DANIEL KOWALCZYK

Senior Product Manager | Civic & Government Platforms | 64 councils, 2.3M transactions a year

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SUMMARY

Product manager for a platform residents use to book, apply and pay their local council: 64 councils, 2.3 million transactions a year, and a team of 14 engineers and designers. Took online completion of permit applications from 41% to 68%, which took around 30,000 phone calls a year off council phone lines.

Spends as much time deciding what not to build as what to build. Stopped a mobile app that research showed few residents would install, and put the money into the web forms nine in ten residents actually use.

CAREER HIGHLIGHTS

- Lifted online completion of permit applications from 41% to 68% in a year by cutting the form from 14 steps to 6 after watching 30 residents try to finish it, removing around 30,000 phone calls a year from council customer service teams.
- Stopped a planned native app after research showed only 4% of residents would install it for a once-a-year task, moving $900K into accessibility and the web forms; the platform met WCAG 2.1 AA for the first time.
- Took a pet registration and payments module from first interview to 22 councils in 18 months, now earning $1.6M a year in recurring revenue.

EXPERIENCE

Senior Product Manager, Parkline Civic Software 2021 to now

Resident bookings, permits and payments. 64 councils, 2.3M transactions a year, $11M revenue. Two squads, 14 people. Reports to the Head of Product.

- Cut payment failure at checkout from 6.2% to 1.8% by adding saved payment methods and automatic retry, recovering $1.1M a year in council fees that used to need a follow-up letter.
- Moved the team from quarterly to fortnightly releases, with council-reported defects down 45% in the first year.
- Set up an advisory group of 12 councils who review every major change before release; renewals across the customer base have held at 97% since.
- Wrote the product case behind a $2.4M state-wide contract covering 18 regional councils.

Product Manager, Moorhen Insurance 2017 to 2021

Online claims for home and motor insurance, 180,000 claims a year.

- Rebuilt online claim lodgement, lifting the share of claims lodged online from 22% to 57% and cutting time to first contact from three days to four hours.
- Ran around 40 experiments a year on the claims journey; claim satisfaction rose from 6.8 to 8.1 out of 10.
- Retired three old claim forms that cost $380K a year to maintain, after showing fewer than 2% of claims used them.

Earlier career

Business analysis and user research roles in financial services and consulting, including Senior Business Analyst at Coppins Advisory and UX Researcher at Ferncastle Digital.

EDUCATION AND TRAINING

Bachelor of Information Technology
Graduate Certificate in Human-Centred Design

TOOLS AND SKILLS

Jira, Productboard, Amplitude, Figma · Discovery and usability research · Accessibility (WCAG) · Payments · Government procurement · Prioritisation and roadmaps