

The Impact of Productboard

With customer needs front and center, Productboard is the end-to-end product management platform that empowers product teams of all sizes to drive real business value—but don't just take our word for it.

We surveyed **1000+** of our most active Productboard users. Here's what they had to say.

Accelerate Speed to Market

Build better products that solve real problems, faster

[Get started](#)[Request demo](#)**24 %**

Average improvement in speed to market

80 %

Report building products that better meet customer needs

71 %

Saw ROI in under 12 months

The entire release planning process was cut from **2–3 weeks** to just a **couple days** because we are able to plan as we go.



Andrew Lawrence
Senior Director of Product Management

From **30% to 75%** on delivery date accuracy in **12 months**. From **2 months roadmap visibility** to **9 months** accurate planning. From managing **6 boards** to **1 unified roadmap**.



Dimitri Rodrigues
Chief Product Officer



Michelle Pelletier
CEO

Productboard has **significantly improved** our organization's ability to track feature requests and enhancements. By centralizing and prioritizing customer feedback, we have **reduced the time spent** on manual tracking by **40%**, enabling our product team to focus more on strategic initiatives. The platform has also increased our **team's productivity** by **30%**, providing clearer insights into enhancement needs and ensuring that the most impactful features are prioritized and developed. Additionally, our **customer satisfaction scores have improved** by **20%** due to more responsive and targeted product updates.

Decrease Operating Costs

Optimize efficiency & productivity across the company



Productboard has improved the **productivity** of our product teams by **30%**. They are now able to understand **product strategy** and use Productboard on a daily basis to make decisions.



Anabela Cesário,
Director of Product Operations

With this **roadmap approach**, we can identify **features** that **match our strategy** and predict their return on investment. This allows us to **prioritize effectively** and allocate resources efficiently.



Claire Milligan
Co-Chief Product Officer

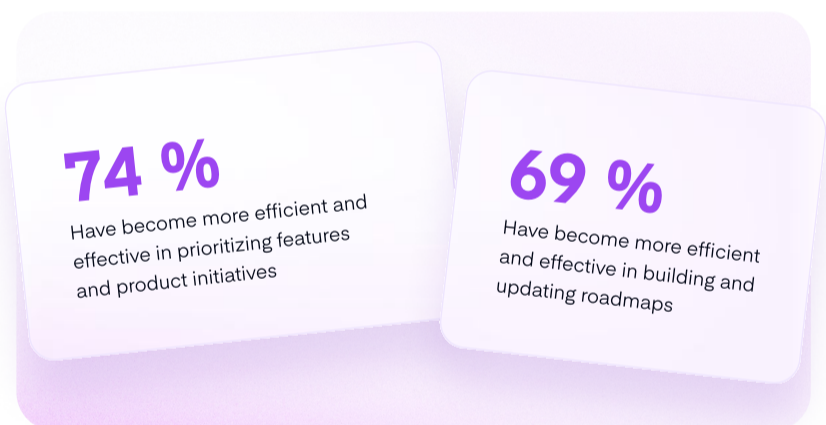
Just having all our **user research** and **feedback** in one place is a huge time-saver for us... across the team, this **saves hours of effort every day**.



Arnita Curtis
VP of Product Management

Prioritize to Retain Customers

Drive focus on what matters most to keep customers satisfied



Productboard is our **central hub** for **product planning** and release coordination, aligning **stakeholders** across teams and breaking down work into **manageable tasks efficiently**.



Pavan Chakka
Director of Product Management

Last year **Productboard** enabled us to **collect 300+ feature requests** to inform 2024 roadmaps. Productboard has also reduced the time it takes to complete **quarterly and annual planning**.



Tara Butler
Director of Product Management



Sahar Omrani
VP of Product Management

Previously, we had **no place for feedback** and **ideas**. Now, **Productboard is our single source of truth**, helping **organize ideas**, prioritize work, and **oversee research**. Our roadmap and milestones are managed in Productboard, improving internal communication and expediting **planning by 50%**.