

Feature request tracking and prioritization

Automatically captures, categorizes, and prioritizes customer feature requests from multiple channels, then routes them to product teams with data-driven priority scores based on customer value and usage patterns.

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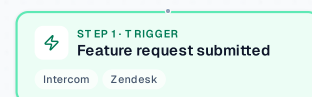


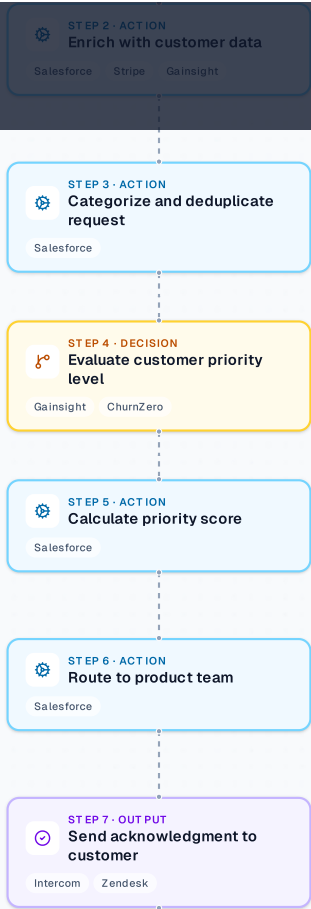
WORKFLOW TRIGGER

Customer submits feature request via support ticket, chat, or feedback form

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Feature request submitted

Customer submits a feature request through Intercom chat, Zendesk ticket, or direct feedback form. The system captures the request details and customer information.

2

 ACTION

Enrich with customer data

Pull customer account details, subscription tier, MRR, and usage analytics from Salesforce and Stripe. Gather customer health score and engagement metrics from Gainsight.

Salesforce

Stripe

Gainsight

3

 ACTION

Categorize and deduplicate request

Use AI to categorize the feature request by product area and check for duplicate requests. Merge with existing feature requests if duplicates are found.

Salesforce

4

 DECISION

Evaluate customer priority level

Determine if the requesting customer is high-value based on MRR threshold, customer tier, or churn risk score. Route high-value customer requests for expedited review.

Gainsight

ChurnZero

5

 ACTION

Calculate priority score

Generate weighted priority score based on customer value, request frequency, strategic alignment, and potential revenue impact. Update feature request record with calculated score.

Salesforce

6

 ACTION

Route to product team

Automatically assign feature request to appropriate product manager based on category and priority level. Create task in Salesforce with all enriched context and priority scoring.

Salesforce

7

 OUTPUT

Send acknowledgment to customer

Notify customer that their feature request has been received and provide tracking reference. Include estimated review timeline based on priority level.

Intercom

Zendesk



Outputs

- Prioritized feature request in product backlog

- Customer acknowledgment with tracking ID

AI Business OS

Product team task assignment



Key Metrics

- Feature request response time
- Customer satisfaction with feedback process
- Revenue impact of implemented features



Tools & Integrations

- Intercom
- Zendesk
- Salesforce
- Stripe
- Gainsight
- ChumZero

AI Business OS

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