

Customer Feedback & Feature Requests

Capture customer feedback and manage feature requests with a centralized, connected system.

SKU	BUS - PRD - FDB
Solution area	Project & Portfolio Management
Works with	Product Backlog & Feature Management, Product Strategy & Roadmapping, Agile Product Management, Customer Lifecycle & Success Management, Product Analytics & Insights
Updated	Sep 26, 2026
Datasheet	v1.0

What it is

Customer Feedback & Feature Requests Management is the process of capturing, organizing, and prioritizing customer input to inform product decisions. It ensures that product development is aligned with real user needs and market demand.

SmartSuite’s Customer Feedback & Feature Requests solution provides a structured, scalable system to capture, manage, and prioritize customer feedback across the organization. It enables teams to move from scattered feedback across emails, support tickets, and spreadsheets to a centralized, actionable feedback system.

With a centralized feedback system, product teams gain full visibility into what customers are asking for and why it matters.

Core capabilities

Centralized Feedback Capture Collect feedback from multiple channels in one system.	Feature Request Management Track and manage product enhancement requests.	Feedback Categorization & Tagging Organize feedback by product area, customer segment, or priority.
Customer Demand & Trend Analysis Identify patterns and high-demand features.	Prioritization & Scoring Models Rank requests based on value and impact.	Customer Visibility & Linking Connect feedback to specific customers or accounts.
Integration with Product Backlog Convert feedback into actionable backlog items.	Real-Time Dashboards & Insights Track feedback trends and prioritization.	Workflow Automation & Notifications Ensure feedback is reviewed and acted upon.

The Feedback Lifecycle

Step 1 Capture Feedback Collect input from customers and internal teams.	Step 2 Organize & Categorize Structure feedback by type and relevance.	Step 3 Analyze & Prioritize Identify trends and rank requests.	Step 4 Convert to Backlog Items Turn feedback into actionable work.	Step 5 Track Outcomes & Improve Measure impact and refine product decisions.
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Who it is for

Product Manager (PM) Prioritize features based on customer needs.	Customer Success Teams Capture and relay customer feedback.	Support Teams Submit feature requests from tickets and issues.
Sales Teams Provide input from prospects and deals.	Engineering Teams Build features aligned with feedback.	Executive Leadership Monitor customer demand and product direction.

Works with

Product Backlog & Feature Management Transforms feedback into development work.	Product Strategy & Roadmapping Aligns feedback with strategic priorities.
Agile Product Management Executes prioritized features.	Customer Lifecycle & Success Management Captures feedback from customer interactions.
Product Analytics & Insights Measures feature impact and success.	

Built differently. Customer Feedback & Feature Requests runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Customer Feedback & Feature Requests configured for your organization, or read the full product entry at smartsuite.com/products/customer-feedback-feature-requests.

Schedule a demo