

We Know Before They Call:

Building a Culture of Observability at Phorest

John Doran,
CTO



Phorest



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

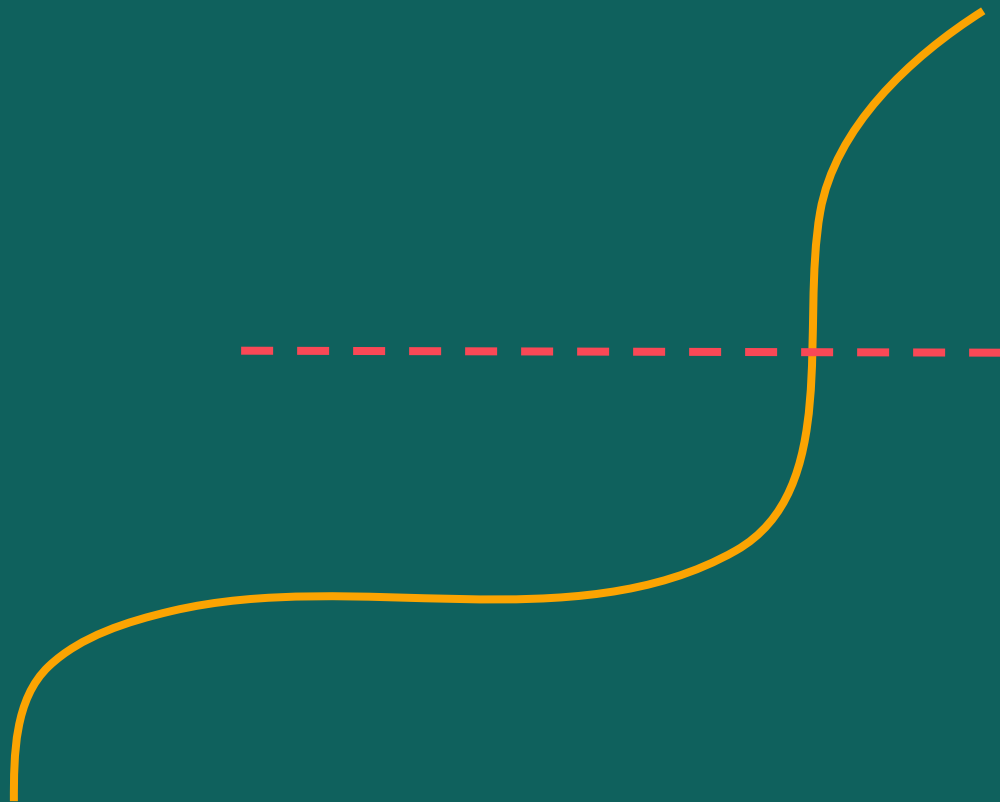




- Hair and beauty industry
- Joined 2015
- P&D Org: 4 -> 150
- Company Growth: 20x



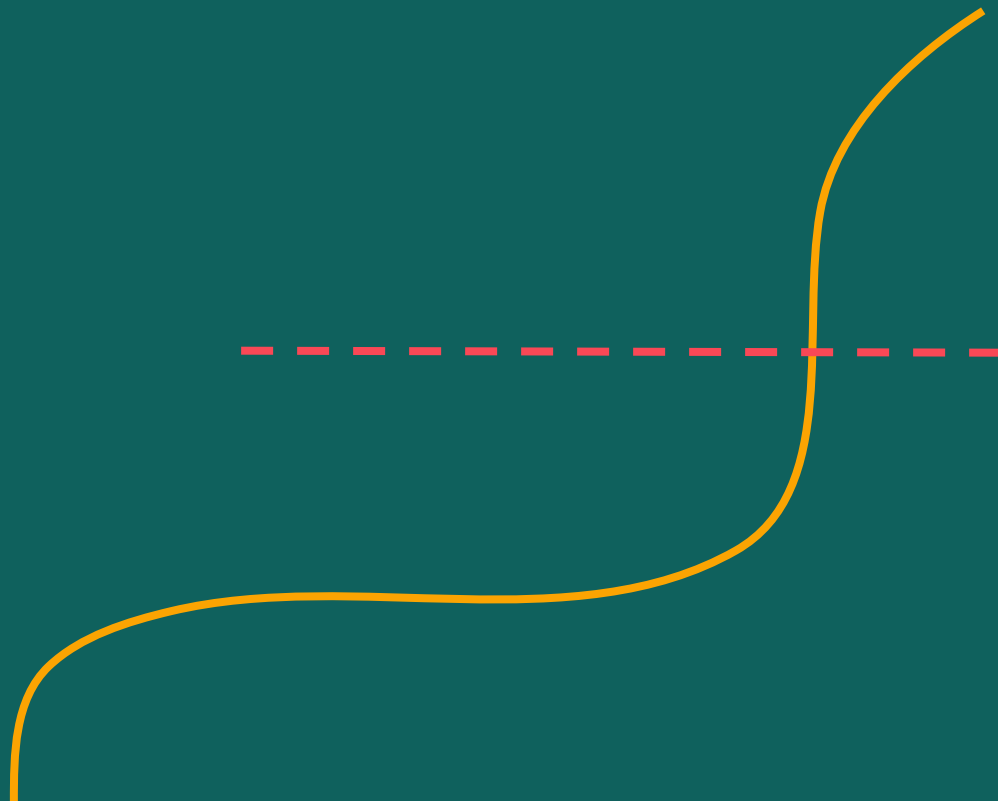
Our Observability curve



Are we down? 🙄



Oblivious

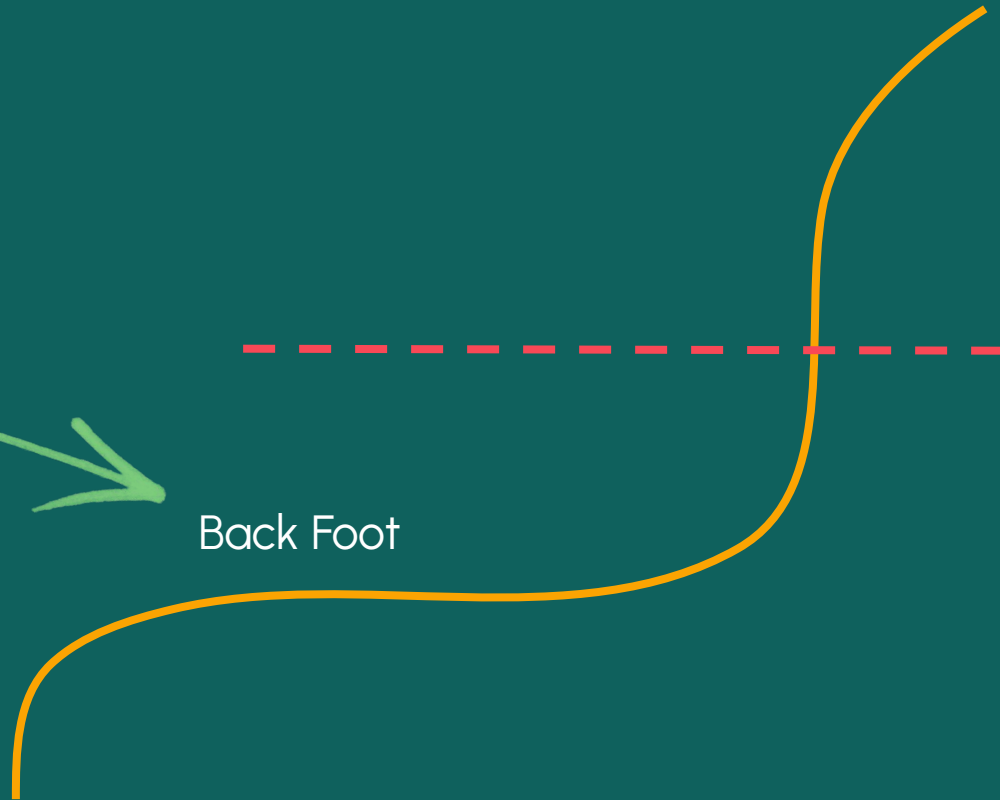


CEO is calling me 😄💧



Back Foot

Oblivious

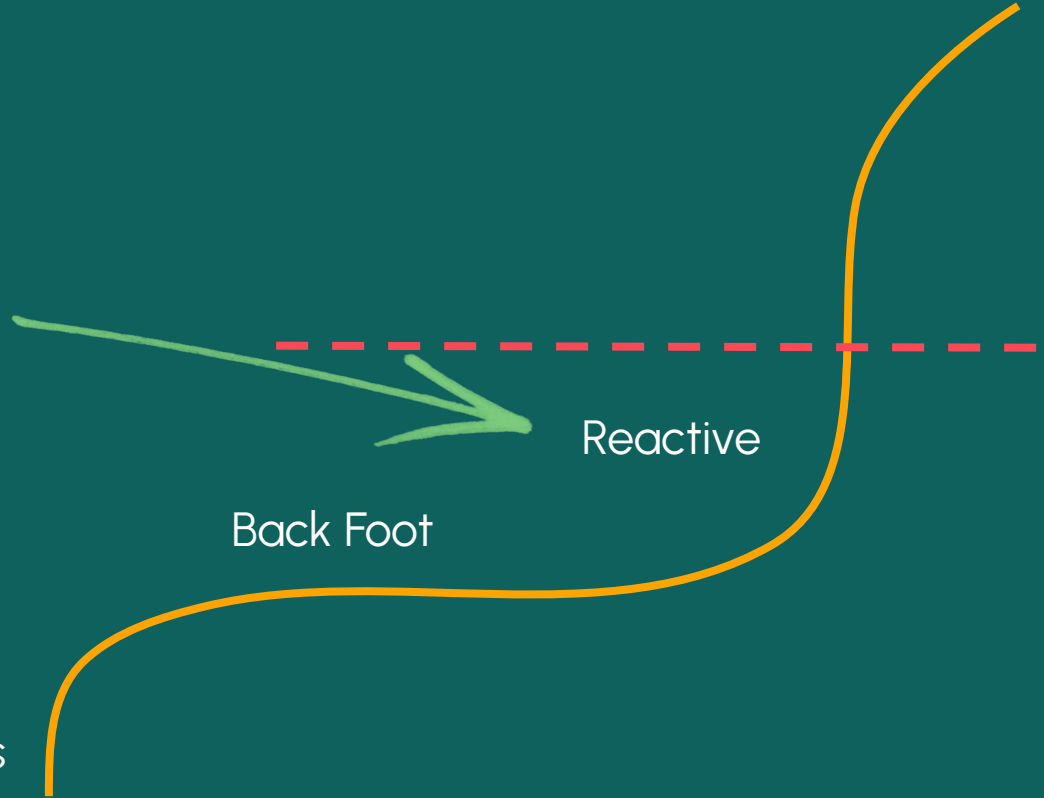


Something bad is
happening 🙄

Oblivious

Back Foot

Reactive



I didn't know
that could
happen 🧠



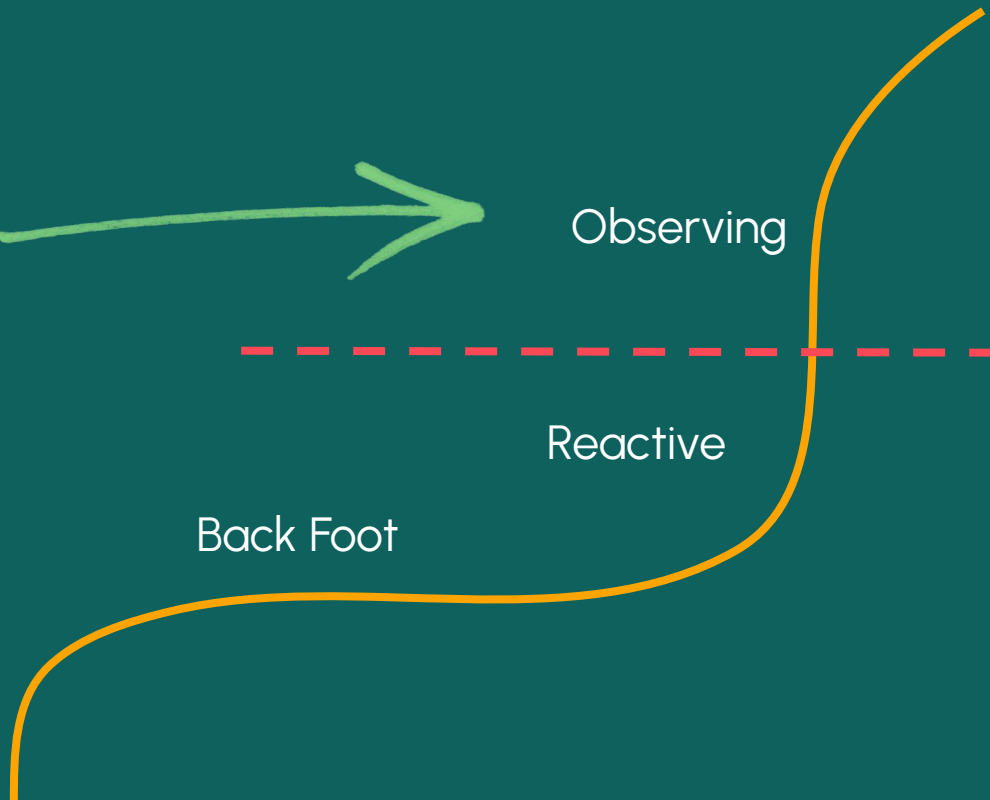
Observing



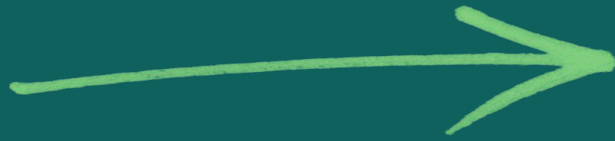
Reactive

Back Foot

Oblivious



Seeing problems -
let's fix that 💪



One Step Ahead

Observing

Reactive

Back Foot

Oblivious



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
features**

**We need double
down on customer
feedback**

**Vendor Contract
Renewal**



**We need to improve
our tooling**

**We have to ship new
features**

**We need double
down on customer
feedback**

**Deadline
approaching**



CFO

**We need to improve
our tooling**

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**Deadline
approaching**



**We need to improve
our tooling**

**We have to ship new
features**

What's the cost JD?

**We need double
down on customer
feedback**

**Deadline
approaching**



CEO

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**



**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**



CX Team

**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**



**Customers are
calling with new
issues**

**We need to improve
our tooling**

**JD can you lead the
Support & CX
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What's the cost JD?

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**Customers are
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Setting The Vision

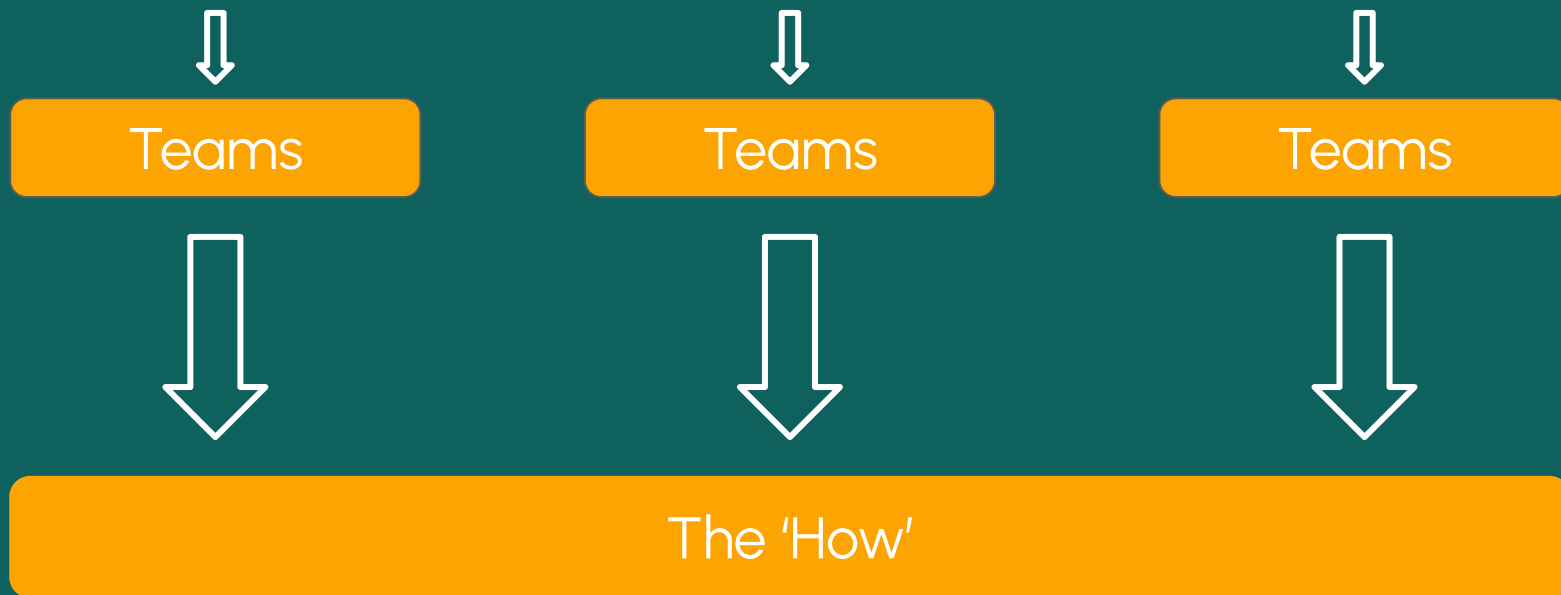
Center your vision on the customer, company, team and **then** individual

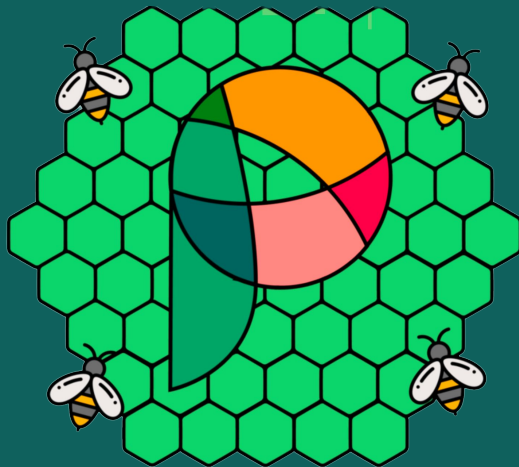


Define the Interface



Define the Interface





“We know before they call”

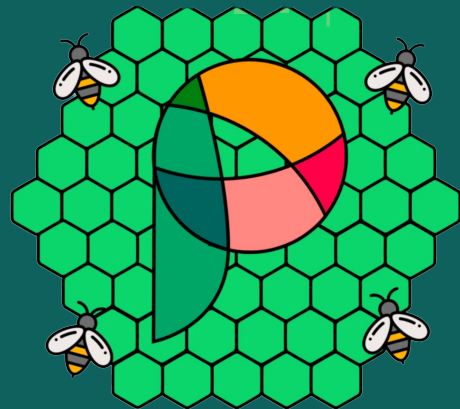




&



honeycomb.io



Phorest

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



Through your champions



Paul



Pawel



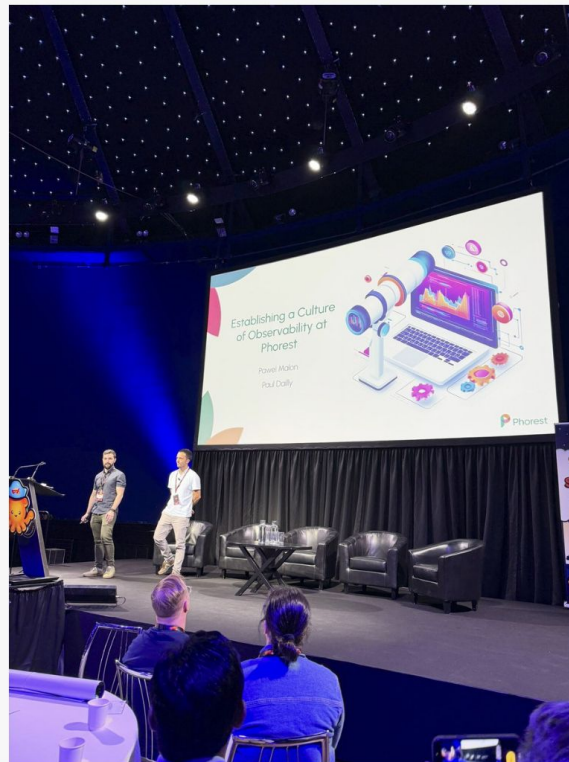
:pawl:



Phorest

 **ShipItCon** @ShipItCon · Aug 30, 2024

We are happy to welcome our next speakers - @paul_dailly and Pawel Malon sharing their observably 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



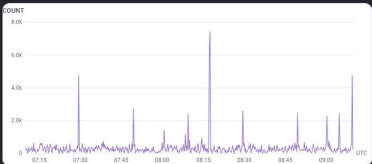
Phorest

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)



👍 3 🗨️ 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 1 Commits 1 Checks 0 Files changed 0

commented on Mar 27 · edited

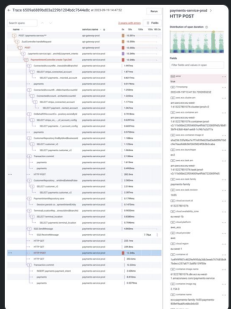
We weren't storing validation failure details when there was a missing dependency for the calculation (vat rate or fees). This change corrects that and adds more useful attributes.

```
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 an 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 🗨️


What Changed & Why

Ticket E00-172


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 a one very long trace it will always be fully sent (and cause a huge usage 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 actually supplied IDB contains entry for every Client Course Item and by querying Client Courses we were not able to avoid any installation of Client Course Items where, by switching the query we could join fetch all required entities in a single query


client course item query before




after



trace before



trace processing span after



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



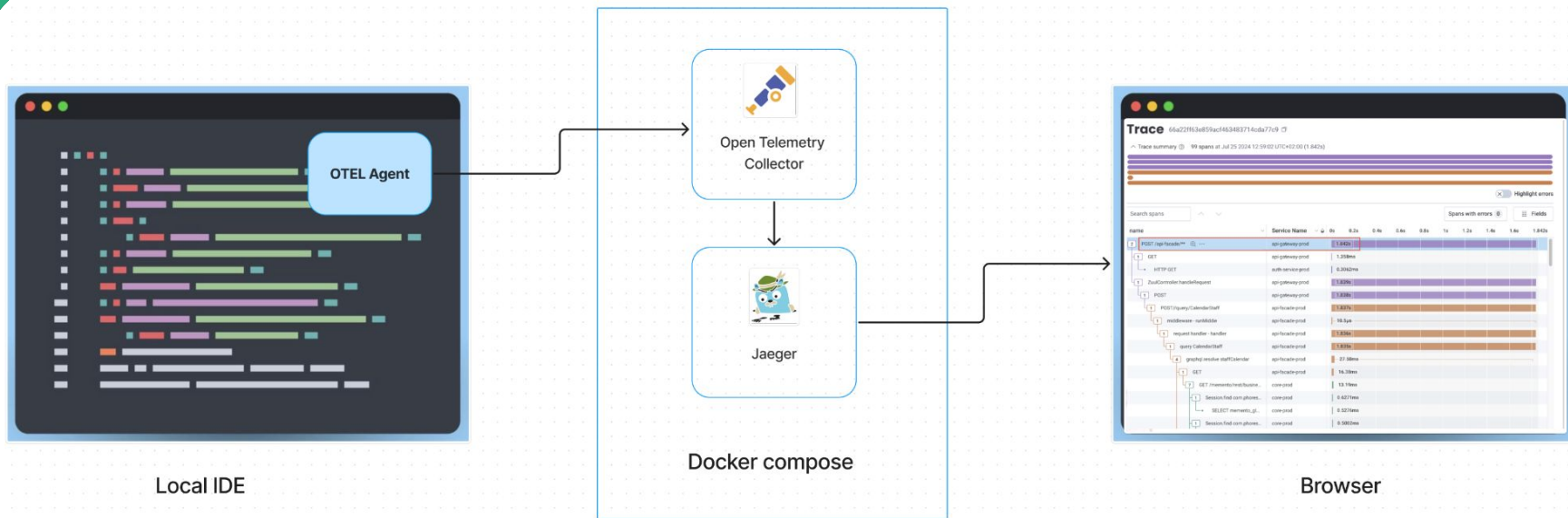
Product
Managers



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
impro
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feedback



:pawl:



Takeaways

1 Be a sponge

Take it all in from every angle



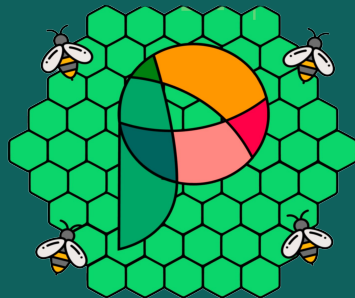
2 Create the interface

Let your people do the rest



3 Bring it to life

Symbols, behaviours, and stickers :)



john@phorest.com

You got this!



Phorest