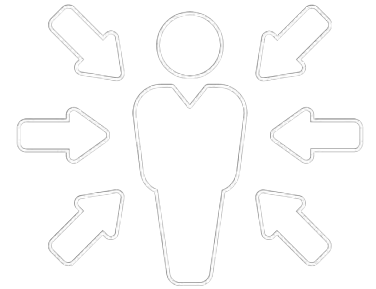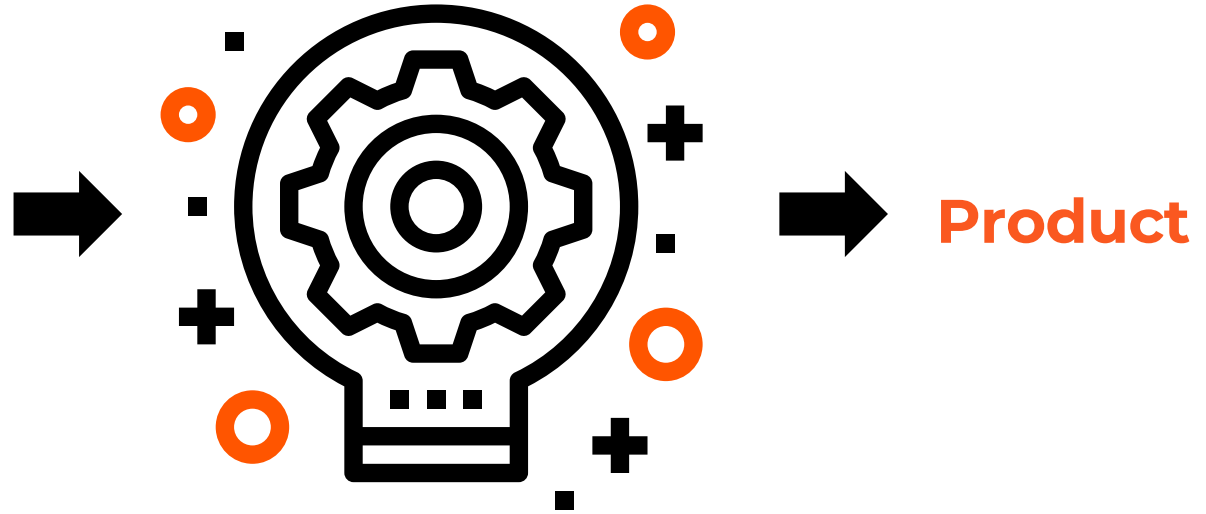# Customer driven product development

# Product plan categories

Business support

Strategic

Technical

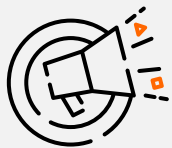Customer needs



**Product**

# Product plan categories

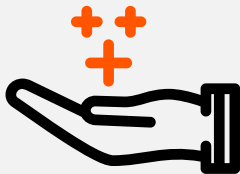| Business support | Strategic | Technical | Customer needs |
|---|---|---|---|
| Marketing Automation | Map | Server Problems | Destinations |
| CS Ticketing | | | Favorite |
| Remote registration | | | Accessibility |

# Why customer needs are as important as business needs?

| Competitive advantage | Sustainable growth | Brand preference |
|---|---|---|

# How to convince organization to invest in CX?

| Demonstrate the ROI of good design | Run test and share the results | Try a Proof of Concept test case |
|---|---|---|
|  |  |  |

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# How to capture customer needs?

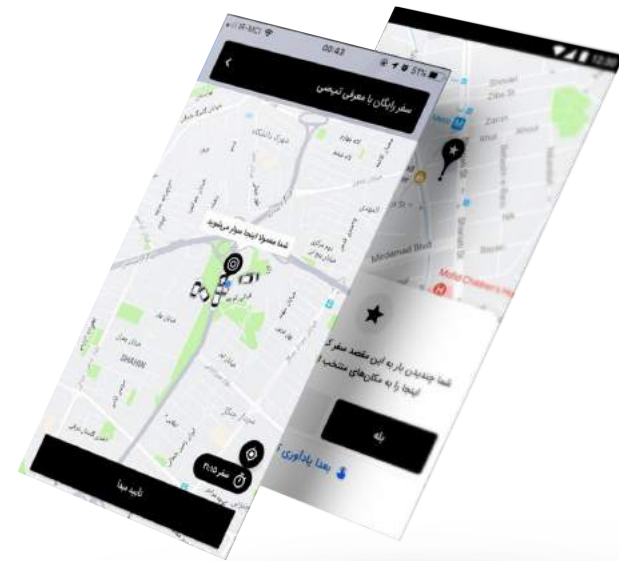## Reactive feedback
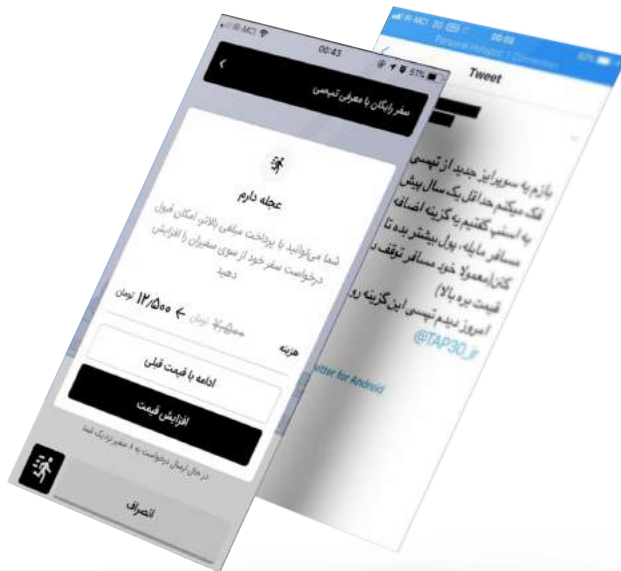
Social listening

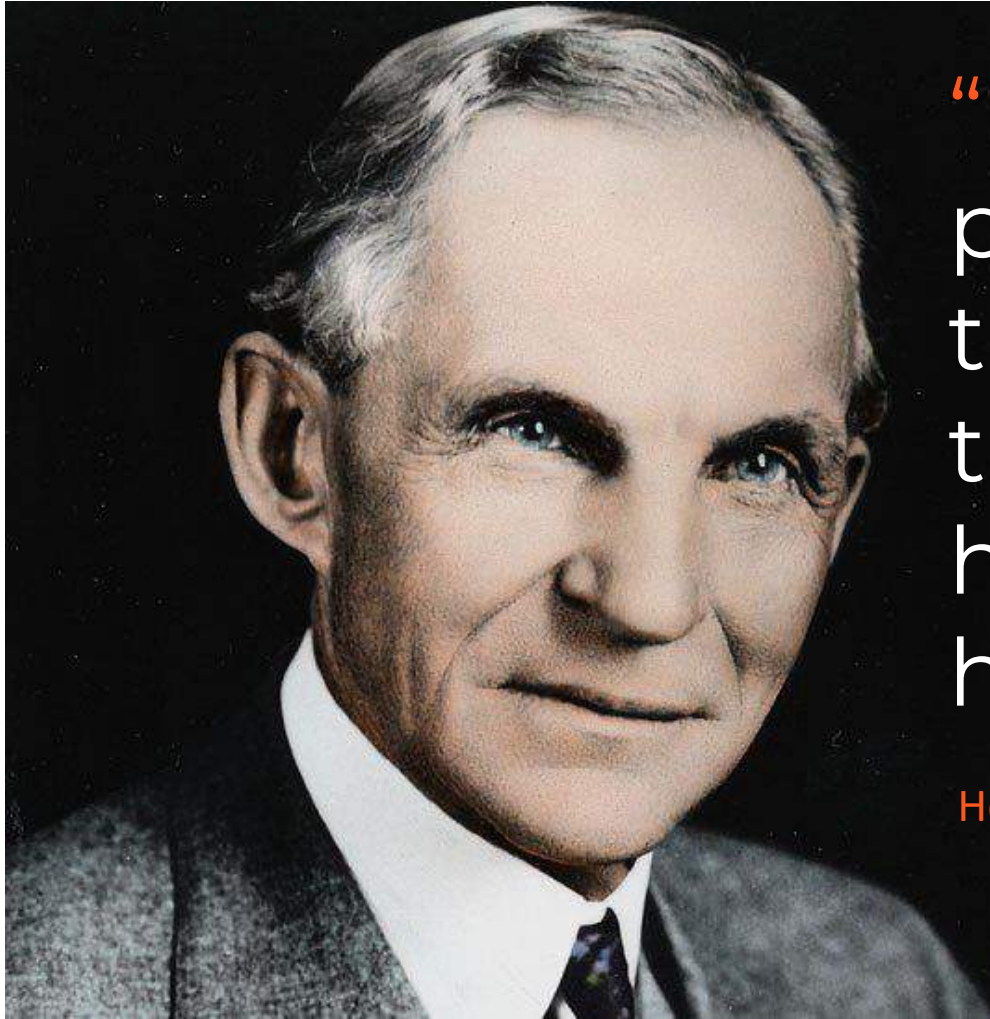Call center/Support

In-app feedback channels

## Proactive feedback

In-app analytics and data analysis

Surveys

Focus groups

"If I had asked people what they wanted, they would have said faster horses."

Henry Ford