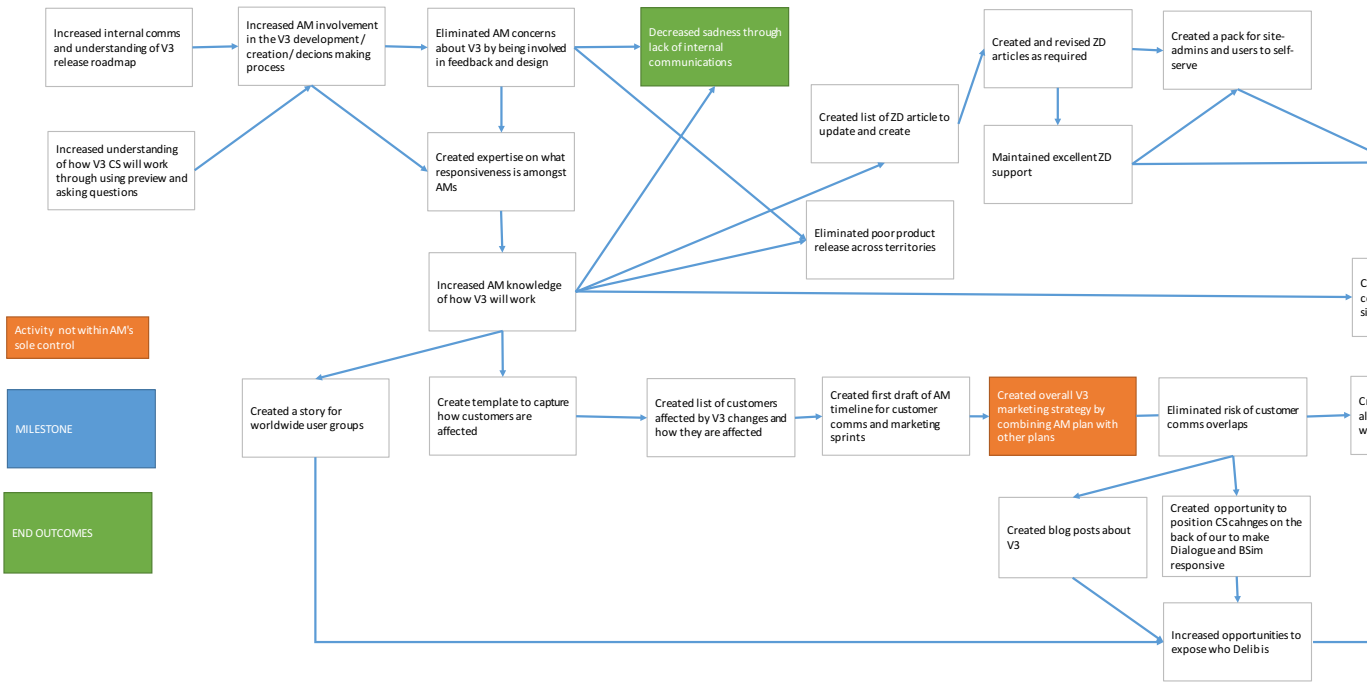
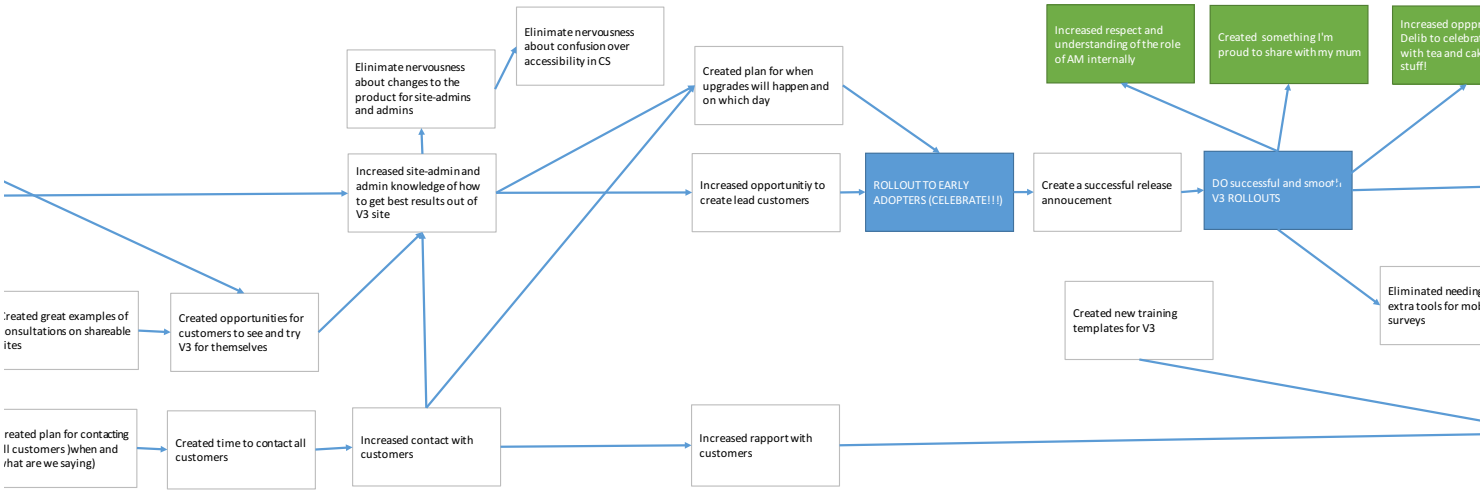
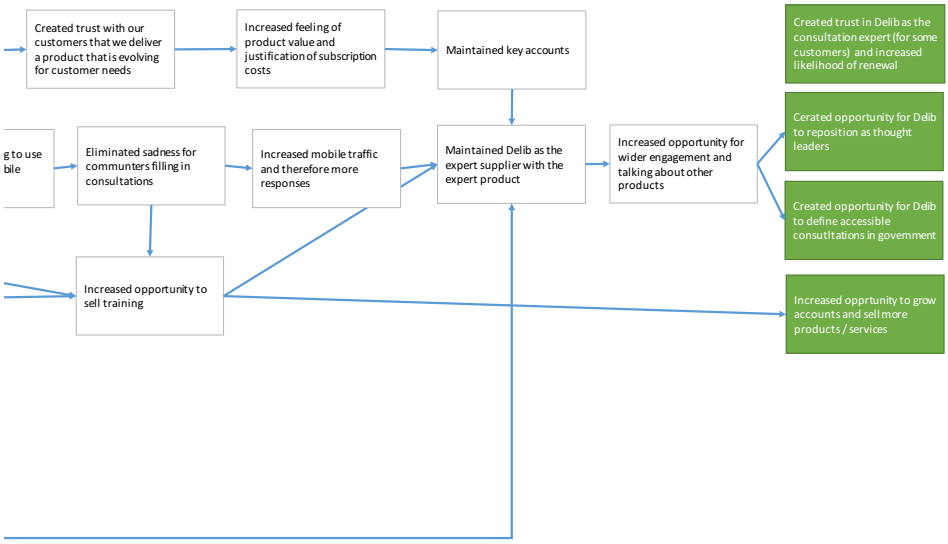

Increased internal comms and understanding of V3 release roadmap
Increased AM involvement in the V3 development/ creation/ decions making process
Eliminated AM concerns about V3 by being involved in feedback and design
Decreased sadness through lack of internal communications
Created and revised ZD articles as required
Created a pack for site-admins and users to self-serve
Created list of ZD article to update and create
Maintained excellent ZD support
Increased understanding of how V3 CS will work through using preview and asking questions
Created expertise on what responsiveness is amongst AMs
Eliminated poor product release across territories
Increased AM knowledge of how V3 will work
Activity not within AM's sole control
MILESTONE
END OUTCOMES
Created a story for worldwide user groups
Create template to capture how customers are affected
Created list of customers affected by V3 changes and how they are affected
Created first draft of AM timeline for customer comms and marketing sprints
Created overall V3 marketing strategy by combining AM plan with other plans
Eliminated risk of customer comms overlaps
Created blog posts about V3
Created opportunity to position CS cahnges on the back of our to make Dialogue and BSim responsive
Increased opportunities to expose who Delibis


Elinimate nervousness about confusion over accessibility in CS
Elinimate nervousness about changes to the product for site-admins and admins
Increased site-admin and admin knowledge of how to get best results out of V3 site
Created plan for when upgrades will happen and on which day
Increased opportunitiy to create lead customers
ROLLOUT TO EARLY ADOPTERS (CELEBRATE!!!)
Create a successful release annoucement
DO successful and smoot V3 ROLLOUTS
Increased respect and understanding of the role of AM internally
Created something I'm proud to share with my mum
Increased oppp Delib to celebra with tea and ca stuff!
Created new training templates for V3
Eliminated needing extra tools for mo surveys
reated great examples of onsultations on shareable ites
Created opportunities for customers to see and try V3 for themselves
reated plan for contacting ll customers )when and hat are we saying)
Created time to contact all customers
Increased contact with customers
Increased rapport with customers

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