



# Identifying and prioritizing product features based on voice of customers and competitive intelligence

## Client

The product development team of a global technology firm.

The product engineering group wanted to drive its product roadmap, basis the voice of the customer. There were at least 20–25 feature launches/upgrades/fixes planned for each quarter, and the competition was extremely aggressive with new launch releases.

## Objective

- 1) The client needed competitive intelligence on the voice of customers for the competing brands, especially by product features. This would help them identify and target product features that are most talked about and the positive/negative sentiments around these features.
- 2) The client wanted to track the voice of its customers so that the efficacy of new feature launches and upgrades could be assessed.

## Solution

SGA's competitive intelligence solution helped the client get quick and frequent access to the voice of customers and sentiments.

- This information enabled the client in identifying key trending topics, features of high importance as per the voice of customers, and the sentiments toward these features for competing brands as well as their own products.
- The solution was built to automatically refresh every quarter to enable easier tracking. It was also flexible enough to incorporate new tracking parameters based on new decision points being considered by the client.

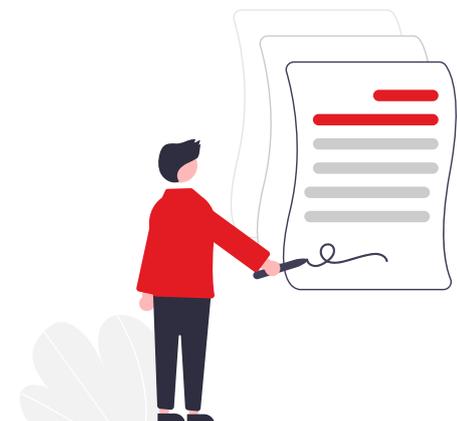
## Value Delivered

1

The client launched a set of key product features including an important product fix for the immediate quarter, which were planned for later as per the original product. This helped increase overall customer sentiments for the product.

2

The flexibility of SGA's solution in terms of customizing the tracking of newly launched features is being continually leveraged by the client for subsequent releases.



To know more about our Competitive Intelligence Analytics Services write to us on [dataanalytics@sganalytics.com](mailto:dataanalytics@sganalytics.com) or contact us on **+1 315 503 4760**