

How Sentry cut product research from hours to minutes – and closes the loop with customers automatically

Sentry's product team connected GitHub, Discord, Intercom, and in-app feedback to Modem, replacing manual escalation with real-time monitoring and automated follow-through.

"Things that would have taken three or four hours are ten-minute tasks now... and when we fix something, Modem shows us everyone who was waiting. Suddenly you're reaching out with good news instead of asking for feedback with your hat in your hand."



Nick Meisenheimer · Product Manager, Sentry

CHALLENGE

Before he was a PM, Nick Meisenheimer led Sentry's technical support team. His job was routing customer friction to the right people at the right time, and he learned how badly that scales. "A support agent looks at a hundred cases a week and escalates one or two. Everything else lives in a grey area. If you're relying on humans to annotate, label, and escalate, it's never going to work – or you end up with a company full of people whose job is to label data."

When he moved into product, he inherited the other side of that problem. Sentry's customers talk everywhere: GitHub Issues, Discord, Intercom, Reddit, in-app feedback. Each channel piped into its own Slack feed, but nothing connected them and nothing alerted. "You basically had to hawk all of those channels, all of the time. Worst case, you hear it from your boss: how come you didn't know about this?"

Quieter moments weren't better. Scoping a new product area meant reconstructing the customer pain from scratch – a full day of searching separate tools, some of which Nick couldn't access directly. Sentry had automated one channel by syncing GitHub Issues into Linear. The PM team was responsible for all of them.

WHY MODEM

The obvious fixes were more humans or another aggregation tool, and both create a new place to manage. Modem does neither. It connects the channels where feedback arrives to the places the team already works, and closes the loop back in the original channel. "It's connective tissue. It's not aggregating things into a third space that you resolve somewhere else. It's where I already am in my workflow."

The setup cost is low and the payoff compounds: "Completing the graph is the whole point. Once everything's in there, the automations just work. I don't have to annotate the data; Modem abstracts that away. I don't really think about all the data streaming in anymore – it just turns into succinct problem statements that could be from anywhere."

3–4 hrs → 10 min

Product research tasks that used to take an afternoon

1 day → 1 prompt

Aggregating customer feedback before planning a new product area

5–10x

Additional customer touchpoints surfaced per bug fix, across every channel

MODEM IN ACTION: MONITORING THE MONITORS & ALERTS LAUNCH

When Sentry shipped Monitors and Alerts, Nick set up a Modem automation to summarize the previous 24 hours of customer feedback on the feature. It took one prompt to create and one more to tune. He read the report every morning for a month, and three kinds of signal surfaced:

- **Bugs**, fixed immediately and prioritized by how much they hurt customers, not just how often they fired
- **Confusion and friction**, which shaped documentation and onboarding investments
- **Long-tail requests**, which built the case for what to build next

Sentry's own error monitoring showed where users hit exceptions. Modem showed what those errors were blocking and how customers felt about it. "Getting that in real time helps you understand what to prioritize, because you learn which bugs make people feel bad." That gave engineers a PM who could rank the work with evidence. "It's another way to ship with confidence. You don't have to schedule a planning session to figure out what to fix next week."

RESULTS

Research that used to take three or four hours is now a ten-minute task. "Just the fact that you're one prompt away from an exploration of user pain always feels like magic. It's made me better at my job."

The bigger long-term win is closing the loop. When an engineer fixes a bug, Modem surfaces the other customers who reported the same thing – often five to ten touchpoints across channels, some filed years earlier. New engineers don't need fifteen years of institutional memory, and PMs get a warm reason to re-engage customers.

"What's a better conversation opener than 'we solved your problem'? You focus on solving the problem, and Modem connects you to the opportunity."

Nick Meisenheimer · Product Manager, Sentry

COMPANY

Sentry – sentry.io

FOUNDED

2012 · San Francisco HQ

SCALE

100,000+ customers · 400+ employees

FUNDING

\$217M raised

INDUSTRY

Developer tools / application monitoring

TEAM

Product Management, Core Product

INTEGRATIONS

GitHub · Discord · Intercom · Sentry User Feedback

USE CASES

Product research · Launch monitoring · Closing the loop