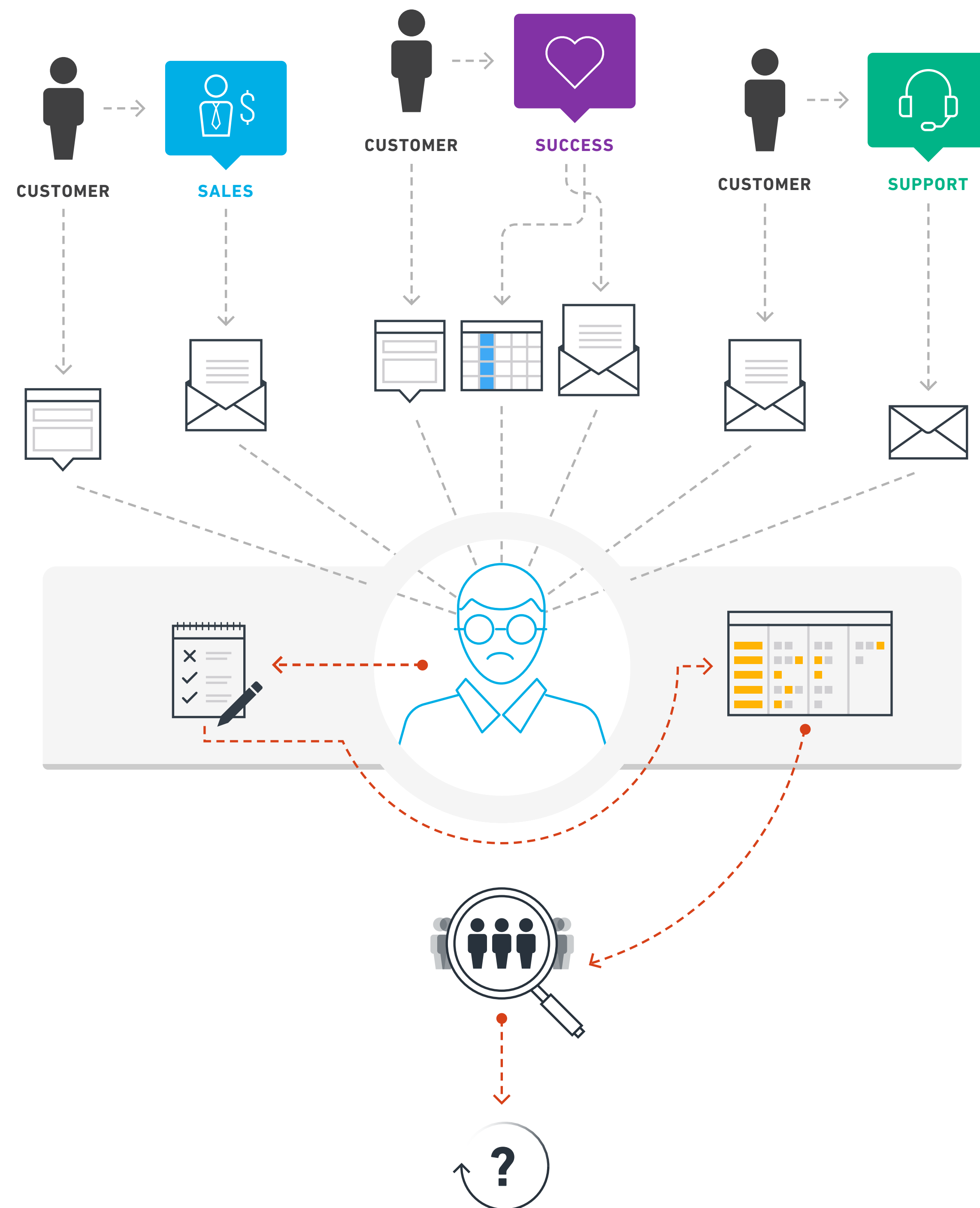




Transforming your product management process from OK to outstanding

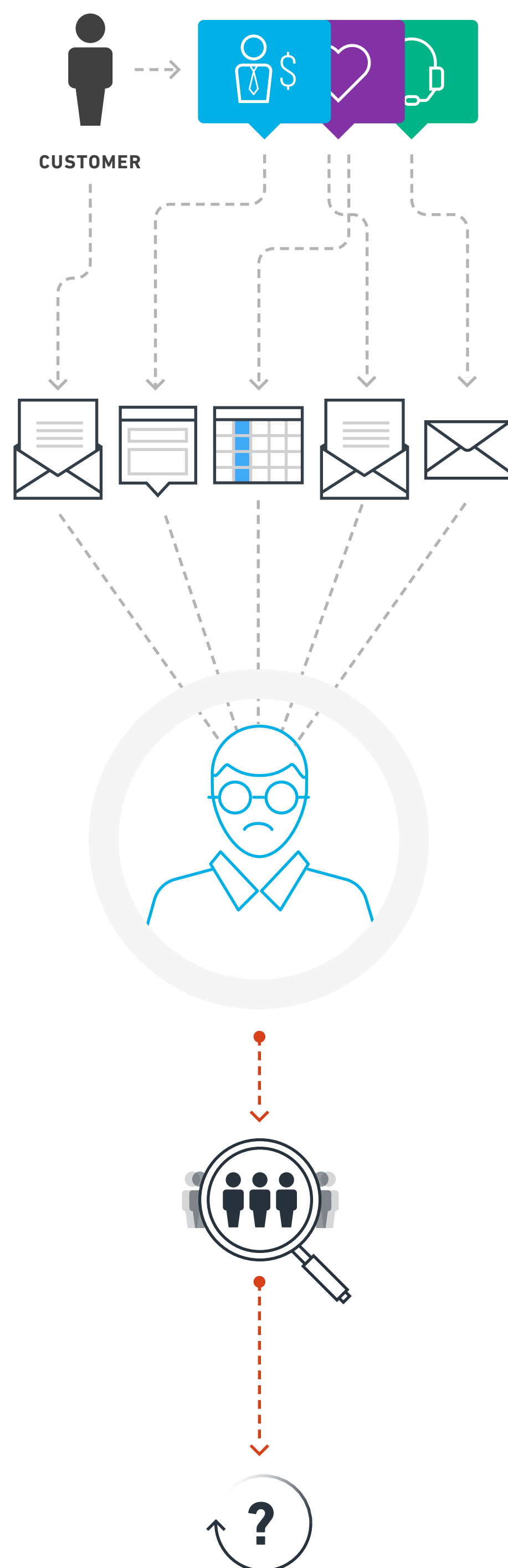
Is your process for getting product feedback inconsistent? Are you frustrated by other internal teams trying to influence product decisions with opinions and not data? Are you concerned decisions are being made with unreliable data? Does your follow up process (or lack thereof) for feedback often leave customers in the dark? If the answer is yes to any of those questions, this guide is for you.

In this guide we'll take a look at some of the major challenges today's product managers face at various points throughout their product development processes and show you how easy it is to transform your product management process with the help of the right tools.



The product decision making process today

Let's start by taking a look at the feedback workflow many product managers today follow. Your process for capturing, analyzing, and acting on feedback may look something like the one outlined on the next page. Each stage of the process comes with its own set of challenges.



1

CAPTURING AND MANAGING FEEDBACK While you value customer feedback, you're often frustrated by the various channels through which it's delivered to you. Not only do you get caught up manually aggregating it and perpetually filtering through customer requests from email, forums, and social media but you're also fielding requests from customer-facing teams like support, success, and sales. With all this feedback coming in from so many different sources, it's almost impossible to normalize the information so you can compare and analyze the requests.

2

MAKING SENSE OF FEEDBACK Without a formalized process or specialized tool in place for capturing customer feedback from every source, you usually don't get a ton of context around the feedback you receive. This is particularly challenging when it comes to feedback shared indirectly through internal stakeholders who often don't know what details beyond, "the customer said..." matter to you. The amount of customer information you get with each request is most likely inconsistent which can make those internal teams an unreliable source of data. Without key context, you are left in the dark as to the quantity, frequency, and value of a given customer request. Compiling that information can take potentially hours of research into each individual case.

3

MAKING PRODUCT DECISIONS Before making any decisions about what to build and when, you spend time analyzing customer feedback data to look for trends and identify the initiatives that best support current business objectives. Often there isn't enough contextual data around requests to perform a meaningful analysis, which makes it challenging to make informed decisions while combatting recency and HiPPO (highest paid person's opinions) biases. As a result, decisions may be made based on intuition rather than real data and sometimes you're left waiting until after a feature is built to see if you've made the right decision.

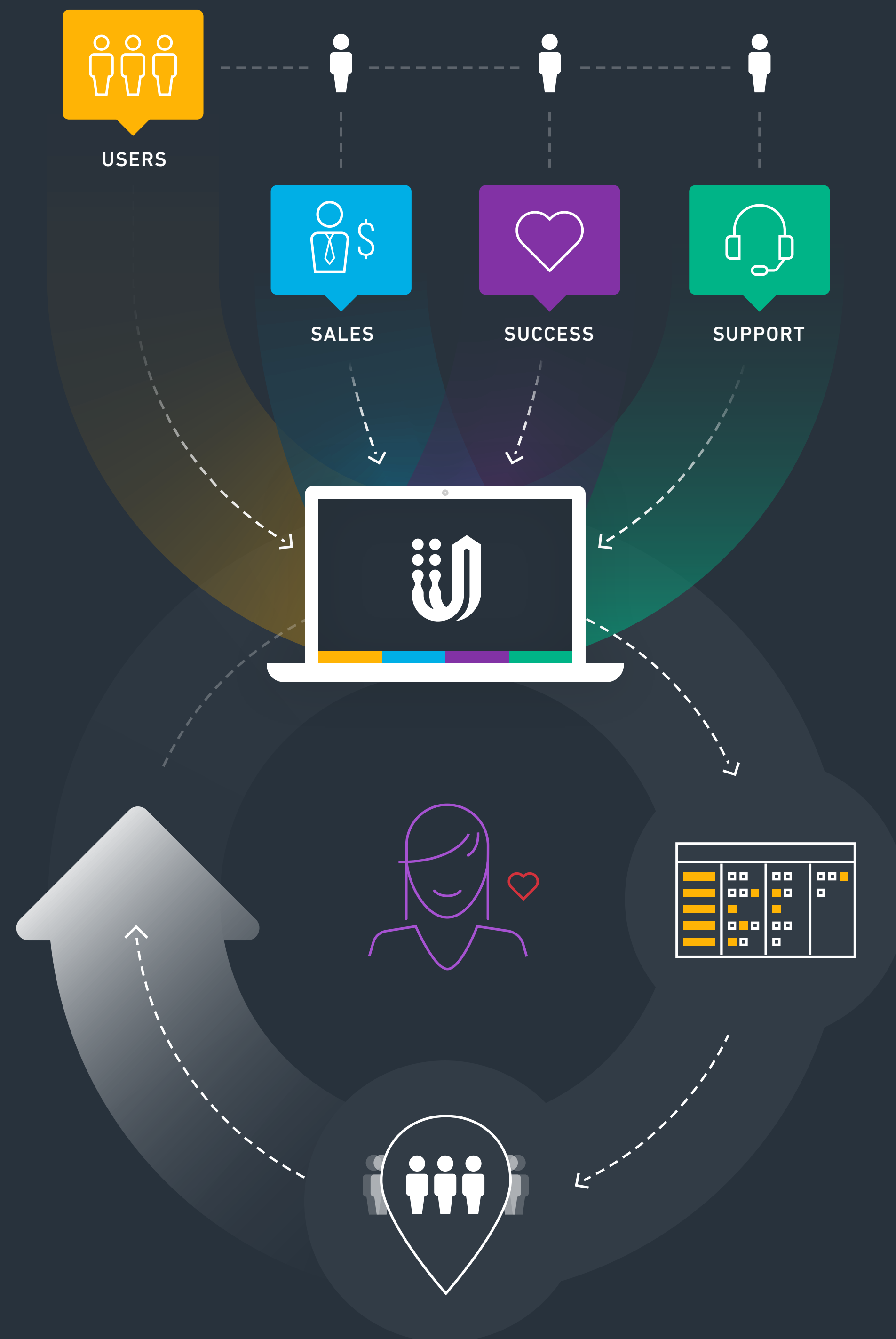
4

VALIDATING SOLUTIONS You probably look for customers to get feedback on features as soon as the engineering team begins developing them. Validating solutions with customers throughout their development process helps ensure that they meet customer needs, but you may have a difficult time identifying and qualifying the best customers to talk to without extensive analysis and research. You most likely have to look through a combination of qualitative customer requests, engagement and satisfaction metrics, and other behavioral data to help determine which customers you should speak with.

5

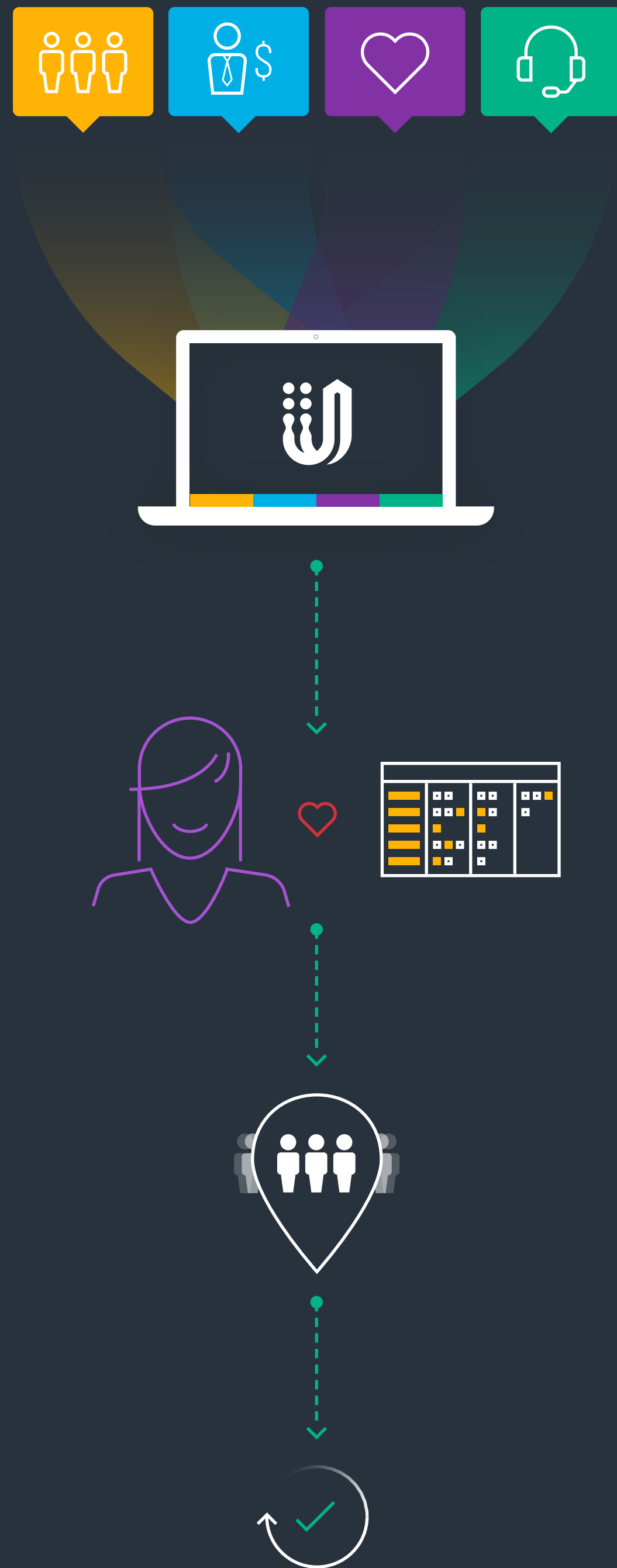
CLOSING THE FEEDBACK LOOP You may or may not respond directly to customers who have left feedback, which means some customers are left to find out that their feedback was heard when they see their requested feature in the product, or they're left forever wondering if they've been heard at all. If you want to close the customer feedback loop, you must manually identify and pull a list of all the customers who have requested a feature before contacting them, which can require a lot of effort.

OLD WAY



Time for a change?

If any or all of these challenges are familiar to you, you're due to upgrade your process. UserVoice takes care of feedback collection and streamlines your process helping you transform feedback into a reliable source of data from which to build a strategic product roadmap. Let's take a look at how your product management process could look like with UserVoice.

**1**

CAPTURING AND MANAGING FEEDBACK Feedback is now much more manageable. Feedback from every source including customers, sales, customer support and other internal teams is automatically captured and aggregated in one single place, so you don't have to spend time manually consolidating it. All the feedback is in a consistent format so now, you have more time to focus on what matters: analyzing that data to inform your product decisions.

2

MAKING SENSE OF FEEDBACK Feedback has become a reliable source of data. Now each piece of feedback, even ones that come from internal teams, includes customer data so you can compare customer requests like customer spend, satisfaction score, and other important contextual data. You can now encourage internal teams to give feedback since you're able to trust it. You can identify trends, segment, and analyze feedback from within UserVoice, or easily export your feedback data into your preferred BI tools for further analysis.

3

MAKING PRODUCT DECISIONS Now that you have data around every request, you can make more informed decisions around product strategy – prioritizing what to build and having the justification for why. UserVoice allows you to provide transparency around requests so it's easier for you to defend your roadmap to internal and external stakeholders. In addition, you can potentially show the impact of a feature, like for example which segment of customers it will impact the most, how much that is worth to the company, and which internal teams may benefit the most from it.

4

VALIDATING SOLUTIONS You can quickly reach out to self-identified groups of supporters to get more context into their requests and validate solutions at all stages of their development. You can select exactly which customers are the best qualified without first analyzing copious amounts of data to identify who you should talk to.

5

CLOSING THE FEEDBACK LOOP You can close the customer feedback loop in just a few clicks. You can effectively communicate with and update supporters of an idea as it moves through different product development stages and keep the most interested customers in the loop as you prepare to roll out new capabilities.