

CDP Product Owner

Challenge

A leading CPG was in the middle of their multi-brand CDP implementation when they encountered a few key challenges:

- Integration blockers with key third-party systems
- Resource capacity limitations with internal product owner
- CDP onboarding workflow efficiency

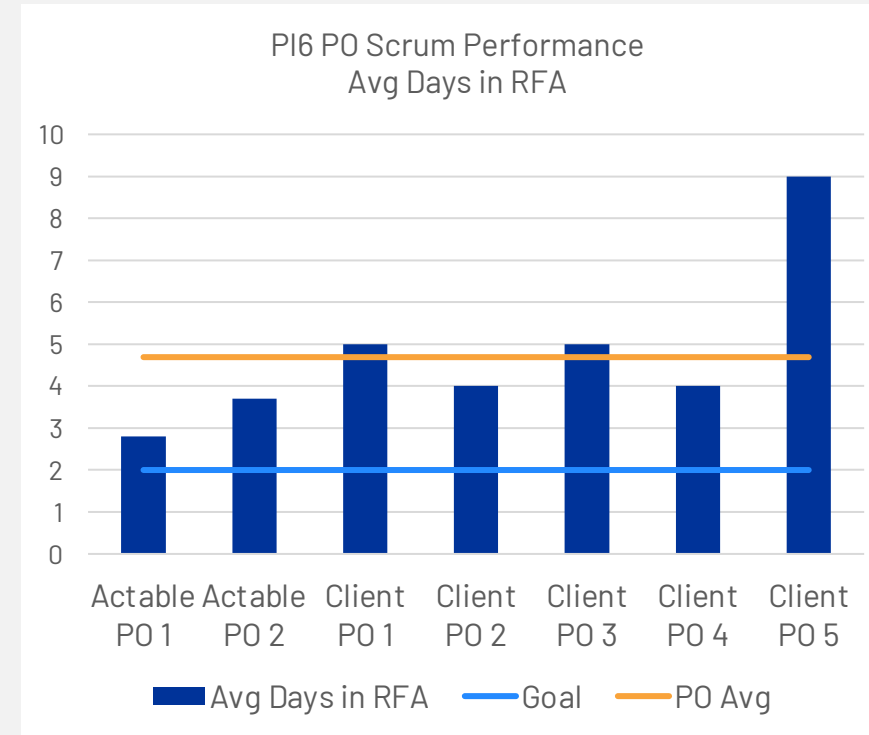
Solution

The client needed expertise from outside consultancy, and engaged Actable as Product Owners of the client CDP workstreams. The Actable team assumed a list of key responsibilities to ensure program iteration success:

- Brand Expansion & Enhancements
- Enablement & Evangelism
- Scrum Product Owner deliverables:
 - Authoring product features, prioritizing development backlog, partner with developers to flag dependencies, remediate bugs/issues, and ensure CDP platform business objectives are met

Results

- Unblocked stalled integrations by building thorough solution design documentation and driving internal team alignment
- Effectively led discovery and alignment meetings with internal and external client stakeholders
- Improved CDP onboarding efficiency with workflow refinements and structured intake documentation
- Added functionality to allow CDP users to segment by in-store shopping behavior
- Actable expertise seamlessly coordinated with client marketing teams & developers:
 - Actable team's scrum performance was 47% better than client PO average
 - Averaging 3.2 days in RFA (47% better than the program average)



+47% more efficient