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How to regain the trust of your users

Eduard Iacoboaia - Booking.com

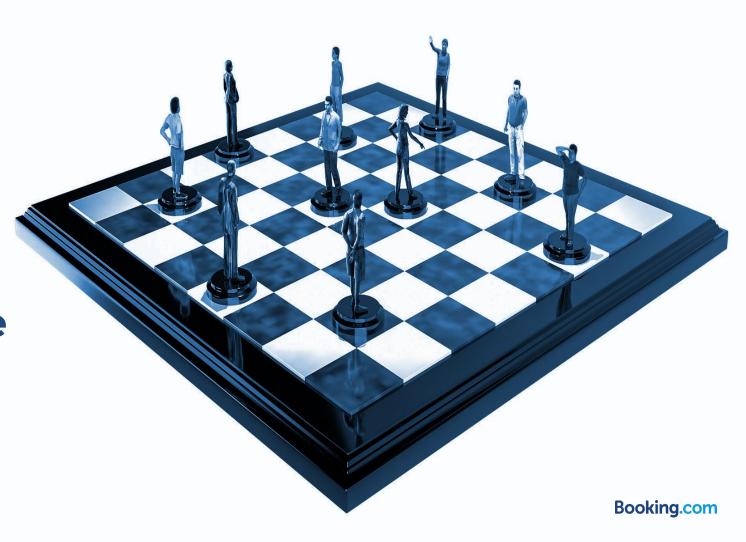# Where it all began

Booking.com

Trust of leadership team

- **Project plan**
- **Buy-in from tech leadership**
- **Short cycles/sprints**
- **Regular and verbose updates**

Trust in our platform

- **Control plane**
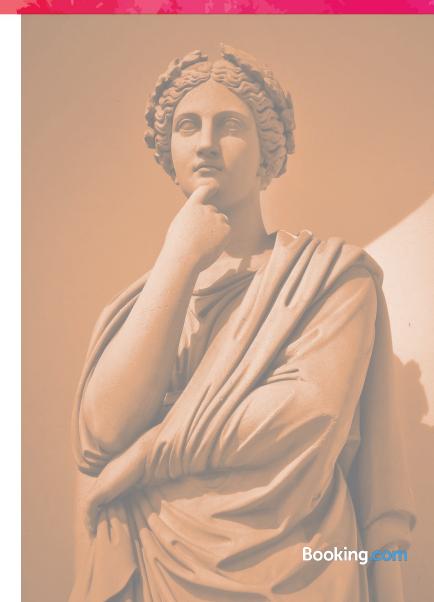- **Feature set**
- **Moving parts**
- **Observability**

Trust of our users

- **SLOs**
- **Clear contract**
- **RFOs**
- **Self learning**

Thank you!

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