

We should all be declaring more incidents

Incidents as a tool for customer delight



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- Technical Lead at incident.io
- Involved in fixing ~200 production incidents in the past year 🐱



We should all be declaring more incidents

Incidents as a tool for customer delight



Create follow-up



We had some trouble connecting. [Try again?](#)



Charlie Revett 24 days ago





Just saw that you had an error when exporting a follow-up to Jira via Slack - sorry about that! I'm deploying a fix for this issue as we speak 👍




I've said it before and I'll say it again. This is the best customer service I've ever seen in my entire life! 🙌


It was so good that my team thought you were a bot 😂


 Just wanted to say I'm very impressed with your fast turn
arounds for issues and feature requests! It's definitely the
best out of all the tools we use!


 Thanks [@Lisa](#)! You guys are outrageously fast!!


 Wow, that was fast! Seems to work now 👍


 [@rory](#) youre amazing. thank you so much.

 We were in a meeting like 2 hours ago... Y'all are
beasts

 I have never seen such a quick reaction. Much appreciated!!

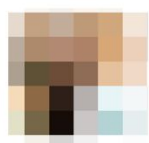
 HAHAAHHA guys, u're very fast

 Wowsers, that's outrageously efficient of you. Thanks for spotting
it - I had taken note but clearly you're over it. I'll have a look
tomorrow once you've had chance to roll out the fix. Cheers!

 y'all are super fast with the response time. what's your secret
sauce?

 WOW that was fast!!!





[Blurred name]

When you have some time, you need to share with us **how** you get this level of observability

+1

1



2



We should all be declaring more incidents

 Lower your bar for incidents

 Incidents are the priority

 Customer first, fix second

 Lower your bar for incidents

 Lower your bar for incidents / **Why?**

Centralized communication

 Lower your bar for incidents / **Why?**

Practice makes perfect

 Lower your bar for incidents / **Why?**

Long term insights

 Lower your bar for incidents / **How?**

Auto-create incidents from
every new error

 Lower your bar for incidents / **How?**

Auto-create incidents from
every new error

 Lower your bar for incidents / **How?**

Empower **everybody** to declare
incidents

🔥 Lower your bar for incidents / How?

[#inc-4077-filtering-insights-by-absolute-dates-was-broken](#)



Lucy 3 hours ago

Hey team 🙌

A customer is having an issue with not being able to filter the Workload insights by custom date filtering. It's urgent because they do their end-of-month on-call pay based off this. Could you have a look please?



Incidents are the priority



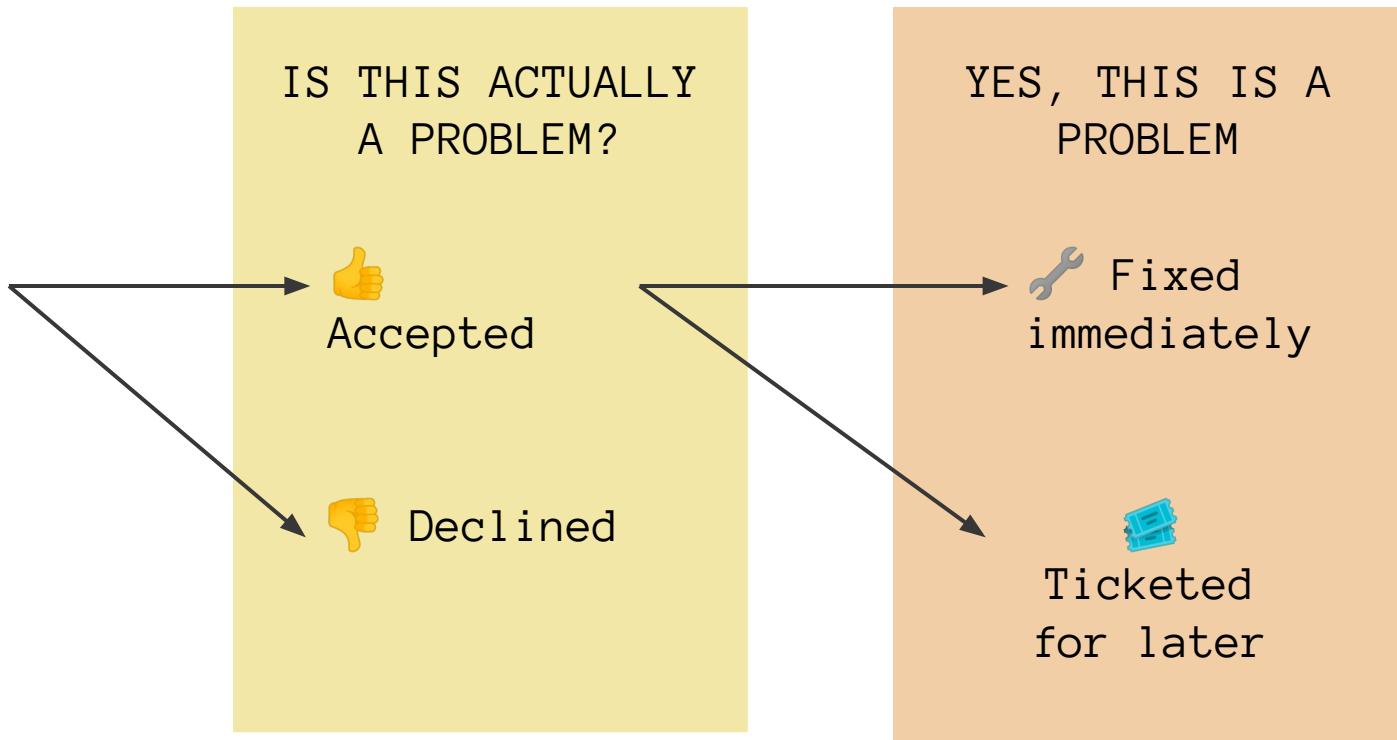
Incidents are the priority / **Why?**

That's literally what incidents are for



Incidents are the priority / How?

Incident
declared





Incidents are the priority / **How?**

Work out your **framework for urgency**

1. **Critical product flow**
2. Wide ranging customer issue
3. Key customer or stakeholder



Incidents are the priority / **How?**

Work out your **framework for urgency**

1. Critical product flow
2. **Wide ranging customer issue**
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Incidents are the priority / **How?**

Work out your **framework for urgency**

1. Critical product flow
2. Wide ranging customer issue
3. **Key customer or stakeholder**





Incidents are the priority / **How?**

Never **passive pause** an incident

Project Responder



- Rotating team of engineers
- Ring-fence resource for reactive work
- Prepare your team for on-call

Project Responder



- Rotating team of engineers
- Ring-fence resource for reactive work
- Prepare your team for on-call



Customer first, fix second



Customer first, fix second / **Why?**

Silence can hurt more than longer downtime



Customer first, fix second / **How?**

Make communication your first priority



Customer first, fix second / How?



Isaac

Hey [redacted]! Just seen you hit an error trying to resolve an incident. Taking a look into that now 🙏



Rory M

👋 I can see that you might have had an error looking at workflows in the dashboard and I'm looking into why that happened now



Sam

👋 It looks like one of you just hit an error while creating an incident through the API, we're just taking a look now



Customer first, fix second / How?



Martha

Drafted this to send to the affected customer - what do you think ?



hey





Customer first, fix second / **How?**

Clearly link
your errors to
who's affected



organisation_id

[REDACTED]

organisation_name

[REDACTED]

user

[REDACTED]



Customer first, fix second / **How?**


Define a clear communications lead



Customer first, fix second / **How?**

Use your status page when it counts

Summary

 Lower your bar for incidents

 Incidents are the priority

 Customer first, fix second