from various departments. After a few months, he evaluated which of these individuals were making the most headway in learning Domo, and he invested in their development with extra support so they could become Team Champions for their respective groups. Now, he has a small core team with several Team Champions spread across various departments as well as more than 60 users and growing.

Throughout this process, the Domo Program has garnered high visibility and management buy-in from its executive team. With some strategic guidance and best practices from Domo Consulting, the MajorDomo's team is now preparing to tackle the next stage in their customer journey—*Teaching to Fish*.

Where are you in your data-driven journey with Domo?

Unless you're preparing to deploy Domo for the first time, it may be difficult to determine exactly where you are in your journey with Domo. It can be especially challenging if various groups have started using the platform at different times and haven't yet achieved the same level of success. If it's difficult to weigh the maturity of your entire organization with Domo, focus on the progression of the department that is the most experienced or advanced in its usage of Domo. The following series of questions can help you to pinpoint which stage your company is at in its Domo customer journey:

Sponsorship: How senior and influential is the executive sponsor of your Domo Program?	Your Domo Program needs an executive sponsor with the authority and influence commensurate to the program's scope and scale. Initially, the executive sponsor may be a director or VP-level business leader when it is limited to just one functional area or department. However, as your program expands to more departments, it will need a well-positioned leader (SVP/C-level) who can prioritize and align cross-functional efforts.
Ownership: Which department or group owns or directs your Domo Program today?	Initially, a business group such as marketing or sales may own the Domo Program. However, eventually it may need to be managed by a central corporate team (IT, BI/analytics, strategy, operations, etc.) in order to scale it across the business to different functional areas.
Alignment: How aligned is the Domo Program to your strategic business goals?	Over time, your Domo Program will be increasingly strategic to your business. The more effort is made to keep the program in synch with your top business priorities, the more strategic the program likely is to your business.
Rollout: How many departments are actively using Domo at your company today?	Initially, Domo users may only be concentrated in a single department. As the technology proves its value to your organization, it will expand across your company into various departments. Eventually, your community of users will spread across multiple groups.

Value: How many wins or how much value have been generated by Domo for your organization?	The amount of value generated by your program will be a key indicator of how much progress your company has made with Domo. Short-term results will eventually lead to long-term business value. In addition, data-driven wins with Domo will initially be concentrated in one department but then extend to other groups over time.
Team: How many people are tasked with running your Domo Program?	As interest in Domo grows, you will need to assign more resources to meet increasing demand. Initially, you will begin with a MajorDomo to run the program. However, in time, you may add Domo Masters (analysts/product experts) and Team Champions (business team power users) to manage your program's growth and expansion. Your MajorDomo's focus will also shift to being more strategic in nature.
Expertise: How advanced is your Domo team's skills and experience with the platform?	In the beginning, your team may lean heavily on Consulting and Domo University help to get the platform up and running. Eventually, your internal team will develop more advanced business and technical expertise in connecting, preparing, and visualizing data.
Data: Does your organization trust its data in Domo?	As usage of Domo increases, more and more data will be added to the platform. However, if left ungoverned, it can lead to conflicts and data quality issues. Over time, a central organization will apply data governance standards and work towards establishing a single source of truth in Domo.
Process: Has your company introduced processes to help manage your program's growth and success?	Initially, the limited scale of your Domo Program won't necessitate a heavy emphasis on process. However, as your program grows and expands its focus, it will need to introduce more processes in order to scale and operationalize effectively.
Product: How advanced is your company's usage of Domo capabilities?	In the beginning, you'll rely on Domo's core functionality related to connecting, transforming, and visualizing data. However, as your product familiarity and maturity grows, you'll see increased usage of Domo's Buzz, alerts, and mobile capabilities. Eventually, you'll see interest in leveraging Domo's more advanced capabilities such as its App Design Studio, App Dev Studio, R plug-in, and others.

After reviewing these questions, you should have a better sense for where your company is in its journey with Domo. You may find your organization is strong in some areas and weak in others. If you have identified any potential weaknesses, you can now seek to address them and help your organization reach the next stage in its customer journey—further enhancing the value you receive from Domo.

Your journey forward with Domo

As you proceed forward with Domo, it's unrealistic to assume your organization will face no hurdles or unexpected roadblocks along the way. For example, you may run into a setback such as unexpectedly losing an engaged executive sponsor or a skilled MajorDomo. Alternatively, a major reorganization, an acquisition/merger, or interdepartmental politics may disrupt the progress you've made. Depending on what stage you've reached with your Domo Program, these events may have a small or significant impact. If you're ever concerned about a recent turn of events and their potential impact on your Domo Program's continued success, please don't hesitate to reach out to your Account Executive, Customer Success Manager, or Consultant for strategic guidance on how to best move forward and not lose momentum.

As more and more organizations seek to embrace data, it's exciting to see what they can achieve with Domo and how it can transform their businesses. While some firms are just starting on their data-driven journeys with Domo, others may have already navigated both of the aforementioned chasms. Regardless of where you currently are, the *Customer Journey Map* is designed to help you realize how far you've come and prepare you for what's ahead. When you understand how Domo can drive value for your business at each stage of the journey, nothing will stand in the way of your long-term success with Domo.

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Brent is the Director of Data Strategy at Domo and has over 12 years of enterprise analytics experience at Omniture and Adobe. He is a regular Forbes contributor on data-related topics and has published two books on digital analytics, including *Web Analytics Action Hero.* In 2016, Brent received the Most Influential Industry Contributor Award from the Digital Analytics Association (DAA). He has been a popular presenter at multiple conferences such as Shop.org, Adtech, Pubcon, and Adobe Summit. Brent earned his MBA from Brigham Young University and his BBA (Marketing) degree from Simon Fraser University. Follow him on Twitter @analyticshero.

Data Maturity & Adoption Engagement

Domo offers a Data Maturity & Adoption Engagement, which helps you identify and establish the necessary building blocks to transform your business into a more data-driven organization. After an initial assessment and series of informational interviews, your Domo-certified Consultants will create a customized adoption plan to address critical areas of improvement and provide ongoing coaching to you and your adoption team over a 6-month period. The standard engagement is 200 hours and requires the participation of Executive Sponsor and MajorDomo to ensure long-term results.

Typical activities during this engagement
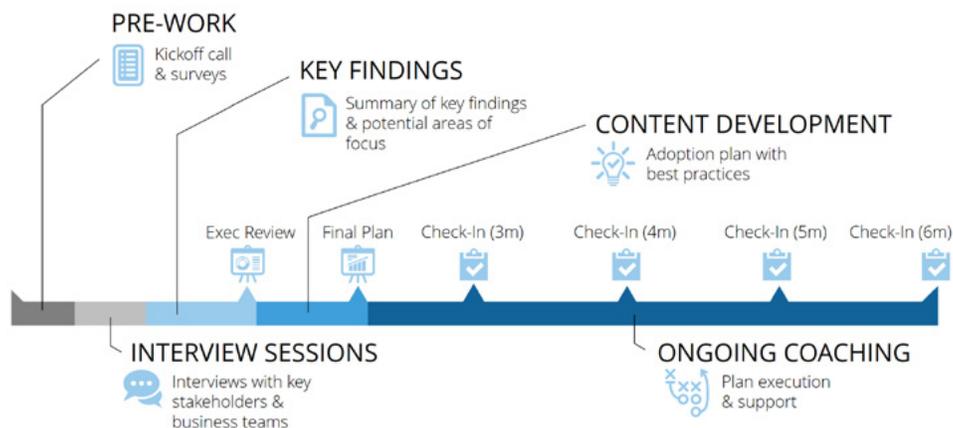
- Project kickoff with your adoption team.

- Surveys and onsite interviews to assess your organization's current data maturity and Domo usage.

- Adoption plan development based on assessment results.

- Share best practices in key focus areas needing improvement.

- Partner on development of custom adoption tactics.

- Ongoing coaching to create long-term adoption of data-driven decision-making.

- Recommendations for future initiatives based on assessment results and engagement progress.

"We knew user adoption would be critical to our success, but we weren't 100% sure how to approach it. After this engagement, we have the tools we need to drive adoption forward with confidence."—**TJ Linz, Director of Strategy & Analytics, La-Z-Boy**