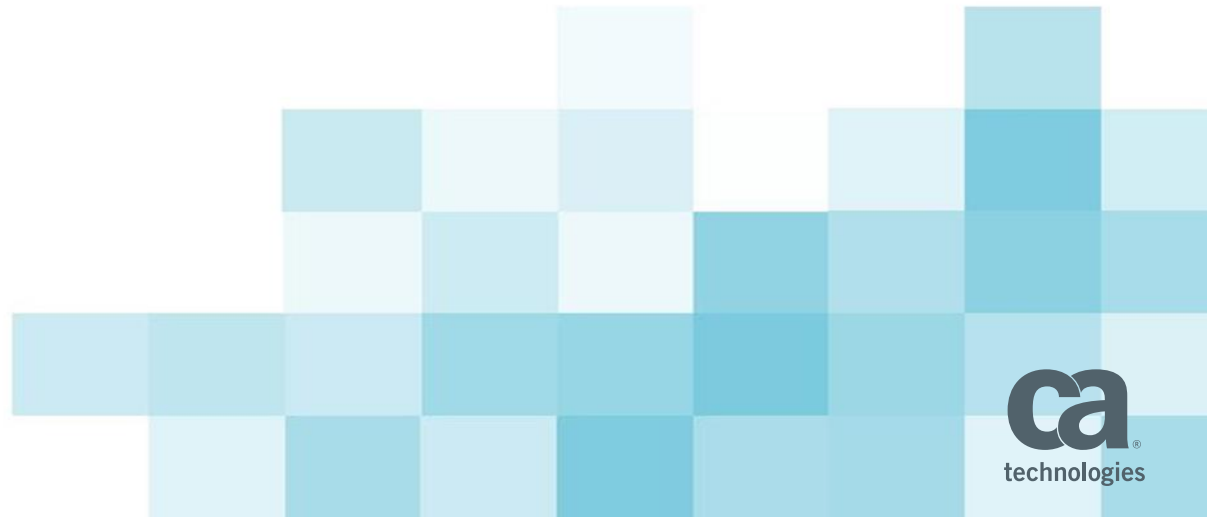# Voice of the Customer

CA Service Management

March 2017

Customer Voice Process
Defects

Effective Triage — **Quick Disposition, Accurate Prioritization, Single Funnel**

Holistic Resolution — **More Collaborative Approach, Optimal Routing**

Cumulative Quality — **Cumulative Patches, Improved Quality of Update**

Focused Communication — **Milestone based updates, Reduced Information Noise**

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Customer Voice Process
Ideas

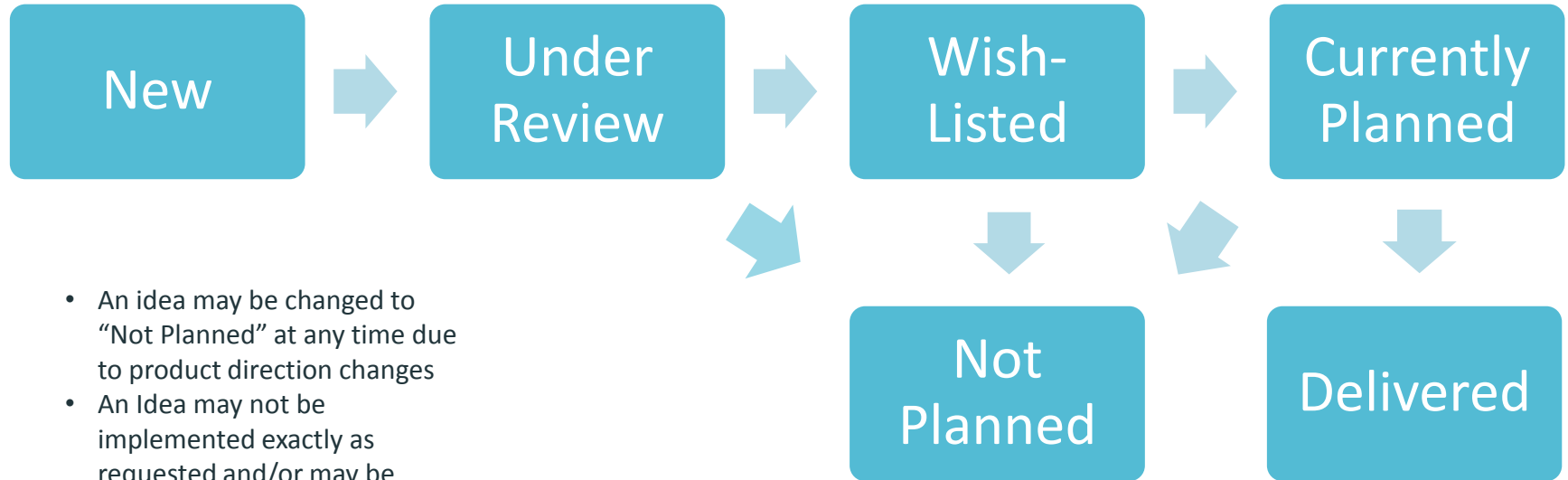|	
Data Analysis	Identify themes, duplicates, delivered, out of date, etc..
Scores	Determine importance across customer base
Align with Initiatives	Link ideas to existing initiatives/features or drive new
Balance	Investment in existing features and new features
Process	Review new ideas quickly, gather additional feedback from community

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Ideation Process

New	→	Under Review	→	Wish-Listed	→	Currently Planned

- An idea may be changed to "Not Planned" at any time due to product direction changes
- An Idea may not be implemented exactly as requested and/or may be delivered in a new user experience.

Not Planned

Delivered

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Influencing Our Roadmap

CA Communities Ideation

- Submit your ideas on communities.ca.com
- Vote & comment on ideas that are important to you
- CA Product Management reviews ideas and updates status as they move through the lifecycle
- "Currently Planned" idea status indicates inclusion in Agile Backlog or Product Roadmap

Customer Validation

- Register to participate in:
  - Live Demos/End-of-Sprint Reviews
  - Private - Members Only - Online Community
  - Pre-Release Onsite Testing and Support (Beta)
  - Upgrade Support from SWAT Team
- How to register: validate.ca.com

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Sr Product Manager

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