

Nordea

# Så arbetar Digital Sales med Scrum på Nordea

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10 April 2019

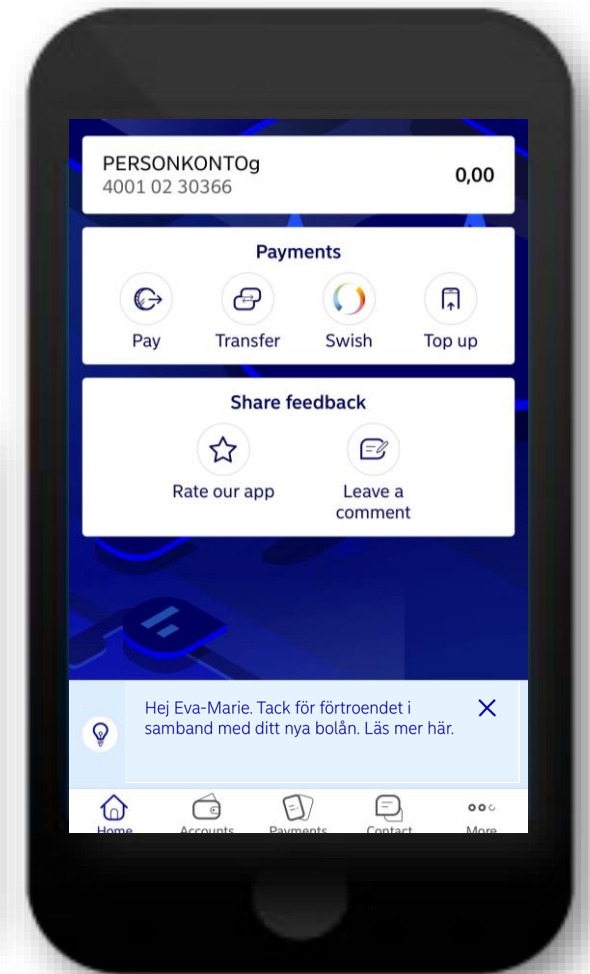
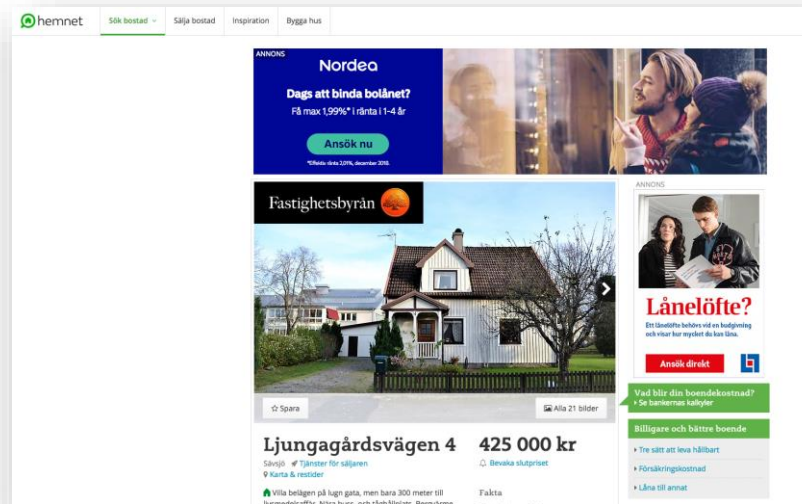
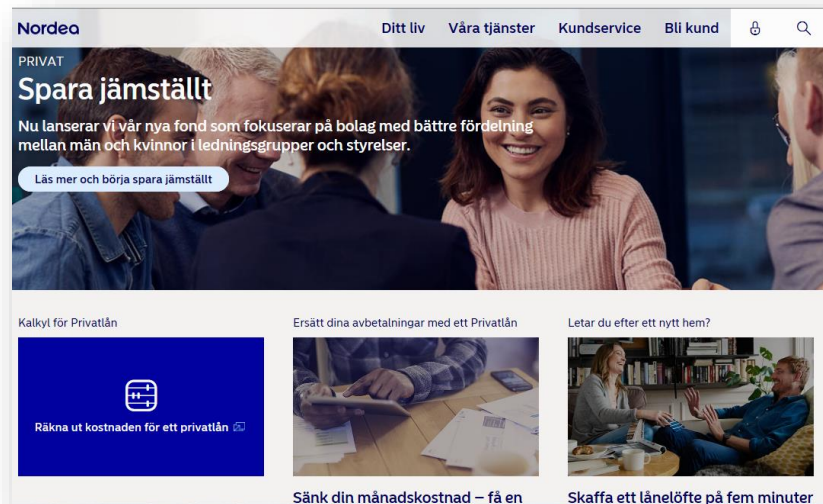


- Hur vi gör en PI-planering
- Varför ceremonierna är viktiga
- Erfarenheter och tips

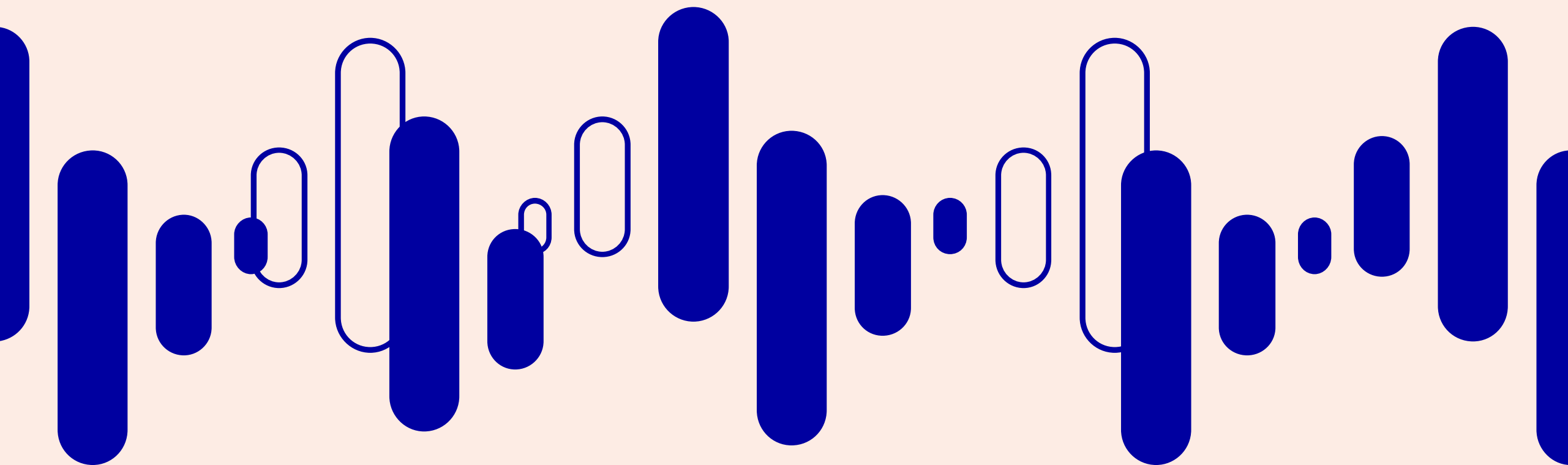


# Digital Sales

- Ett nordiskt team – med lokala arbetsteam
- Traffic & Content: Nordea.se, köpt media, partnerskap
- Marketing Automation: 1:1 kommunikation



## Hur vi gör en PI-planering



← **PI** →

| 1        | 2 | 3        | 4 | 5        | 6 | 7        | 8 | 9        | 10 | 11       | 12 |
|----------|---|----------|---|----------|---|----------|---|----------|----|----------|----|
| Sprint 1 |   | Sprint 2 |   | Sprint 3 |   | Sprint 4 |   | Sprint 5 |    | Sprint 6 |    |



**Kick-off**

**Hanterar  
beroenden**

**Prioriterar**

**Alignar**

**Tar fram  
idéer**

**Identifierar  
och  
mitigerar  
risker**

**Beräknar  
kapacitet**

**Skapar  
User  
Stories**

**Hanterar  
förfrågningar**

SE Segment group for NCCL  
Preferred Client and Product  
Target: 1-100

3

Deep dive into the  
business case  
for the segmentation  
APM - 10 weeks in  
the

PAL  
→ How to secure  
good customer exp?

Portfolio generator  
- Get counts  
of target  
group

Mortgage  
but no savings  
plan  
- Check data  
availability

Mortgage but  
no savings  
plan  
- Extend data

Mortgage but  
no savings  
plan  
- Refine  
comp. require-  
ments

"Portfolio Generator" - Align with  
stakeholders

"Portfolio generator" - Create copy

"Mortgage but no savings plan" -  
Create internal communication and  
align with stakeholders

NCCL

SAVINGS

MORTGAGE

NCCL

SAVINGS

SAVINGS

**R**esolved

**O**wned

**A**ccepted

**M**itigated



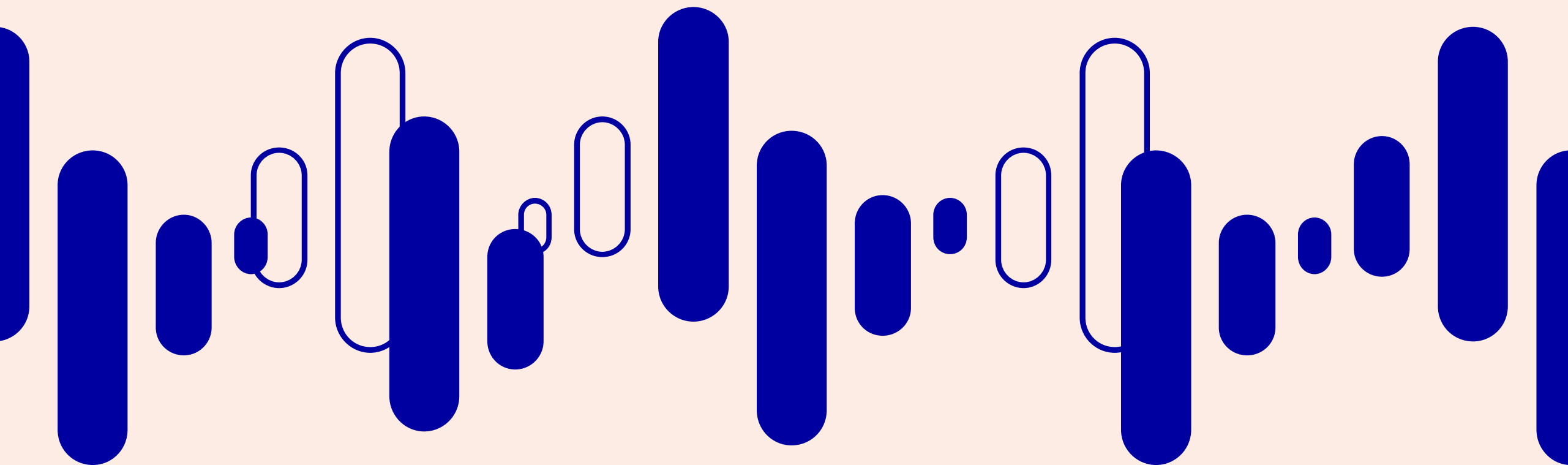
# Book a slot for draft plan review Day 1

|                                     |                 |
|-------------------------------------|-----------------|
| 14 <sup>30</sup> - 14 <sup>50</sup> | DeB F1          |
| 15 <sup>00</sup> - 15 <sup>20</sup> | Matrix          |
| 15 <sup>30</sup> - 15 <sup>50</sup> | V&D             |
| 16 <sup>00</sup> - 16 <sup>20</sup> | Digital Visions |
| 16 <sup>30</sup> - 16 <sup>50</sup> | YGR             |
| 17 <sup>00</sup> - 17 <sup>20</sup> |                 |
|                                     |                 |





**Varför är ceremonierna viktiga**



← **PI** →

| 1        | 2 | 3        | 4 | 5        | 6 | 7        | 8 | 9        | 10 | 11       | 12 |
|----------|---|----------|---|----------|---|----------|---|----------|----|----------|----|
| Sprint 1 |   | Sprint 2 |   | Sprint 3 |   | Sprint 4 |   | Sprint 5 |    | Sprint 6 |    |





| Vecka | 1      |         |        |        |        | 2      |         |        |        |         |
|-------|--------|---------|--------|--------|--------|--------|---------|--------|--------|---------|
| Dag   | 1) Ons | 2) Tors | 3) Fre | 4) Mån | 5) Tis | 6) Ons | 7) Tors | 8) Fre | 9) Mån | 10) Tis |

Sprint  
retro-  
spective



Vad gjorde oss snabba?  
Vad bromsade oss?

**Liked** – vad gillade du?  
**Learned** – vad har du lärt dig?  
**Lacked** – vad saknade du?  
**Longed for** – vad längtade du efter?

**Fast** – vad gick väldigt fort?  
**Frustrated** – vad gjorde dig frustrerad?  
**Fun** – vad var roligt?  
**First** – vad gjorde du för första gången?



| Vecka | 1      |         |        |        |        | 2      |         |        |        |         |
|-------|--------|---------|--------|--------|--------|--------|---------|--------|--------|---------|
| Dag   | 1) Ons | 2) Tors | 3) Fre | 4) Mån | 5) Tis | 6) Ons | 7) Tors | 8) Fre | 9) Mån | 10) Tis |

Sprint  
retro-  
spective

Sprint  
planning

← 1 sprint →

| Vecka | 1                     |         |                    |        |        | 2      |         |        |        |         |
|-------|-----------------------|---------|--------------------|--------|--------|--------|---------|--------|--------|---------|
| Dag   | 1) Ons                | 2) Tors | 3) Fre             | 4) Mån | 5) Tis | 6) Ons | 7) Tors | 8) Fre | 9) Mån | 10) Tis |
|       | Sprint retro-spective |         | Digital Sales demo |        |        |        |         |        |        |         |
|       | Sprint planning       |         |                    |        |        |        |         |        |        |         |



← 1 sprint →

| Vecka | 1                     |         |                    |        |        | 2                  |         |        |        |         |
|-------|-----------------------|---------|--------------------|--------|--------|--------------------|---------|--------|--------|---------|
| Dag   | 1) Ons                | 2) Tors | 3) Fre             | 4) Mån | 5) Tis | 6) Ons             | 7) Tors | 8) Fre | 9) Mån | 10) Tis |
|       | Sprint retro-spective |         | Digital Sales demo |        |        | Backlog refinement |         |        |        |         |
|       | Sprint planning       |         |                    |        |        |                    |         |        |        |         |

← 1 sprint →

| Vecka | 1                     |         |                    |        |        | 2                   |         |        |        |           |
|-------|-----------------------|---------|--------------------|--------|--------|---------------------|---------|--------|--------|-----------|
| Dag   | 1) Ons                | 2) Tors | 3) Fre             | 4) Mån | 5) Tis | 6) Ons              | 7) Tors | 8) Fre | 9) Mån | 10) Tis   |
|       | Sprint retro-spective |         | Digital Sales demo |        |        | Backlog refine-ment |         |        |        | Team Demo |
|       | Sprint planning       |         |                    |        |        |                     |         |        |        |           |

← 1 sprint →

| Vecka | 1                     |                |                    |                |                | 2                   |                |                |                |                |
|-------|-----------------------|----------------|--------------------|----------------|----------------|---------------------|----------------|----------------|----------------|----------------|
| Dag   | 1) Ons                | 2) Tors        | 3) Fre             | 4) Mån         | 5) Tis         | 6) Ons              | 7) Tors        | 8) Fre         | 9) Mån         | 10) Tis        |
|       | Sprint retro-spective | Daily Stand-up | Daily Stand-up     | Daily Stand-up | Daily Stand-up | Backlog refine-ment | Daily Stand-up | Daily Stand-up | Daily Stand-up | Daily Stand-up |
|       | Sprint planning       |                | Digital Sales demo |                |                |                     |                |                |                | Team Demo      |

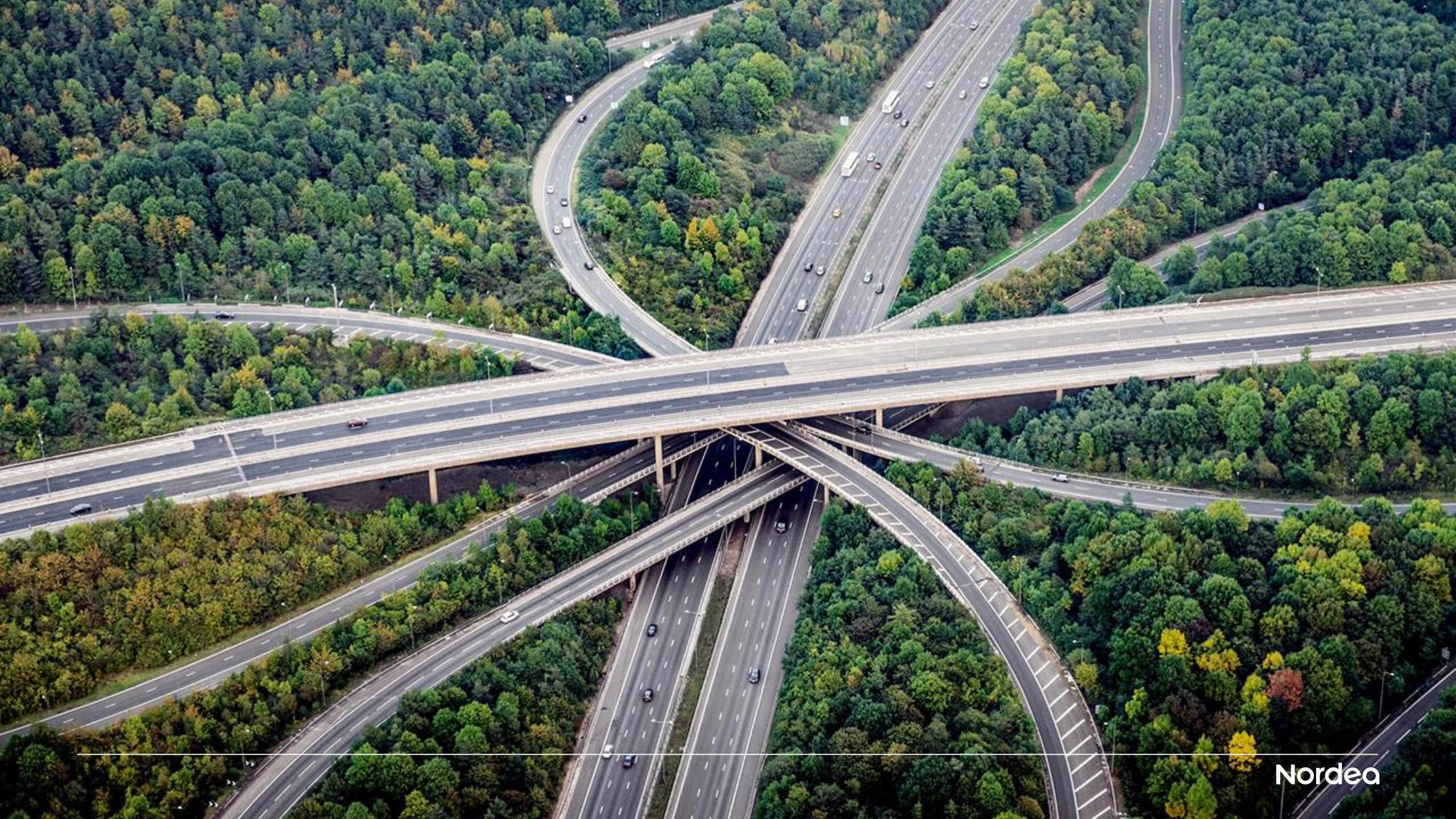
← 1 sprint →

| Vecka | 1                                                           |                           |                                                         |                           |                           | 2                              |                           |                           |                           |                                                |
|-------|-------------------------------------------------------------|---------------------------|---------------------------------------------------------|---------------------------|---------------------------|--------------------------------|---------------------------|---------------------------|---------------------------|------------------------------------------------|
| Dag   | 1) Ons                                                      | 2) Tors                   | 3) Fre                                                  | 4) Mån                    | 5) Tis                    | 6) Ons                         | 7) Tors                   | 8) Fre                    | 9) Mån                    | 10) Tis                                        |
|       | <div>Sprint retro-spective</div> <div>Sprint planning</div> | <div>Daily Stand-up</div> | <div>Daily Stand-up</div> <div>Digital Sales demo</div> | <div>Daily Stand-up</div> | <div>Daily Stand-up</div> | <div>Backlog refine-ment</div> | <div>Daily Stand-up</div> | <div>Daily Stand-up</div> | <div>Daily Stand-up</div> | <div>Daily Stand-up</div> <div>Team Demo</div> |

A wooden sailboat with a single mast and a small sail is positioned in the center of a calm body of water. The water reflects the boat and the sky. In the background, there are rolling hills and mountains under a cloudy sky. The overall scene is peaceful and scenic.

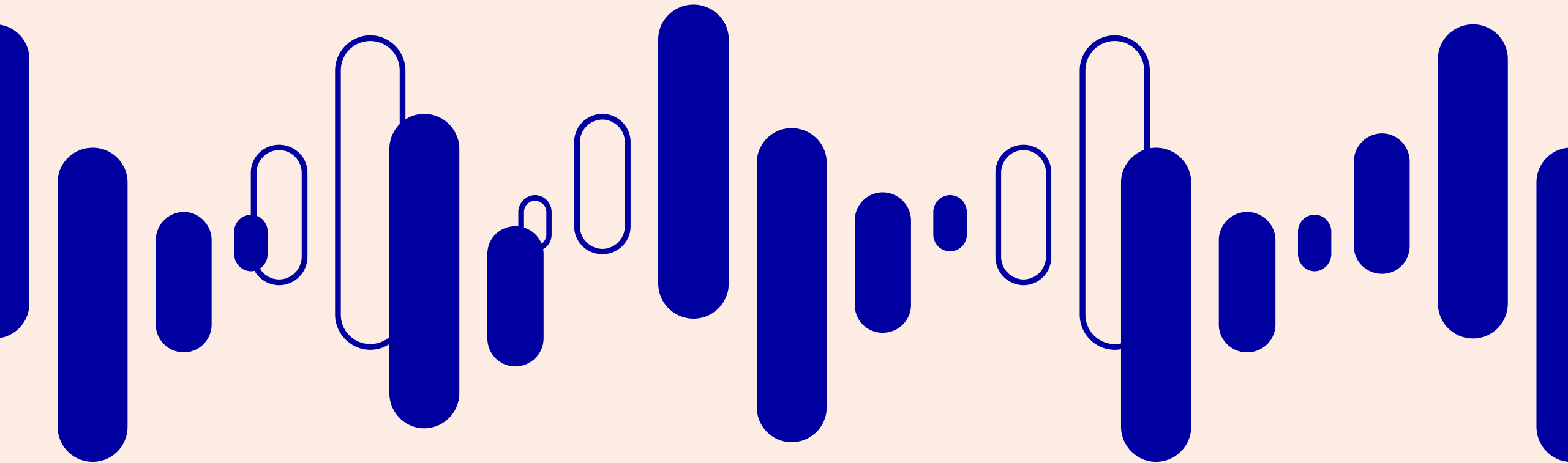
**100% → 80% → 80%**







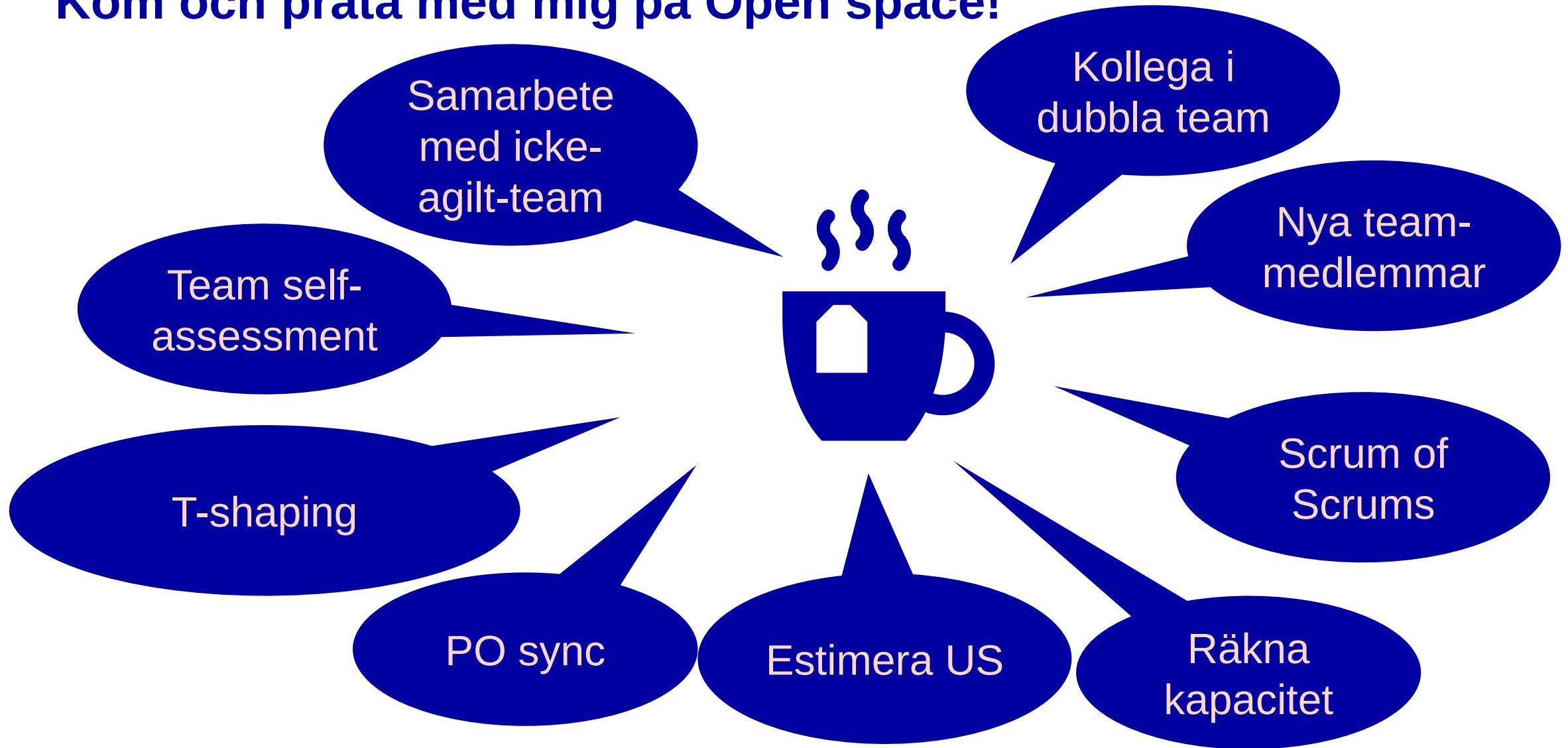
## Erfarenheter och tips



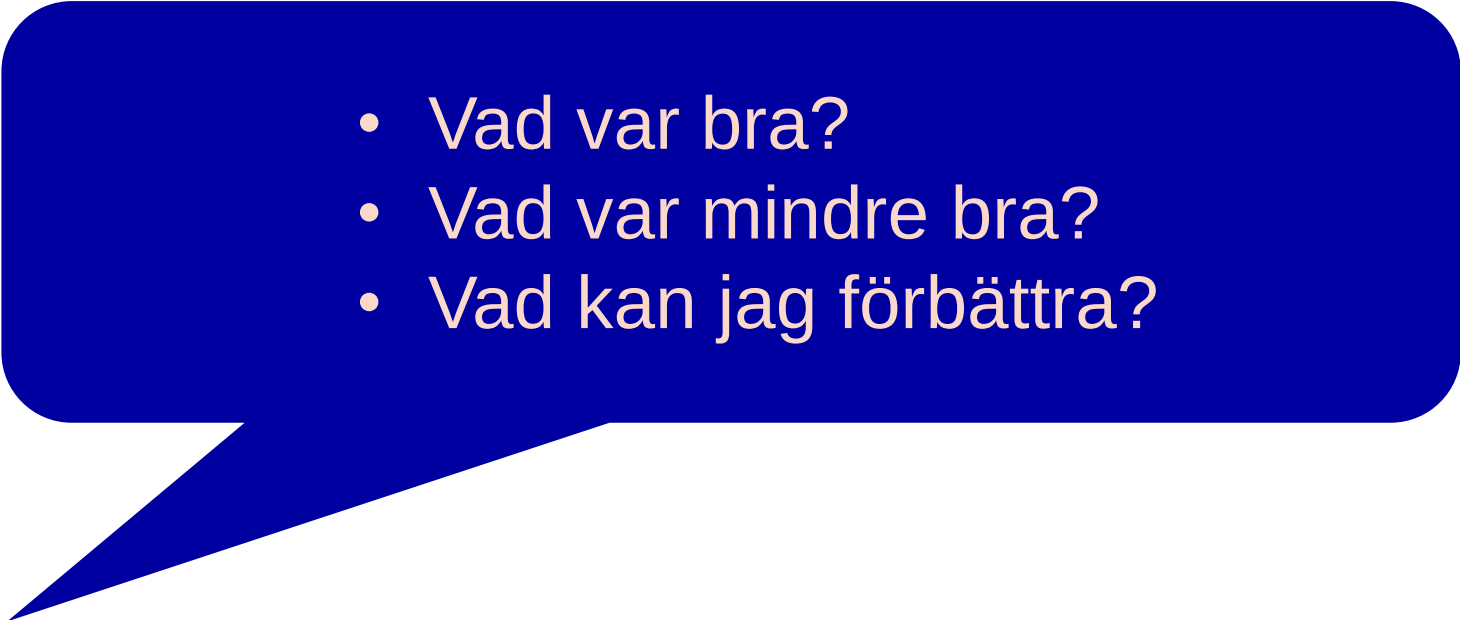
## Erfarenheter och tips

- Ha inget dolt arbete
- Fail fast och förbättra
- Ha retrospective med intressenter
- Utmana er

# Kom och prata med mig på Open space!



# Kom och prata med mig på Open space!

- 
- Vad var bra?
  - Vad var mindre bra?
  - Vad kan jag förbättra?



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