

A tailor-made proposal on how Salesforce can:

Build Customer-Centric Products That Drive Innovation

Unlock the Voice of Customer with Productboard

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How can Salesforce continue to drive innovation and growth—while maintaining operational efficiency and keeping its existing customers happy?

With Productboard, Salesforce can listen to the voice of the customer, driving smarter decisions across every part of the product development lifecycle. Productboard is the only customer-centric product management platform that allows you to understand what customers need, prioritize what to build next, and align everyone around the roadmap. As a result, Salesforce can accelerate innovation, optimize efficiency and productivity, prioritize effectively—and ultimately build products that better address customer needs.

◆
24%

improvement in speed to market since using Productboard

◆
32%

average improvement in overall team efficiency

◆
80%

say with Productboard they can build products that better meet their customer needs

Trusted by 6,000+ customers



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zoom

Cartier



aggreko



L'ORÉAL

1800 contacts

Salesloft.

vmware
Carbon Black

zapier

amazon one medical



A note from our CEO

At Productboard, we're passionate about empowering innovative companies like Salesforce to build products and features we know your customers will love. In fact, it's always been our mission to make products that matter, together.

We know helping your customers achieve success is central to your mission at Salesforce. By providing a single source of truth for all customer data, Productboard ensures that your customer needs are front and center—and helping your product teams build products that address them.

Join us in harnessing the voice of the customer to drive innovation, unlock new growth opportunities, and surpass the competition.

Hubert Palan

CEO of Productboard



By partnering with Productboard, Salesforce can:

Stay on top of evolving customer needs

- **Customer insights**
Centralize customer or user feedback across sources and uncover valuable insights at scale.
- **Customer engagement**
Update and close the loop with customers, allowing them to feel heard and improving their confidence in your product plans.
- **Product discovery**
Identify new opportunities and solve the right problems to move the business forward.

Run an efficient, coordinated product org

- **Strategic product planning**
Optimize product planning to keep the team focused on the initiatives with the highest impacts.
- **Data-driven prioritization**
Organize ideas and determine what to build next using a rigorous, data-driven approach.
- **Cross-team collaboration**
Enable seamless collaboration across departments, product lines, and business units.

Perfectly align product teams and business stakeholders

- **Roadmapping**
Create, share, and collaborate with tailored, real-time roadmaps.
- **Go-to-market alignment**
Equip customer-facing teams to articulate your product vision.
- **Executive alignment**
Improve stakeholder visibility, confidence, and buy-in on your product strategy.

Salesforce + Productboard

Meet the leaders of our powerful existing partnership

Andrew Lawrence

Commerce Cloud

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Drew Lau

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Expand our success and define what's next

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"We're able to plan as we go in Productboard, so for a recent release, the planning process was cut from the usual 2-3 weeks to just a couple of days."



Andrew Lawrence,
Commerce Cloud

"If we're looking at a feature that is attached to a lot of red accounts or a larger customer who has a major impact on our revenue, we can really get into that segmentation in Productboard."



Drew Lau,
Commerce Cloud



Today, Productboard enables Salesforce to:

- **Streamline strategic planning**

We provide a robust system of record for your planning and strategy that delivers seamless workflows and connects your teams' tactical work to your company goals.

- **Connect customer feedback to product development**

Productboard integrates customer feedback directly into your product strategy—and even enables forwarding of Slack-based feedback directly from Slack Connect and Account channels.

- **Link product decisions to business outcomes**

Our platform helps you improve customer segmentation with dynamic segments and tie work directly to revenue using aggregated company fields and opportunity value capabilities.

- **Build clear, informed roadmaps**

Salesforce uses Productboard to create transparent, informed, and always up-to-date roadmaps that allow you to efficiently share and tailor plans across your organization.

SPOTLIGHT

Salesforce Commerce Cloud

Shortened release planning
from 3 weeks to 3 days



With Productboard, Salesforce Commerce Cloud:

- Remains coordinated across multiple cloud business units thanks to reliable and consistent product data
- Links revenue data to features, ensuring important customer needs are considered
- Reduces pushback from leadership and engineering through data-driven prioritization



The Value of Voice of Customer Automation with Productboard

Share and Search Knowledge

Strengthened feedback effectiveness

Based on estimate increase in connected account value delivered through product gaps via:

- Self-service of insights to expanded set of PMs
- Searchable entry to provide stronger feedback signals (easily +1'ing existing feedback)

Accelerate Work with Automation

Automated batching of top and trending gaps

Based on avg hours VOC CS uses to identify top feedback themes and manually batch gaps

Automated product gap updates in Slack

Based on the number of gaps VOC CS updates with roadmap status changes saving 1 hour each.

Connect & Engage Everyone

Close the loop with customers

Creates engagement opportunities with customers, providing updates on gaps submitted

Decrease one-off follow-ups by the field

Improved productivity by removing duplicate follow ups on roadmap status between PMs<->CS & Sales



\$1.3M

Est. total annualized benefit for the field and VOC

Product Gap automation will drive PDE productivity, introduce new capabilities to engage with customers, and strengthen feedback signals to deliver more value for our customers.

Why Productboard?

AUTODESK

Optimize team efficiency

- Increased visibility and planning for multiple business units across 300+ products
- Eliminated hours spent by PMs on alignment calls by centralizing feedback

amazon one medical

Prioritize effectively

- Reduced manual work e.g. calculating effort or showing rationale for prioritization
- Now prioritizes 1,200+ features per planning cycle and can build roadmaps in 60 secs

FedEx®

Increase company revenue

- Centralized data from disconnected systems, improved visibility for engineering, and reduced meetings
- Shortened delivery cycle by 64% (60 – 24 days)

Trusted by 6,000+ customers including Fortune 500 and high-growth companies



zoom

UiPath™

AXON

JPMORGAN
CHASE & CO.

here

pitney bowes

fastly

avast



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◆ **80%** say with Productboard they can build products that better meet their customer needs



How Productboard can help

- ✔ **Customer-centric product management:**
Centralize and prioritize customer feedback with Productboard—ensuring product decisions are driven by real user insights and needs.
- ✔ **Seamless integration with Salesforce:**
Native integration allows for streamlined workflows and enhanced product planning, directly connecting feedback from Salesforce opportunity fields and other data points.
- ✔ **Enhanced cross-functional collaboration:**
Access a single source of truth to improve visibility and collaboration across multiple product teams and accelerate decision-making and execution.
- ✔ **Real-time roadmap visibility:**
Keep all stakeholders informed and aligned with dynamic, real-time roadmaps—reducing time and effort spent on manual updates and communication.
- ✔ **Data-driven decision making:**
Productboard links feature prioritization with revenue data, helping your teams make informed decisions that are aligned with your goals and deliver customer value.
- ✔ **Efficient prioritization and resource allocation:**
Ensure resources are allocated to the most critical and high-value initiatives by efficiently prioritizing features based on customer impact and business value.
- ✔ **Streamlined feedback loop:**
Forward feedback directly from Slack and other channels, ensuring valuable customer insights are captured and acted upon efficiently.
- ✔ **Accelerated release planning:**
Reduce the time required for release planning from weeks to days, eliminating complexity and enabling more frequent and reliable feature releases.
- ✔ **Scalable and flexible platform:**
Gain robust product support that scales as Salesforce evolves and adapts to your growing needs
- ✔ **Improved customer engagement:**
Deliver personalized and impactful customer experiences by integrating feedback and usage data—driving higher engagement and satisfaction.



Supercharge and scale your product team with AI

Improve product decisions and ship faster with AI that's fully integrated into your product management platform.

Make the right decisions

Build the right solutions, informed by thousands of data points intelligently synthesized by AI.

Improve PM productivity

Complete tasks in an instant that previously hours, and delegate work to AI and win back time for strategic thinking.

Ship faster—way faster

Accelerate entire phases of your product lifecycle by prioritizing and validating ideas in days, not months.

Benefits of connecting insights to features at scale

Understand needs and share user context

Obtain many more qualitative insights for each feature, and improved AI auto-specification

Make better-informed product decisions

Automatically and accurately calculate prioritization scores, such as user impact or opportunity value

Gain more insights on VIP customer needs

Obtain a 360 degree view on a customer's past requests—and track progress toward meeting them.

Close the loop with customers

Identify the right customers to recruit for discovery interviews or to inform that a new feature is live.



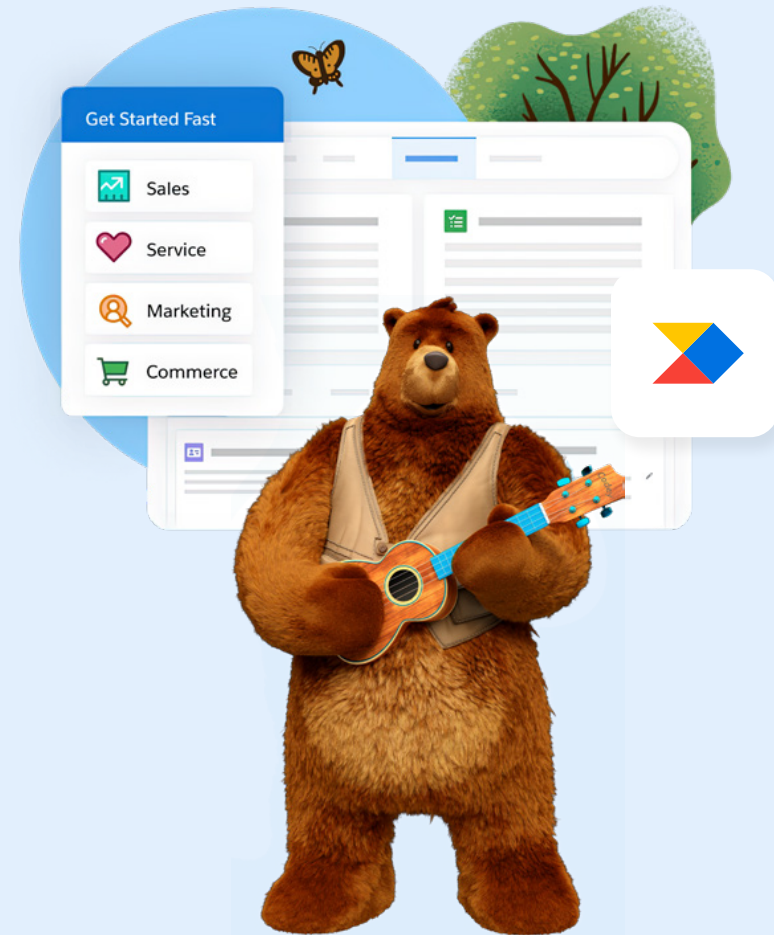
Executive summary

By partnering with Productboard for Voice of Customer Automation, Salesforce can:

- Harness the voice of the customer to drive innovation, unlock new growth opportunities, and surpass the competition
- Stay on top of evolving customer needs by capturing and incorporating the voice of the customer across your entire product development lifecycle.
- Run an efficient, coordinated product organization with strategic product planning, cross-team collaboration, and optimized product operations
- Perfectly align product teams and business stakeholders with tailored, real-time roadmaps for both go-to-market teams and executives

Productboard is the only product management platform that provides a single source of truth for all customer data—so you can uncover trending customer needs and build products that address them, faster and more efficiently.

Salesforce, let's build products that matter, together.



Thank you

Contact

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