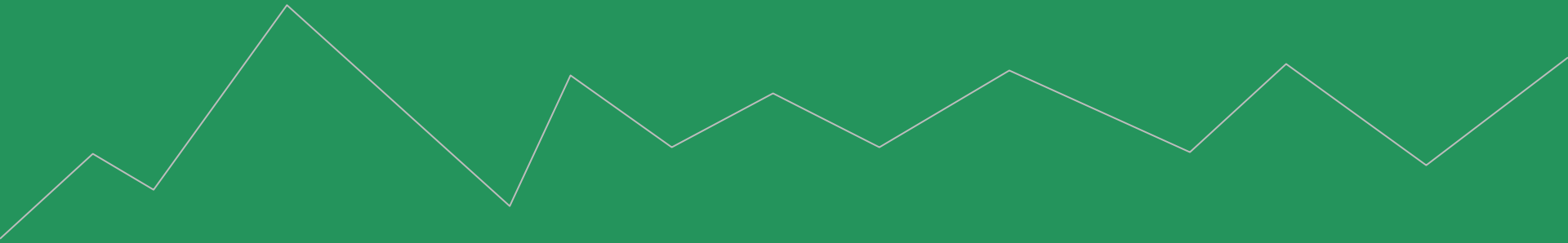


Case study

SYNERGIES WITH STAKEHOLDERS

How the Spotify Community Moderator team acted as the voice of the customer to bring back the Android widget in the Spotify app

Peter Iltchev
Customer Support Specialist

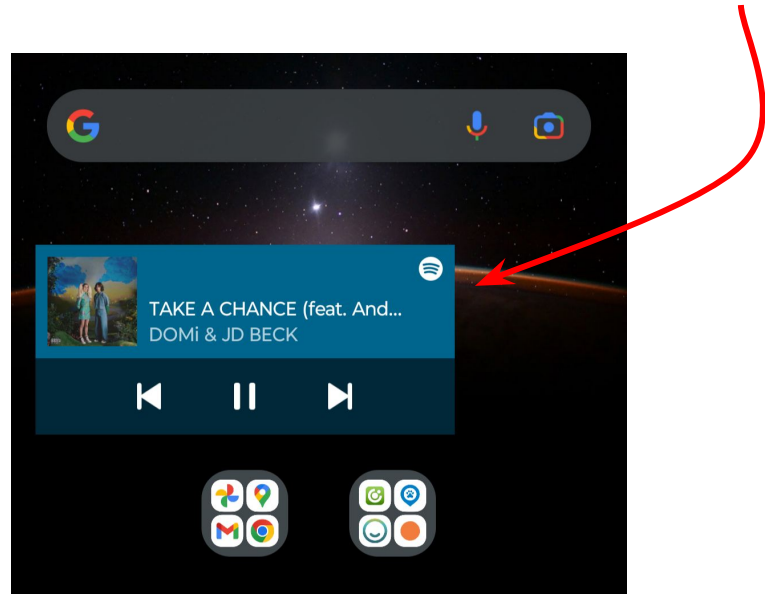


Demonstrated skills

- **Handling** negative feedback from customers
- **Summarising** and **relaying** feedback
- **Liaising** with stakeholders to align on communication
- **Adhering** to established processes while **adapting** to changing circumstances

Context

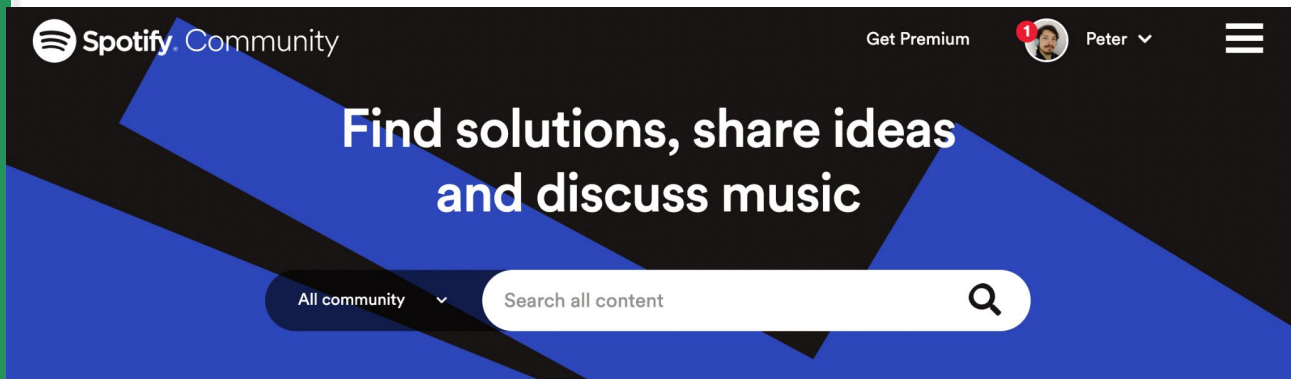
In 2019, while working with the Spotify Community Moderator team at Sutherland, Spotify decided to **deprecate a very popular feature** among users of Spotify for Android: the **Android homescreen widget**.



(1)

Context

The Help forum in the Community is usually where Spotify users go to ask for help, report issues and suggest new features. **There was a huge backlash** from users in the Community, who were dismayed at Spotify's decision to remove the widget.



(2)

Context

In the space of several hours there was **an influx of new threads** created by users in the Help forum saying they want the widget back.

The **users' sentiment** in these threads was decidedly **negative**.

Comments

< Previous 1 2 **3** 4 ... 155 Next >



nvx / Casual Listener / 2019-08-13 07:29 AM



Bring it back! My main way of controlling the app.

Why would you do this? Any why wasn't it in the changelog? This way i i could have chosen whether to update. Explain the changes.

(3)

Team response

The **Community Moderator team**'s response to the situation can be summarised in the following 5 steps:



Step 1: REPORT



Step 2: ALIGN



Step 3: MONITOR



Step 4: SET EXPECTATIONS



Step 5: IMPLEMENT

(4)



Step 1: REPORT

The request to bring back the Android widget was a **request for a roll-back**, which we would usually treat as general feedback in the Community.

However, because the backlash at the change was so great, we **reached out to the Spotify teams** to see how we should respond to customers in the Community and to make sure our **messaging was aligned** with other customer support channels.

(5)



Step 2: ALIGN

(6)

It was agreed that we should follow the process for new feature requests: we **merged all newly-created threads** requesting to bring back the Android widget into one big thread in our **Idea Exchange**, where users could **up-vote the idea** to bring back the feature.

Internal documentation was created instructing all other LOBs (email, chat, social media) to reply to all contacts regarding the Android widget and **redirect them to the Idea thread**.



Step 3: MONITOR

Once the up-votes on the Idea thread reached **500**, as per our process, we **created a ticket to report this** to the tech teams, who could then pass it on to the relevant product team.

In the meantime, we would regularly check the thread and **provide updates in the ticket** regarding the change in the number of up-votes and any other relevant information.

(7)



Step 4: SET EXPECTATIONS

Within a week, the Idea thread had **gathered several thousand votes**. Based on this feedback, the Spotify stakeholders decided that **they would bring the feature back**.

We **updated the Idea's status** to “Under consideration” to set user expectations and asked them to stay tuned for updates.

(8)



Step 5: IMPLEMENT

Once we received confirmation from the relevant teams that the feature was being rolled out, we updated the Idea's status to **“Implemented”** and announced that the feature is back.

We took the opportunity to **thank the Spotify Community users** for showing such passion for the product: the idea had gathered a total of nearly 17,000 votes!

Status:
Implemented



16,915

VOTED

(9)