

## Product + customer support

By working closely with customer support teams, product can gain a better understanding of current customers' needs and pain points. This knowledge can then be used to inform product development and ensure that the product meets customers' requirements.



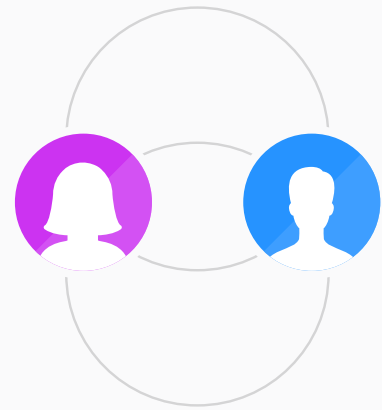
- ♦ **Establish regular communication and collaboration channels** through regular check-ins or meetings. The support team can provide feedback on common customer issues or complaints and suggest product improvements that can help address these issues. Product management teams can use this feedback to prioritize their product roadmap and make data-driven decisions that will improve the user experience.
- ♦ **Provide training and resources** to support teams to ensure they are well equipped to handle customer inquiries and issues. This can include product demos, FAQs, and knowledge base articles.
- ♦ **Define clear escalation paths** for P0 and P1 issues that require urgent attention from the product team. With a clear escalation process, support teams can quickly and efficiently escalate critical issues to the product team, which can help minimize any negative impact on the customer experience.
- ♦ **Develop a shared understanding of customer needs and feedback.** This can help ensure that product management is aware of the most pressing customer needs and can build products that address those needs.

### PARTNER BENEFIT:

**When customer support and product teams collaborate, they can bring their unique perspectives and expertise to the table, leading to a more comprehensive understanding of the issues at hand. This collaboration allows for a more efficient and effective resolution of customer issues, as the product team can quickly provide insights into the technical aspects of the product, while the customer support team can offer valuable insights into the customer's needs and concerns.**

**Want more tips on building better relationships with your colleagues?**

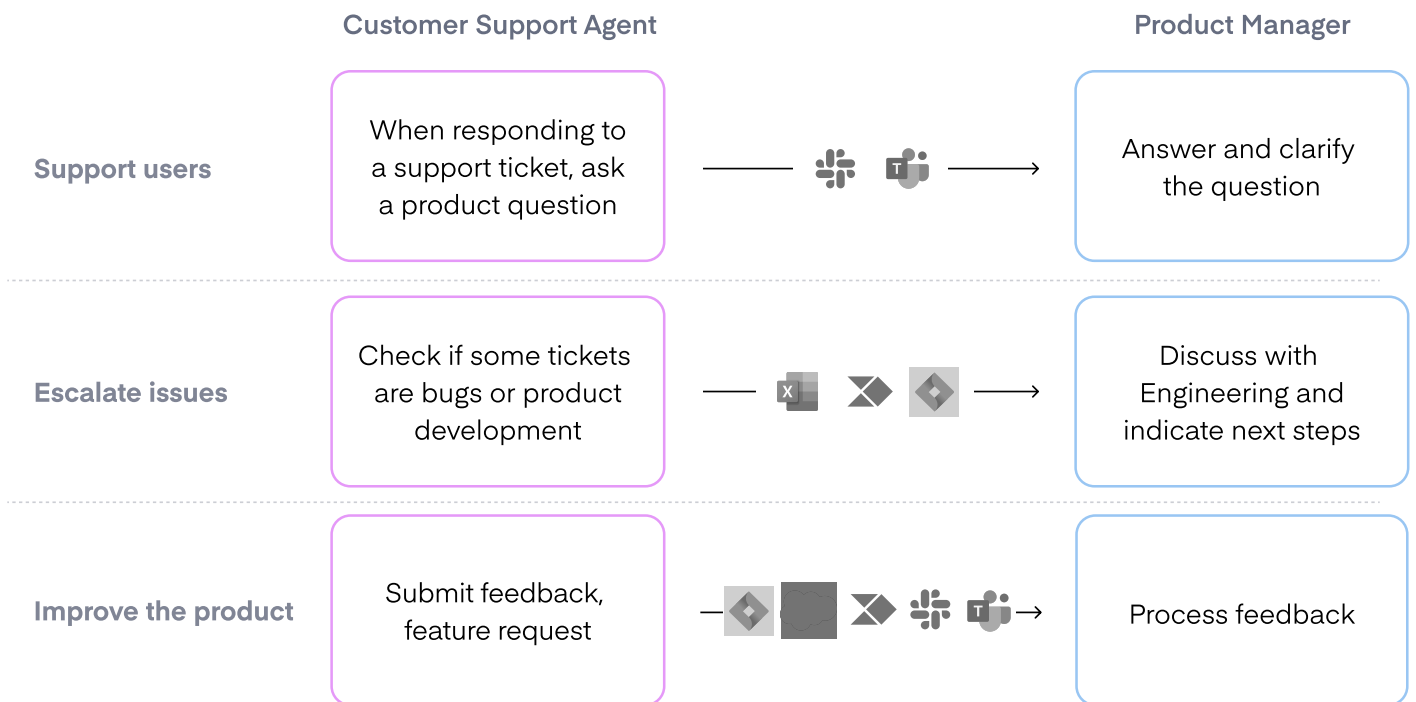
Check out the rest of our collaboration cheat sheets here: [Achieving Product-GTM Alignment](#)



ALIGNMENT TIPS

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## Common interactions



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### Achieving Product-GTM Alignment

Learn how high performing product teams partner with sales, customer success and more to improve the product launch process and accelerate growth

