

# We Know Before They Call:

## Building a Culture of Observability at Phorest

John Doran,  
CTO





The best technical person you  
have ever worked with





The best technical person you  
have ever worked with



“I feel like I’m starting off my  
career all over again.”



# Our Journey of Observability

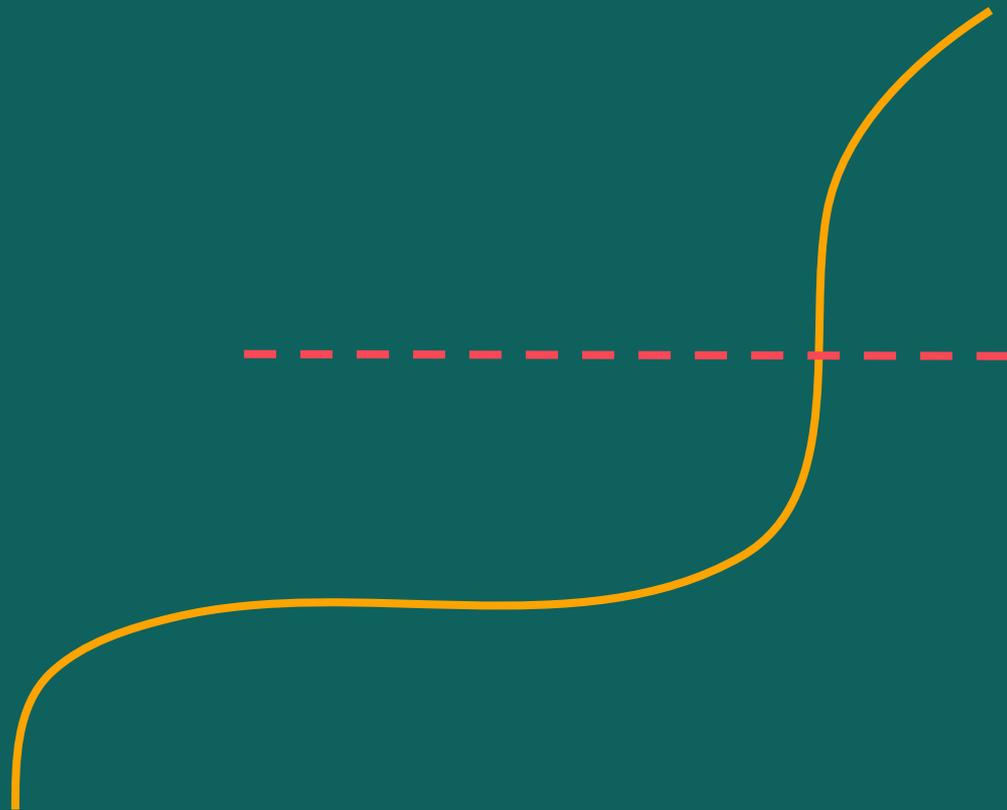




- Hair and beauty industry
- Joined 2015
- P&D Org: 4 -> 150
- Company Growth: 20x



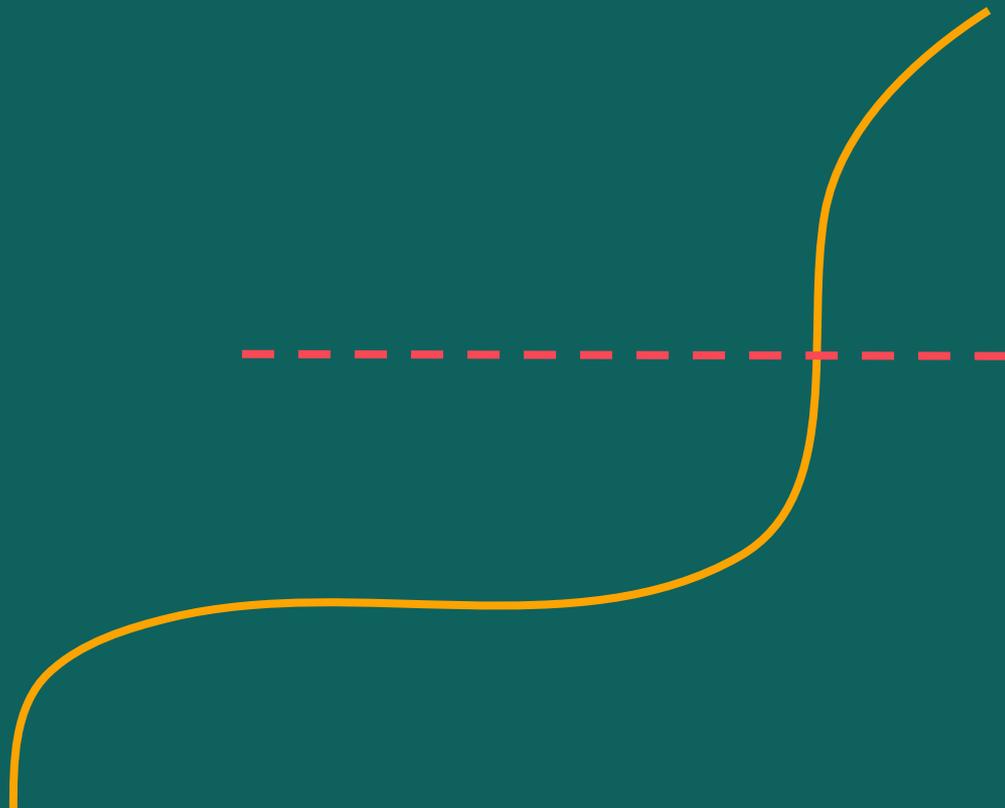
# Our Observability curve



Are we down? 🙄



Oblivious

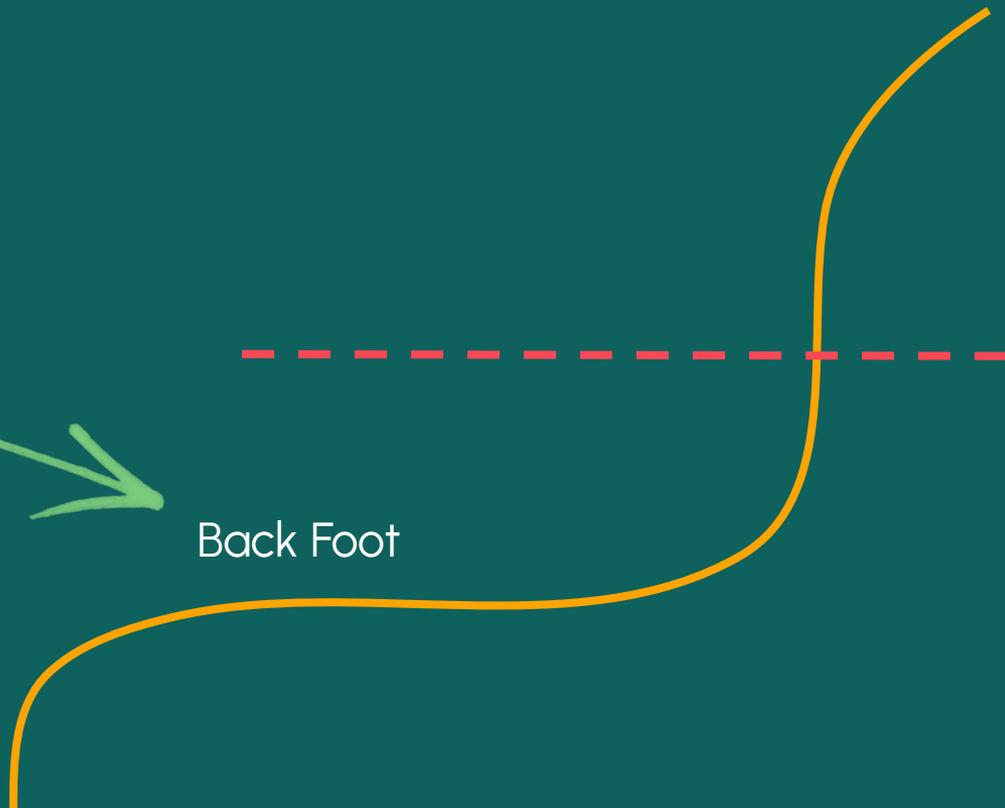


CEO is calling me 😁💧

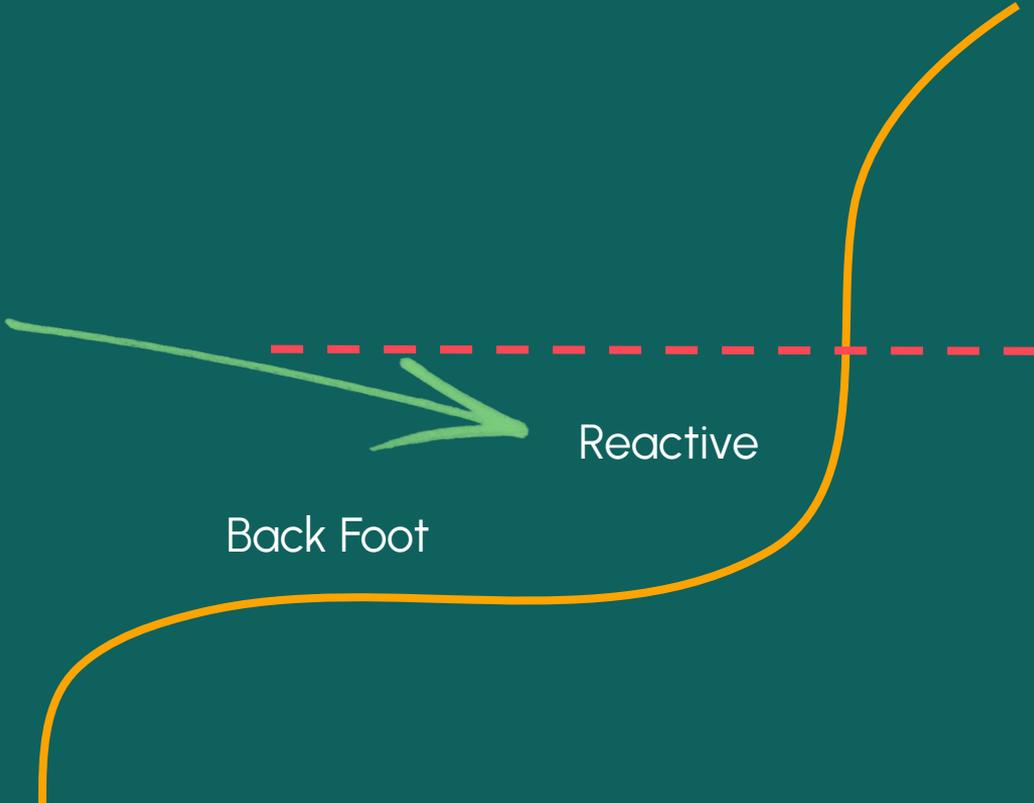


Back Foot

Oblivious



Something bad is happening 🙄

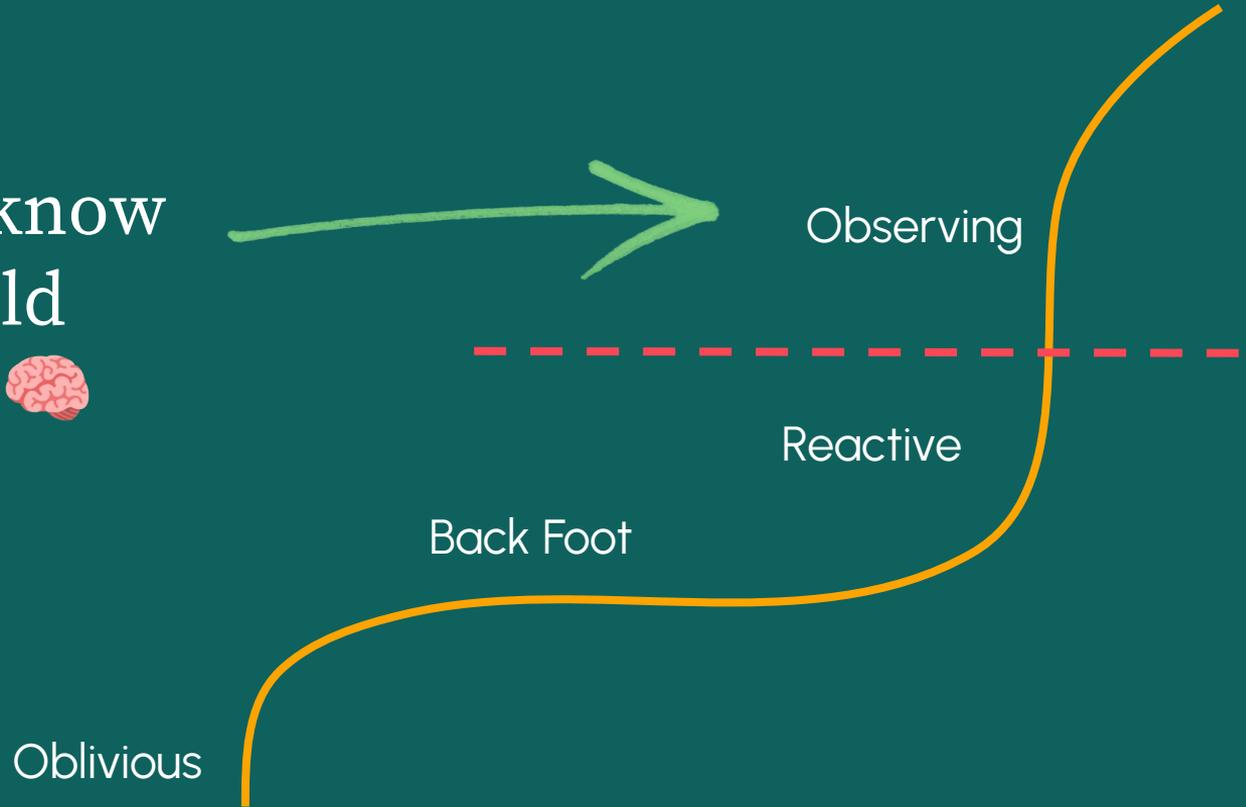


Oblivious

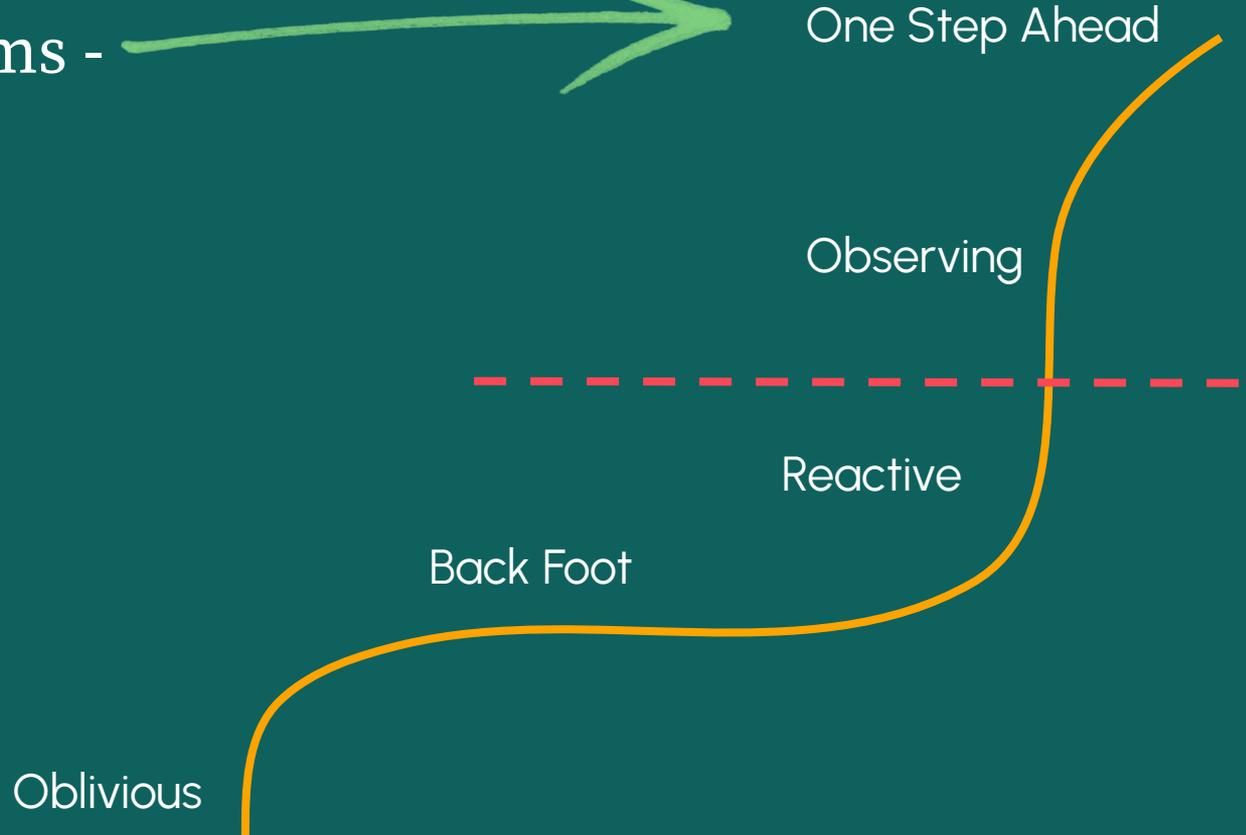
Back Foot

Reactive

I didn't know  
that could  
happen 🧠



Seeing problems -  
let's fix that 💪



**How did we get  
there?**



**Engineers**



**We need to improve  
our tooling**



**We need to improve  
our tooling**

**Product  
Managers**



**We need to improve  
our tooling**

**We have to ship new  
features**



**We need to improve  
our tooling**

**We have to ship new  
features**

**Company  
Strategy**



**We need to improve  
our tooling**

**We have to ship new  
features**

**We need double  
down on customer  
feedback**



**We need to improve  
our tooling**

**We have to ship new  
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**Vendor Contract  
Renewal**



**We need to improve  
our tooling**

**We have to ship new  
features**

**We need double  
down on customer  
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**Deadline  
approaching**



**CFO**

**We need to improve  
our tooling**

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down on customer  
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**Deadline  
approaching**



**What's the cost JD?**

**We need to improve  
our tooling**

**We have to ship new  
features**

**We need double  
down on customer  
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**Deadline  
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**CEO**

**What's the cost JD?**

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**Deadline  
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**JD can you lead the  
Support & CX  
function?**

**What's the cost JD?**

**We need to improve  
our tooling**

**We have to ship new  
features**

**We need double  
down on customer  
feedback**

**Deadline  
approaching**



**CX Team**

**We need to improve  
our tooling**

**JD can you lead the  
Support & CX  
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**We have to ship new  
features**

**What's the cost JD?**

**We need double  
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**Deadline  
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**Customers are  
calling with new  
issues**

**We need to improve  
our tooling**

**JD can you lead the  
Support & CX  
function?**

**We have to ship new  
features**

**What's the cost JD?**

**We need double  
down on customer  
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**Deadline  
approaching**



**Customers are calling with new issues**

**JD can you lead the Support & CX function?**

**What's the cost JD?**



**Deadline approaching**

**We need to improve our tooling**

**We have to ship new features**

**We need double down on customer feedback**

**Customers are calling with new issues**

**We need to improve our tooling**

**JD can you lead the Support & CX function?**

**We have to ship new features**

**What's the cost JD?**

**We need double down on customer feedback**



**Deadline approaching**

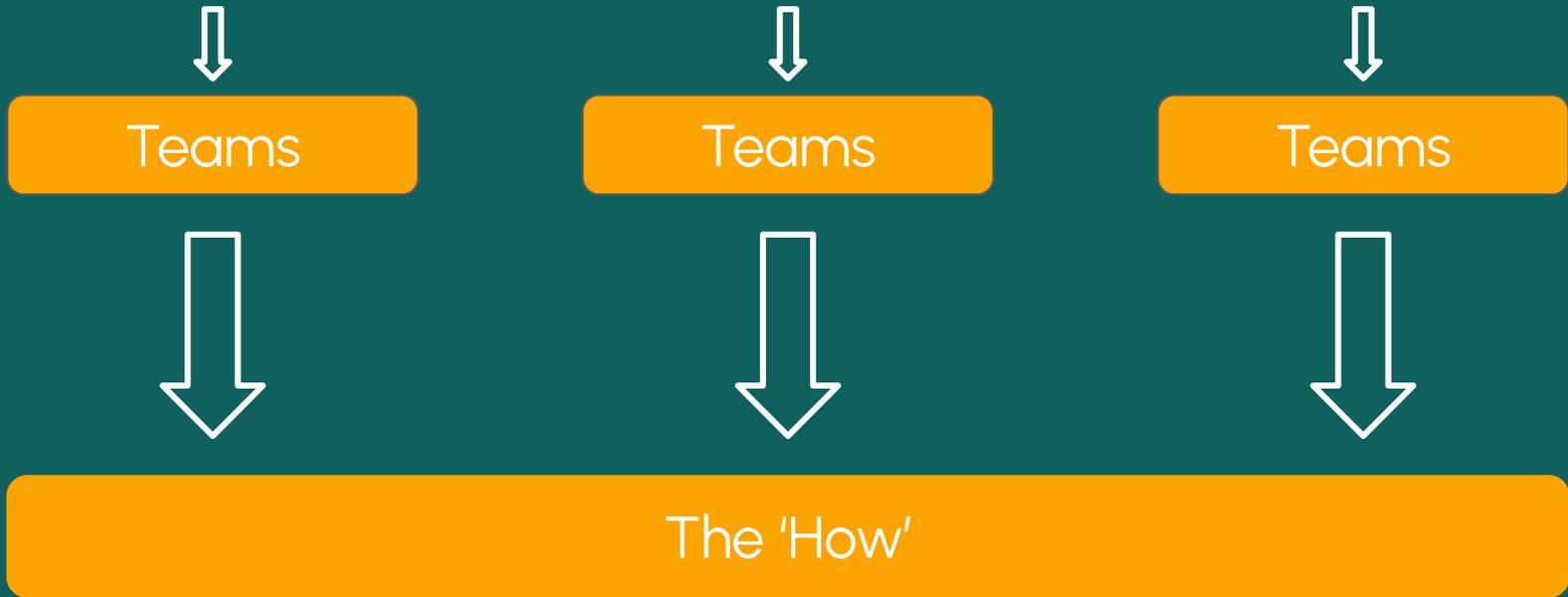


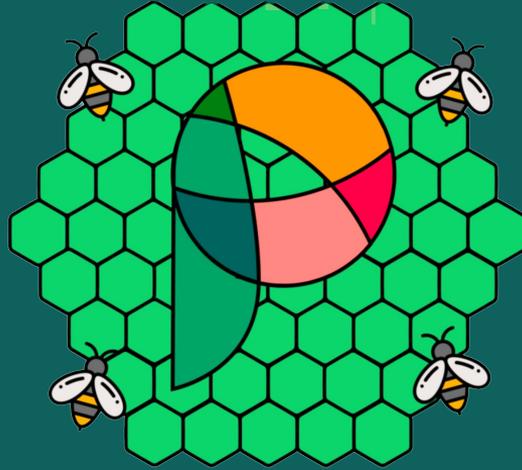


# Define the Interface



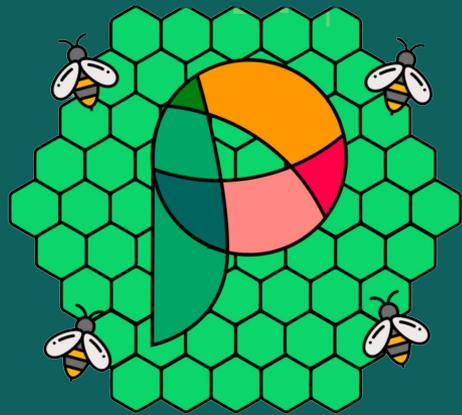
# Define the Interface





“We know before they call”





**How do we bring  
it to life?**



# Through your champions



Paul



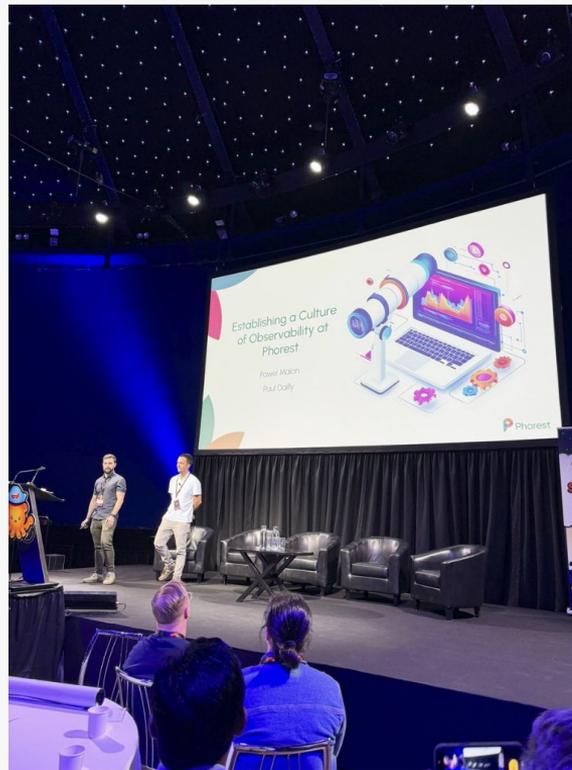
Pawel



:pawl:

 ShipItCon @ShipItCon · Aug 30, 2024

We are happy to welcome our next speakers - @paul\_daily and Pawel Malon sharing their observability journey at @thephorestword 🗨️💡



# Through symbols and behaviours



## We know before they call

There was 1 issue caught by customers this month.



**John Doran**

Apr 26th, 2024 at 2:46 PM

We didnt know before they called?

15:45

[Katie Eckenrode](#) raises an issue on [#foh-general](#) channel saying she has 3 requests about problems with sending receipts via email



# Through making it visible

hey, fyi, we've added frontend deployment markers to honeycomb: <https://ui.honeycomb.io/phorest-43/environments/prod/datasets/payments-service-prod-us/result/D36DVgf9ycM>

 Honeycomb.io | prod | payments-service-prod-us

Query run at 2024/06/10 09:10 UTC over 2h0m0s

VISUALIZE COUNT

Added by Honeycomb (34 kB)



1 reply 2 months ago

## PP-2203 fees telemetry enhancements #1703

Merged

merged 1 commit into master from task/pp-2203-fees-telemetry-enhancements on Mar 27

Conversation

Commits

Checks

Files changed

commented on Mar 27 - edited

We weren't storing validation failure details when there was a missing dependency for the calculation (vat rate or fees).

This change corrects that and adds more useful attributes.

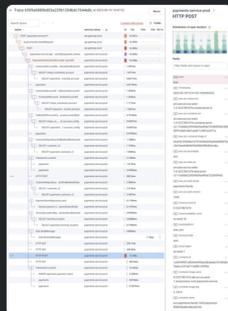
```
code namespace
  com.phorest.payments.fees.FeesFacade
  phorest.fees.calculation.account.individual
  true
  phorest.fees.calculation.account.vat.rate
  null
  phorest.fees.calculation.amount
  1.00
  phorest.fees.calculation.type
  CARD_PRESENT
```



Paul Dailly 16:00

Another small win for Honeycomb today - I was able to easily figure out why a Phorest Pay payment was authorised but not captured. The issue was we were told by Stripe that the payment could not be sent to the reader (as shown by the error on the highlighted HTTP POST request in screenshot below) but in fact the reader did receive the request. Because we thought the reader did not receive the payment, we marked the overall transaction as failed.

image.png



4 reactions

### What Changed & Why

Ticket: E04-172

Ensured that each page for the Course report is processed in a separate linked trace to avoid single huge trace being reported to HC, as if it's one very long trace it will always be fully sent (and cause a huge spike of our quota in HC), where a large number of small traces has enhanced to be sampled and reduce usage in HC.

Changes query for Client Course report to query for Client Course items instead of Client Course - the reason for that is that actively sampled IDs contains only for every Client Course item and by clearing Client Courses we were not able to avoid any installation of Client Course items where, by switching the query we could join back all required entities in a single query

client course item query before



after



Trace before



Trace processing span after



Phorest

# Through SLOs

The **goal** we set about the level of **service we can provide.**



“Customers should be able to **load** the appointment calendar successfully in **under one second...** for **99%** of calendar loads over a **2 week period**”



IF YOU LIKED IT  
YOU SHOULD'VE PUT AN  
**SLO** ON IT.



**Lots of wins to  
be celebrated**



# Observability showed us:

Every purchase / appointment / client created in our system was taking an additional 6s longer than it needed to.



# Observability showed us:

Listing Client Chat messages  
was extremely slow and was  
timing out for some of our salons.



# Observability showed us:

Core and Connector were  
using wrong S3 regions for years.



# Observability showed us:

Core's inventory listing was taking **5**  
**times longer** than it needed.





# Unexpected adopters



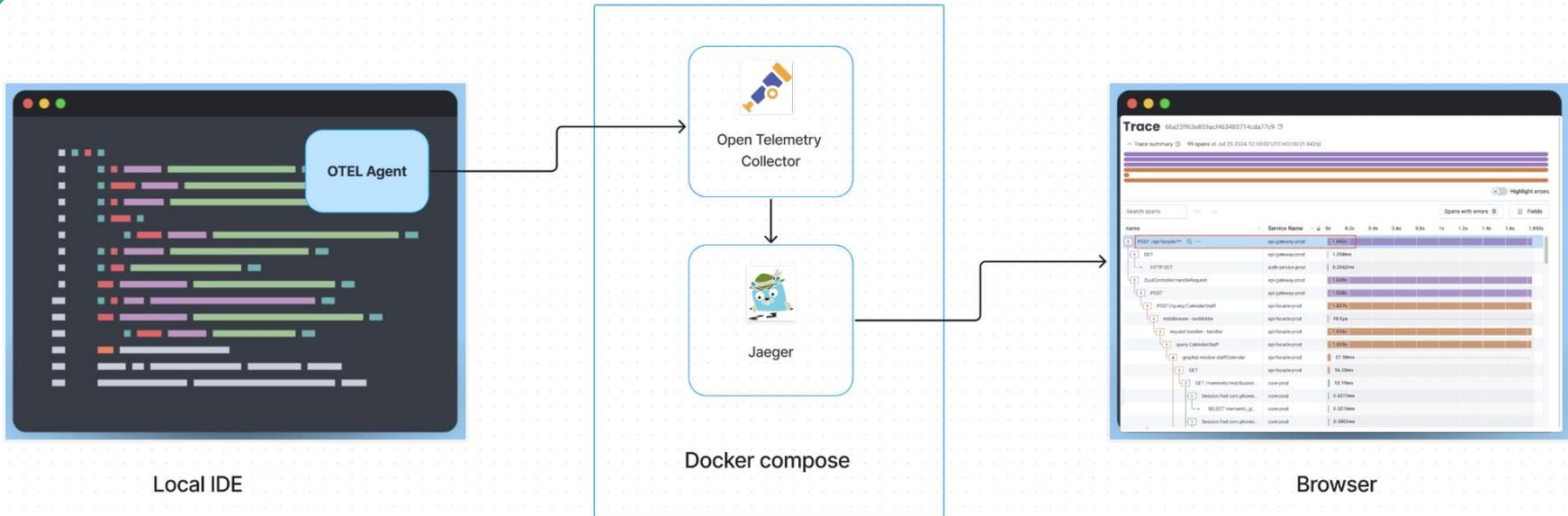
Product Managers



CX Team



# Happy and motivated Engineers



**We all need to start  
somewhere 🦾**



Where are  
you on this  
journey?



Oblivious

Back Foot

Reactive

Observing

One Step Ahead



# Takeaways

## 1 Be a sponge

Take it all in from  
every angle

We need to  
impro  
tool

We have to  
ship new  
tures

Let's double  
down on  
customer  
feedback



# Takeaways

## 1 Be a sponge

Take it all in from every angle

## 2 Create the interface

Let your people do the rest

We need to improve our tool

We have to ship new features

Let's double down on customer feedback



:pawl:



# Takeaways

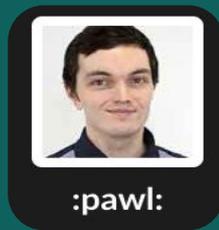
## 1 Be a sponge

Take it all in from every angle



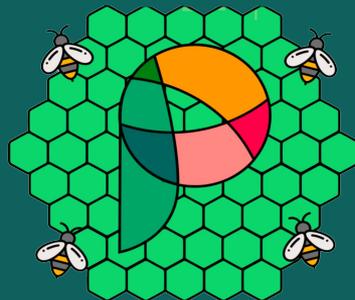
## 2 Create the interface

Let your people do the rest



## 3 Bring it to life

Symbols, behaviours, and stickers :)



john@phorest.com

**You got this!**

