

Voice of Customer & Market Intelligence

A repeatable operating system that turns scattered signals into decisions for product, positioning, pricing, and growth.

VOC

MARKET INTELLIGENCE

ROADMAP INPUT

The challenge

Customer feedback, sales conversations, competitor changes, reviews, and performance data lived in different places. Leaders could see anecdotes, but not consistent patterns or confidence levels.

The system

Designed a shared taxonomy, source-quality rules, sentiment and intensity scoring, duplicate clustering, and an action tracker. A weekly readout separated meaningful movement from noise.

LISTEN

Multi-source
signals

STRUCTURE

Shared tags
and scoring

INTERPRET

Patterns, risk,
opportunity

ACT

Owner, next step,
measure

Executive output

A concise weekly view of emerging themes, signal strength, source mix, affected audiences, business implications, and recommended actions. Findings linked directly to supporting evidence.

What changed

Market intelligence became a repeatable input to prioritization, positioning, roadmap conversations, and revenue planning, with accountability for what happened next.