# wantoo

# WANTOO DRIVES **CUSTOMER INSIGHTS** INTO YOUR PRODUCT WORKFLOW

**Wantoo drives customer insights into your product workflow.**

Understand what's important at every point along the customer journey and feed these insights directly into your product plans.

## What do your customers Wantoo do?

The smartest companies know that Customer Experience (CX) is key to keeping customers and growing a business. A good CX will result in happier, more valuable customers who become your biggest advocates. Conversely, a bad CX gives you fewer customers and an army of detractors who will drive new prospects straight to your competitors.

Big companies know this. In fact, understanding CX and the customer journey is recognized as the key factor that differentiates high-performing marketing groups from their underperforming peers.  According to Salesforce, successful marketing teams are 10 times more likely to map customer journeys than those who are failing. But historically understanding customer journeys can be complicated, costly, time-consuming and not available to any but the biggest companies. Most CX programs have become slow and difficult to use without help from a team of consultants. Even when insights are brought to life, they remain disconnected from the very people who need them most: your product team.

Wantoo has changed that by providing a simple, lightweight solution that captures opportunities to improve your customer experience and drive those customer insights directly into your product plans.

In other words, we connect the work you're doing to understand customer experience with the work you're doing to improve your product.

This allows you to capture customer needs, build better products, engage your customers in product development, and build up an army of advocates who will extend your reach into their own professional and social networks.

Wantoo brings you CX clarity together with agile technologies that connect unstructured customer feedback from across your customer journey map to specific product improvements that your product management team can assess and act upon.

We collect feedback into refreshingly simple Idea Boards (which integrate with leading social and CRM platforms), find and prioritize popular and previously submitted ideas that merit your attention, and direct the top ideas to your product team by syncing your data with robust management tools such as Slack, Trello, and Jira.

# Here's how it works.

We keep it simple. There are 4 parts to the Wantoo platform.

## Collect

Wantoo Idea Boards help you get feedback wherever and whenever customers interact with your company. Collect data from any point in the customer journey—physical, digital, or mobile—with just a single line of code. Wantoo plays well with Zendesk, Salesforce, and Twitter.

## Prioritize

Not all customer feedback is equal, so don't waste time, money, and goodwill treating all feedback the same way. Wantoo helps you structure and prioritize every suggestion, so you can feed the winning ideas directly to the teams who manage your product development.

## Act

Don't get lost in overly-complicated Customer Experience management software. Don't let important insights die on the way to the product team. Wantoo helps you finish the job by syncing your data with the tools you use to organize your tasks, including Slack, Trello, and Jira.

## Engage

Close the loop. What good is feedback if your customers never see or hear a response to their suggestions? Feedback—and even responding to feedback—only has value if it results in real action. Once you've determined specific feedback responses, Wantoo creates automated notifications from your product management tools so customers stay on top of updates and share the news with their peers and social networks. Your would-be detractors can then become your biggest fans.

Try it for free today - www.wantoo.io
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