ABOUT MOZILLA
Mozilla makes browsers, apps, code and tools that put people before profit. Established in 2003, guided by the Mozilla Manifesto, the Mozilla Foundation believes the Internet is a global public resource that must remain open and accessible to all. The Foundation is also the sole shareholder in the Mozilla Corporation, the maker of Firefox and other open source tools. Mozilla Corporation functions as a self-sustaining social enterprise – money earned through its products is reinvested into the organization. For more information, visit www.mozilla.org

ABOUT ALCHEMER
Founded in 2006, Alchemer puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, including some of the most trusted brands, Alchemer collects more than a million survey responses every day. To learn more, call Alchemer at 1.800.609.6480 or visit www.alchemer.com today.

CUSTOMER STORY
Mozilla Gives Employees the Freedom to Solve Problems While Maintaining Enterprise Data Governance and Privacy

“Mozilla is a privacy-focused organization,” said Tyler Downer, Senior Quantitative User Researcher at Mozilla. “User privacy is a company-wide focus. So we don’t collect sensitive data unless it is necessary, and we have a strict data retention policy of not keeping any PII that we collect in surveys beyond six months. We also abide by the product privacy rules, and those rules are applied company-wide using Alchemer.”

“Our IT department wrote a script using Alchemer that audited all the PII that Mozilla has collected across millions of our survey responses,” explained Tyler. “If there is any PII out there, this script finds it and removes it.” This script that the IT department created at Mozilla scrubbed PII from millions of survey results, reducing liability issues while requiring limited human intervention. This works because Mozilla standardized on Alchemer as their feedback platform, creating a consistent pool of responses, regardless of who creates the survey. So a single script can be applied to the millions of survey responses automatically.

Survey responses.
Our IT department wrote a script using Alchemer that audited all the PII that Mozilla has collected across millions of our survey responses.

Tyler D.,
Quantitative User Researcher
Mozilla
WHY ALCHEMER.
Mozilla, the non-profit creators of the Firefox web browser, has about 60 employees using Alchemer for everything from support to product satisfaction, product feedback, internal surveys, generating ideas and product improvements, and protecting privacy.

“Getting surveys up and running fast, and then sharing the data as we collect it, helps give stakeholders preliminary feedback they can see using the built-in dashboards. Gathering and quickly reporting on data allows product management and engineering to see user response to new products and features in real time, allowing for rapid adjustments without the need for dedicated analysts all the time.

INTEGRATED INTO DECISION-MAKING
Alchemer is used throughout departments at Mozilla, including IT, marketing, and customer support. “We’ve integrated the feedback we collect into our decision making,” added Tyler. “There’s a dedicated feedback form in the Firefox desktop and mobile browsers that ask people if they are happy or sad. If they select one, the system issues a follow-up question asking why.” The responses help Mozilla better understand what works and what doesn’t, and why.

Mozilla also uses surveys to target specific groups of randomly selected users who provide insights on product changes and their internet experience in general. Their responses feed into Product Management and Engineering to help build product roadmaps, adjust products, and improve user experiences. “We target users in smaller groups so we can respond and see how they feel about changes,” said Tyler.

EXPERIMENTING WITH ALCHEMER
In 2017 Mozilla launched a new internal program called Culture of Experimentation. This program gives employees from around the company the chance to create a business hypothesis and test it. Two to three times a year, 10 to 15 employees are paired with mentors. If their project requires some research, they are given a Alchemer account. More than half of those who participate in the Culture of Experimentation use Alchemer in their project because they don’t need engineering skills to capture the data they need. It frees them to focus on what they’re trying to test, not on how.

The Culture of Experimentation allows employees to then take their experiments back into their everyday jobs, spreading the culture across the entire company that everyone can experiment, not just user researchers.

USED ACROSS THE ORGANIZATION
One of the main reasons that the IT department’s script was so successful in eliminating PII was because Alchemer is Mozilla’s most used data collection platform. Alchemer is used throughout departments at Mozilla, including IT, marketing, and customer support. Currently, about 60 employees using Alchemer to gather and integrate feedback in support, product satisfaction, product feedback, internal surveys, idea generation, product improvements, data governance, and protecting privacy. “Alchemer is used by such a large portion of the company, that standardization is easy,” said Tyler. “This simplified applying data retention policies among multiple departments.”

Our main data collection platform.
We chose Alchemer as our main data collection platform because we don’t need engineering skills to collect data.

Tyler D.,
Quantitative User Researcher
Mozilla

Call your account manager or 800.609.6480 to learn more.