USERVOICE

The Product Management Software for Building Better Products

OVERVIEW

As a product manager, you have to deal with uncertainty and gather as much data as you can to make critical decisions for your product and your business. This is especially true when it comes to prioritizing your roadmap, which needs to balance the needs of the business with those of your customers. However, product requests come from many disparate sources - such as your sales team, customers, customer support, and executives - making it a challenge to prioritize the information, not to mention measure it.

UserVoice gives you everything you need to make data-driven product decisions. We aggregate incoming product ideas and provide metrics so you can make decisions on what to build next with data to justify them. In addition, we provide a direct channel to supporters of an idea so you can easily communicate the status of new features and close the communication loop after launch.

BENEFITS

+ Prioritize your roadmap with real data

+ Capture and quantify customer feedback at scale

+ Validate product ideas

+ Quickly identify supporters of your next feature

+ Close the feedback loop by communicating the status of an idea back to users

WHO VALUES USERVOICE

+ Product Management

+ Community Management
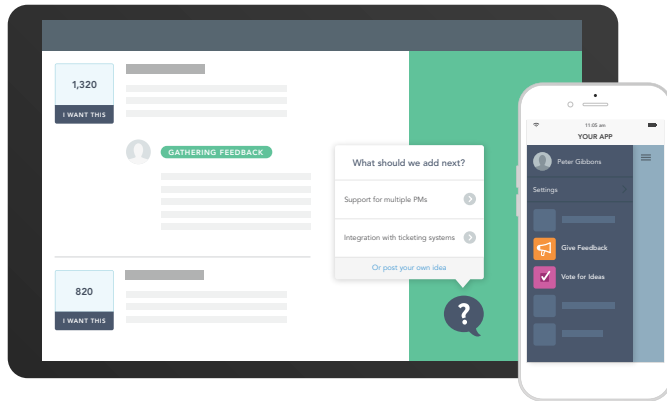
+ Customer Support

+ Sales Teams

> "The best part about UserVoice is that it takes the emotion out of key decisions we have to make. Data drives our roadmaps now."

NICOLE WILLIS
Product Analytics, Reporting and Feedback Manager

rackspace
HOSTING

Make Data-Driven Decisions
& Prioritize Your Roadmap


KEY FEATURES

In-App Deployment
UserVoice can help you hear beyond the noise by soliciting customer feedback directly from your website or app. Customers are more likely to provide feedback when they're already engaged with your product than in an email or newsletter.
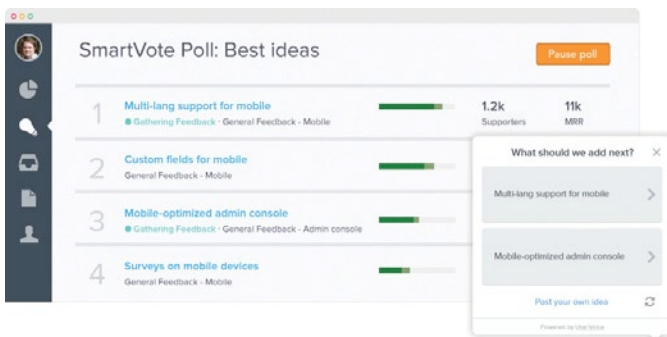
Data-Driven Roadmap Prioritization
SmartVote™ gathers statistically significant data related to customer demand, revenue, and return on investment through a single question survey designed to engage even the most casual of users. This enables you to prioritize product ideas, identify critical features, and measure the impact to your business.
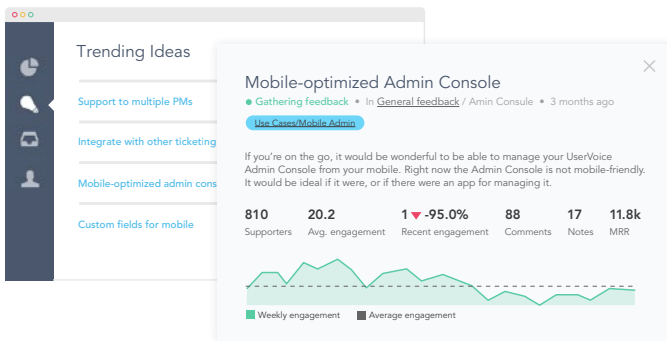
Advanced Trend Reporting
These metrics allow you to quickly identify hot or trending product ideas, determine whether user desire for an idea is increasing more rapidly or slowing down, and which ideas and user concerns remain relevant over time.
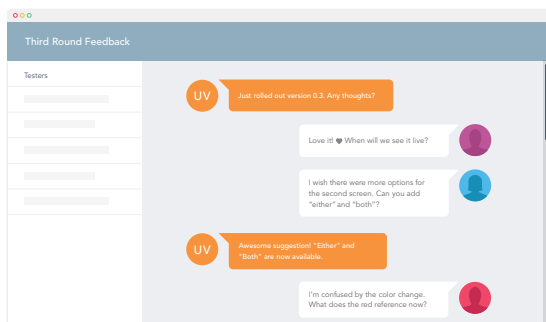
Communicate Directly with Supporters
UserVoice allows you to quickly identify the supporters of an idea and easily communicate to the group. Email users before launch to get volunteer beta testers or post-launch to drive early adoption of your new feature.