

# Actionable Customer Feedback Guides Roadmap and Reduces Churn

*Apptentive Helps Company Drive Product Prioritization, Ratings, and Lifetime Value*

A global company removed a feature at the request of an executive, without justifying the decision based on data. Customers were unhappy with the update, reducing the company's app ratings to 1-star and negatively impacting retention. The product team needed a way to capture actionable customer feedback in order to justify future product roadmap decisions and to stop internal debates from derailing progress.

The company implemented Apptentive's software and utilized [In-app Surveys](#). They designed questions (e.g. "What would you like improved in the app?" and "Which feature should we build next?"), defined segments, and collected results. Automatic, real-time reports were created and shared amongst the teams involved. These reports included custom data about the customer environment to provide the company with a contextualized view of their new data.

## RESULTS

The survey results provided real-time, actionable data for the product team. Within the first week, **the team was able to collect 10,000 automatically-organized responses** – revealing two clear winners from the list of features customers wanted improved. The mobile product manager used this customer data to **back up their roadmap decisions, make their app better for customers, and prioritize features, backlogs, and bugs**. As a result of catering to customer demand, the company was rewarded with a high volume of 5-star reviews, and reduced churn.

## About Apptentive

At Apptentive, we're the experts in mobile customer experience and in-app communication. Our in-app messages, surveys, and intelligent rating prompts empower brands to build meaningful relationships with their customers. Our software makes it easy for any company with a mobile app to grow retention, boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of mobile customer conversations every month across the world.

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*Build Loyalty, Spread the Love*

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