



# WANTOO CONNECTS **PRODUCT TEAMS** WITH QUANTIFIED CUSTOMER INSIGHTS

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## **Wantoo connects product teams with quantified customer insights.**

Understand how the product decisions you're making relate to defined customer needs. Preserve the connection between customer insights and the tools you use to build your product.

## **What do your customers want you to build?**

When it comes to product management, the smart companies are using tools like Slack and Trello to foster collaboration. But how does customer feedback get represented on these platforms? How do you preserve the conversation with your customers so that you can continue to engage them at different points in the development process? The product team needs to understand the Customer Journey, but at the same time can't be subjected to the white noise of unvetted complaints.

Wantoo was designed to put an end to disconnected workplaces and innovation processes. Wantoo connects new ideas across teams throughout your organization, making sure that the most important ideas make their way to the teams who make your products better. You get consistent, comprehensive communication and meaningful engagement instead of letting important ideas get lost in the shuffle.

Wantoo's agile technologies connect feedback from across your company or from partner companies into useful product suggestions that plug directly into your product management team's workflow. We collect feedback using all of your digital, physical, and social channels and integrate with leading social and CRM platforms. You can find and prioritize popular suggestions as well as previously submitted ideas that merit your attention, and use this data to help inform your product decisions. You can manage the whole process using the tools you're already using to manage your product development. Wantoo customer engagement can be driven using tools such like Slack, Trello, or 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 along the customer journey—physical, digital, or mobile—with just a single line of code. Wantoo plays well with Zendesk, Salesforce, and Twitter: wherever your customers are talking, you can listen.

## 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 the most relevant ideas directly to the teams who manage your product development.

## Act

Don't get buried in overly-complicated Customer Experience management software. Don't let crucial insights die on the way to the product team. Wantoo helps you build better products 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? 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 back to their peers and social networks. Your detractors can then become your biggest fans.

Try it for free today - [www.wantoo.io](http://www.wantoo.io)  
[hello@wantoo.io](mailto:hello@wantoo.io)