

CASE STUDY

Using Quantitative Research to Prioritize Features for a Product Roadmap

OBJECTIVE

What would you do if you needed to prioritize the features of a new software platform you were building a product roadmap for, while ensuring differentiation from others already on the market?

A quantitative research helped our client to identify which product features were of high and low value to both users and non-users of this platform. Ultimately, our findings helped our client to prioritize their product roadmap and uncover the features and capabilities that would differentiate their product from competitors.

THE BUSINESS PROBLEM

A large software and tech company needed to better understand the features and capabilities of a new software platform that sales teams were using to enhance their performance and boost revenue. They would use these insights to help shape their own product roadmap and differentiate their product.

THE SOLUTION

We surveyed 200 sales managers—both users and non-users of the software platform. Key findings included:

1. **Focus on Essential Features:** Users saw call recordings, meeting insights, and CRM integration as must-haves needing continuous improvement, while non-users prioritized advanced forecasting and risk assessment.
2. **Boost Revenue Opportunities:** To help users identify upsell and cross-sell opportunities, we recommended customizable tagging features to highlight key phrases or signals.
3. **Enhance Data and Analytics:** Strengthening analytics and adding performance tracking features could attract new users and convert those on competing platforms.

By implementing these insights, our client built a strategic product roadmap that prioritized key features and successfully differentiated their product in the market.

AT A GLANCE

Challenge

- Needed to prioritize features and capabilities to build a product roadmap that was differentiated from competing platforms

Solution

- N=200 survey, focusing on sales managers
- Identified the features that mattered most to users, helping our client develop a strategic product roadmap and market differentiation



We found that core features like call recordings, meeting insights, and CRM integration were the true priorities—these 'table stakes' mattered most to users. It wasn't about flashy extras. This insight helped our client refocus their roadmap on what really drives value.

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