

# Run

## and improve through measuring and learning

ongoing

We measure metrics that matter, continually capture customer feedback and proactively identify new opportunities to improve the product experience

### → Input

- Service analytics
- Customer feedback analytics
- Operational analytics
- Customer service insight

### Output →

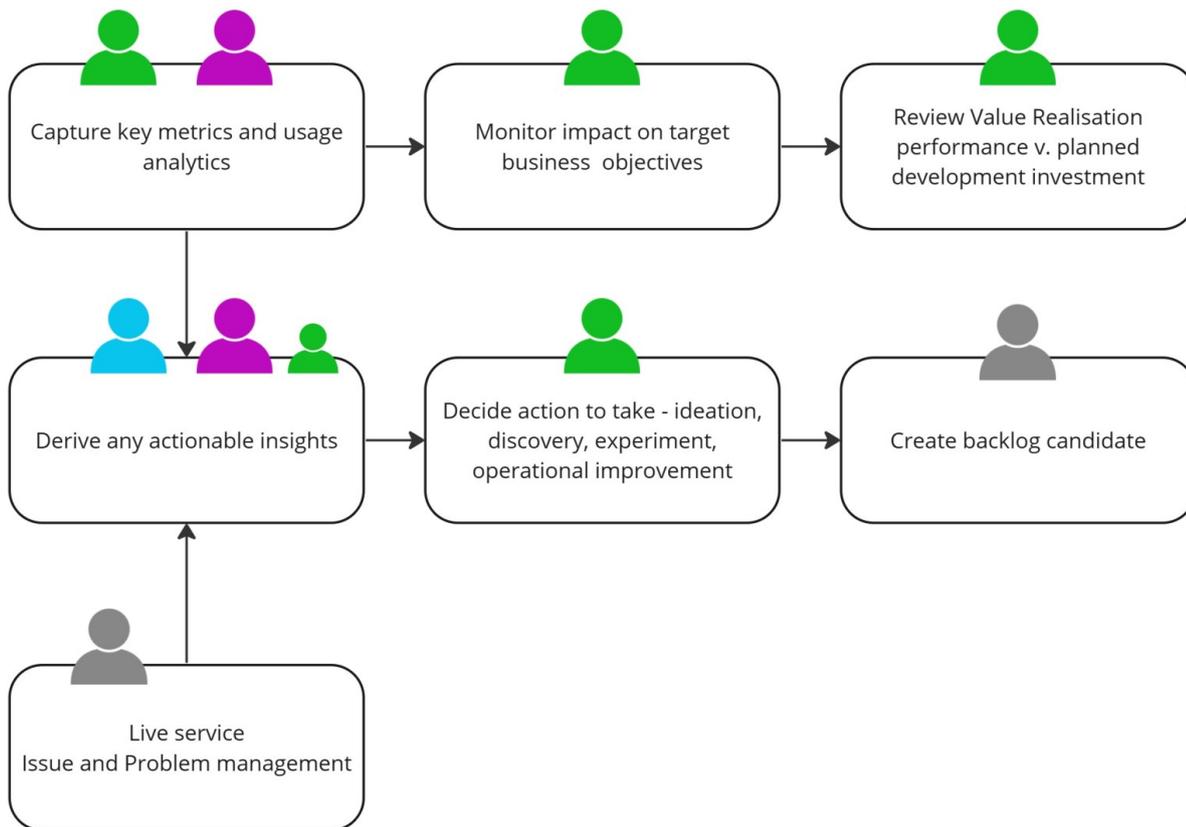
- Idea candidates for discovery
- Defects backlog
- Operational improvements
- Candidates for experiments

### ☐☐ Golden Thread Practices

- [Proactive monitoring](#)
- [Service Operations - I...](#)
- [Continuous Discovery](#)

### ☐☐ Golden Thread Techniques

- [Cohort Analysis](#)
- [Logging and Monitoring](#)



### Key capabilities

- Core Team 
- User Research 
- Service Design 
- UX Design 
- Tech Architecture 
- Product 
- Development 
- Operations 
- Delivery 
- Data / Analytics 
- Forum 

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