



**CUSTOMER SUCCESS STORIES:**

# **Driving Product-Sales Alignment**

WITH VIVUN

**IT  
TAKES  
TWO.**

**vivun.**

**Effective Product-Field Alignment ensures that the products meet real market demands, increasing customer satisfaction, higher win rates, and significant revenue growth. However, achieving this alignment is often fraught with challenges, including fragmented communication, inconsistent data capture, and the struggle to prioritize feature requests that truly impact the bottom line.**

This collection showcases the journeys of five innovative companies, each a leader in their respective fields, that have overcome these challenges by leveraging Vivun's cutting-edge solutions. Each story highlights how these organizations structured people, processes, and technology to transform operations.

These stories demonstrate the tangible benefits of Vivun's solutions and provide actionable takeaways for organizations looking to foster a more cohesive and effective product-field relationship. Explore how they have harnessed the power of alignment to achieve remarkable results, and learn how your organization can do the same.





# SERVICETITAN



ServiceTitan, the leader in Field Service Management software, sought to enhance its alignment between product development and sales to maintain its market position.

## Situation

Before Vivun, ServiceTitan faced significant challenges in managing the product-field feedback loop. The company relied on documents and spreadsheets to capture and communicate product gaps, which resulted in several critical issues:

- **Lack of Confidence in the Roadmap Vision:** Internally, there needed to be more certainty about the direction of the product roadmap. Without a structured approach to capturing and analyzing product feedback, it was difficult for ServiceTitan to ensure their roadmap aligned with market needs and customer expectations.
- **Limited Understanding of Feature Development Impact:** The impact of new features and updates on customer satisfaction and market performance needed to be better understood. This limited ServiceTitan's ability to make informed decisions about future product investments and improvements.

## Solution

ServiceTitan armed its Sales Engineering team with Vivun, citing integrations with Salesforce and Jira as the winning features. With Vivun, ServiceTitan has transformed its product feedback loop, enhanced collaboration between sales and product teams, and optimized its product development strategy.

Salesforce integration allows ServiceTitan to capture product feedback during customer interactions, ensuring that insights are recorded accurately and promptly. The [PLM] integration contextualizes product gaps by linking customer feedback with development tasks and prioritizing features based on real-time data and market needs.



## Results

After implementing Vivun, ServiceTitan experienced improvement in their product development and sales alignment processes:

- They realized a 65% reduction in the time required to capture, contextualize, and communicate product gaps. This efficiency gain allows their Sales Engineering teams to focus more on strategic initiatives and less on manual data entry and coordination.
- Additionally, 56% of ServiceTitan's product roadmap is now directly influenced by field data. This shift has ensured product development is closely aligned with customer needs and market demands, leading to more relevant and impactful product releases.

**// Vivun has facilitated a much more productive and data-driven partnership between Sales and R&D. The revenue upside data we present has enabled us to gain influence through bidirectional value sharing. Thanks to this data and the outcomes we're achieving together, our feedback loop meetings have expanded from a biannual exercise to a monthly one."**



**DEREK HALL**

VP of Solutions Engineering at ServiceTitan

As ServiceTitan continues to evolve in a rapidly changing market, and Vivun remains a critical partner in helping the company navigate the complexities of product development with agility and precision. By leveraging Vivun's AI-powered solutions, ServiceTitan is well-positioned to continue delivering innovative, customer-centric products that drive growth and success.

# F5 NETWORKS

F5 Networks, the leader in application security and delivery, wanted to enhance its product development and sales alignment to improve market responsiveness and reduce customer churn.



## Situation

Before implementing Vivun, F5 Networks faced challenges managing their product-field feedback loop. The company relied solely on Salesforce to capture, contextualize, and communicate product gaps, leading to critical issues:

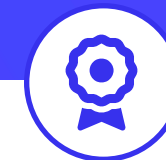
- **Customer Frustration:** Product gap management was insufficient, resulting in a disconnect between product offerings and customer needs. This disconnect contributed to high customer frustration, as F5 Networks struggled to deliver timely and relevant product updates that met market expectations.
- **Ineffective Product Development and Go-to-Market Strategies:** Without a streamlined method for capturing and communicating customer feedback, F5 Networks experienced delays and inefficiencies in their product development processes. This lack of timely insights hindered their ability to quickly adapt to market demands and optimize go-to-market strategies.



## Solution

F5 Networks selected Vivun for its ease of use, ease of administration, and seamless integration with Salesforce. Vivun's platform enabled F5 Networks to capture, contextualize, and communicate product gaps, revitalizing their product development process and enhancing collaboration between sales and product teams.

Vivun's intuitive interface made it easy for F5 Networks' teams to adopt and use the platform quickly, minimizing disruption and maximizing impact. Also, by integrating directly with Salesforce, Vivun allowed F5 Networks to continue using their existing CRM infrastructure while enhancing it with powerful product gap management capabilities. This integration ensured that all customer feedback and insights were captured directly within their established workflows.



## Results

With Vivun, F5 Networks saw a substantial improvement in their sales and product alignment, which led to several key outcomes:

- 20% reduction in the time required to manage product gaps. This efficiency gain enabled the team to act more swiftly on customer feedback and make faster, more informed decisions regarding product development and marketing strategies.
- 15% of F5 Networks' product roadmap is now directly influenced by data from the field. This shift has ensured that the company's product offerings are closely aligned with customer needs, helping to reduce churn and improve customer satisfaction.

**// Vivun has been the primary catalyst for improving our product and sales alignment. Since implementing the platform, our feedback loop is seamless, and we're seeing real results in terms of win rates and customer satisfaction,"**

said an F5 Networks representative.

---

F5 Networks' adoption of Vivun has significantly improved product development's in alignment with market needs. By reducing the time needed to capture and act on customer feedback and ensuring that this feedback directly influences its product roadmap, F5 Networks has positioned itself to address needs quickly.



ADP, the global leader in human capital management solutions, sought to refine its technical sales operations and enhance internal coordination to maintain its competitive edge.

## Situation

Even with steady year-over-year growth, ADP faced internal coordination issues, especially in managing feedback from the field. The sales teams, including the PreSales and technical teams, were overwhelmed with the volume of demos and client interactions, making it difficult to maintain alignment and track opportunities. The lack of a cohesive technical sales process and structured feedback loop led to:

- **Operational Inefficiencies:** Sales and PreSales teams struggled to prioritize their efforts, often focusing on low-value or high-risk opportunities that did not align with strategic goals. This resulted in reduced productivity and low morale.
- **Increased Product-Related Closed Lost Opportunities:** With few insights into the product-related closed-lost opportunities, getting clear and consistent communication to product teams meant recurring product gaps were not being addressed.

## Solution

ADP looked to Vivun to streamline PreSales operations, including accelerating the product-sales feedback loop. Vivun provided ADP's technical sellers with the tools to capture and contextualize product gaps, leading to more valuable product enhancements.

By providing PreSales team members with clear visibility into product development priorities and Product team members with feedback from field operations, each team felt more aligned and able to achieve their shared goals.



## Results

With Vivun, ADP has seen improvements across its technical sales and product development processes:

- **35% increase in technical win rate:** By better aligning the PreSales efforts with strategic opportunities and focusing on deals with the highest potential for success, ADP was able to close more deals and reduce the number of lost opportunities.
- **Improved Sales Forecasting:** With a more structured approach to capturing and analyzing customer feedback, ADP improved its sales forecasting accuracy by adjusting opportunities based on product fit.

// **Where there were unanswered questions or ‘hunches’ about what was happening with a sale, we have been able to qualify those ‘hunches’ with hard data, showing the impact of breakdowns in the sales process or product gaps that are potential deal breakers,”**

said an ADP representative

ADP’s use of Vivun has optimized its technical sales operations and enhanced internal coordination. By providing a robust framework for capturing and leveraging prospect and customer feedback, ADP continues to evolve in a competitive market.



Coupa, the global leader in business spending management, aimed to enhance product development processes and sales alignment by improving the management of product gaps and creating a more efficient feedback loop.



## Situation

Coupa needed help delivering a consistent narrative about product gaps to their Product & Engineering team. Over the last decade, the team has struggled to do this across different tools and solutions. Their lack of a standard process and supporting technology created several issues:

- **Inefficient Feedback Capture:** Coupa's teams relied on various documents, spreadsheets, Salesforce entries, and ad-hoc meetings. This inconsistent approach led to fragmented data and hindered the ability to derive actionable insights from customer interactions.
- **Ineffective Value Communication:** When product enhancements were delivered, the lack of context meant sales teams had a limited understanding of new feature impact. This reduced the sales team's motivation to contribute to the product roadmap.



## Solution

Coupa adopted Vivun's AI-powered platform to streamline the product-sales feedback process. Vivun allowed sales teams to work in Salesforce, but communicate gaps quickly. The user-friendly design allowed Sales Engineering teams to adapt without extensive training or disruption to their workflow.

By tying product feedback to every opportunity or account, customer interactions and internal discussions gained context, ensuring the product team had a comprehensive understanding of current gaps and market opportunities.



## Results

Since implementing Vivun, Coupa has experienced notable improvements in its sales processes and product development alignment:

- 30% reduction in roadmap development time: Enabled swifter action on customer feedback, leading to faster decision-making and shorter time-to-market for new features.
- 50% increase in field-driven roadmap influence: Vivun empowers the field to advocate for features that attract new business while maintaining input from current customers.

**// Visibility to cost of sale has improved significantly, which has been invaluable for making more informed strategic decisions,”**



**KERRY BROWN**  
Value Consultant at Coupa

Coupa's integration of Vivun has optimized feedback management and improved product development alignment. By centralizing the capture of product gaps and enhancing team communication, Vivun enables Coupa to make data-driven decisions and respond more effectively to market demands.

# SNOWFLAKE



Snowflake, a leader in cloud-based data warehousing, needed to improve product-field alignment and streamline feedback management to sustain rapid growth and drive customer adoption.

## Situation

As a consumption-based company, Snowflake's success relies on maximizing customer usage, making alignment between sales and product teams critical. Disjointed Excel reporting created inefficiencies, with manual management of product gaps negatively impacting Snowflake's operations:

- **Inefficient Reporting and Delayed Decision-Making:** Fragmented spreadsheet reporting created an administrative burden, making it difficult for leadership to consolidate data and delaying decision-making and strategic planning.
- **Misaligned Product and Sales Teams:** Without a centralized process for capturing product gaps, sales and product teams struggled to collaborate effectively, hindering efforts to drive customer adoption and consumption.

## Solution

Snowflake turned to Vivun to overhaul its manual reporting and product feedback processes. Vivun replaced the disjointed spreadsheet system with a centralized hub, enabling real-time data consolidation and giving leadership a comprehensive view of the business for more informed decision-making and strategic planning.





## Results

Since adopting Vivun, Snowflake has seen major improvements in operational efficiency and product-field alignment:

- **50% reduction in time to capture product gaps:** This allows the team to respond faster to market demands and customer feedback, enhancing innovation and adaptability.
- **50% increase in field-driven roadmap influence:** Product development is now more closely aligned with customer needs, resulting in more relevant and impactful product releases.

// **Our business runs on Vivun. Centralizing reporting and automating critical insights has given us real-time visibility and empowered our teams to drive impactful customer outcomes,”**

said a Sales Engineer at Snowflake.

---

Snowflake's implementation of Vivun has transformed its reporting and feedback management processes, enabling data-driven decisions and improving alignment between sales and product teams.

## ABOUT VIVUN

These stories demonstrate the impact alignment can have on a company's success. With Vivun, these organizations have overcome challenges like fragmented communication, inconsistent data capture, and prioritization struggles.

The success of these companies highlights the value of aligning product development with market needs, resulting in increased win rates, shorter cycle times, and reduced administrative efforts.

Now that you've seen the impact of alignment, it's time to act. Vivun provides the tools to bridge the gap between product leaders and field teams, ensuring your product development aligns with market demands.

Ready to transform your own product-field alignment? Request a demo today and discover how Vivun can help you achieve remarkable results.

**[Vivun.com/ittakestwo](https://vivun.com/ittakestwo)**

**IT  
TAKES  
TWO.**

Copyright © 2024 Vivun Software. All rights reserved. The information contained in this document is intended for general information purposes only and is subject to change without notice. Any third-party brand names and/or trademarks referenced are either registered or unregistered trademarks of their respective owners.

**vivun.**