



Accelerated Voice of Customer (AVOC)

ACCELERATED VOICE OF CUSTOMER (AVOC): A STRUCTURED APPROACH

Objective:

- To roll out a **FORMAL, VISIBLE, OBJECTIVE** and most importantly, an **ACCELERATED Customer driven** product roadmap
- **Certinal' Customers** will get opportunity to collaborate in roadmap journey
- **Faster delivery** of shortlisted features for major Releases, as applicable

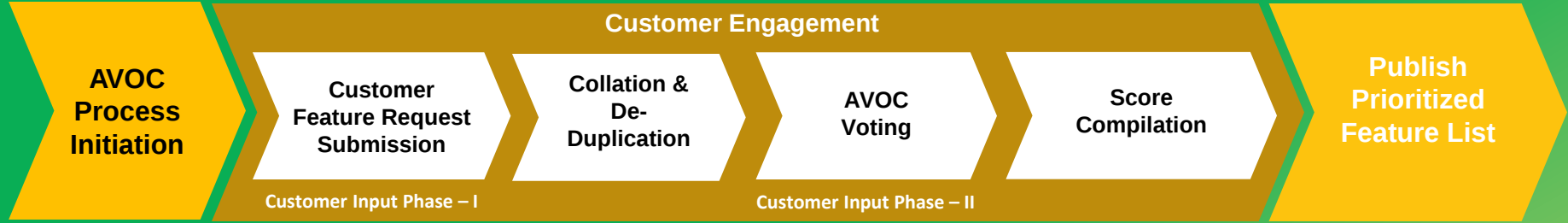
How:

- By creating a single source of Customer voice capture
- By separately capturing new feature requests as well as the performance & usability issues
- By communicating the AVOC achievements & results getting displayed in coming Release Train

Critical Success Factors:

- Certinal' ability to deliver on the promised roadmap
- Timely response to the AVOC process by Certinal' Customers
- Avoidance of ad-hoc requests for inclusion in the product roadmap
- Expedited response from Customers on user stories review with Certinal product managers, for the features that get shortlisted for the Release

Accelerated VOC - Process



START of AVOC Process

- Each eligible Customer will nominate one feature enhancement for Certinal
- Certinal will collate and process the list of feature enhancement requests submitted by ALL Customers
 - Finalized list will be published for voting including the ones shortlisted and added by Certinal Product Management Team
- Every Customer shall be provided a notional (\$) amount to allocate across the AVOC product enhancement list based on their priorities.
 - Only one Vote per Customer organization will be allowed
- Certinal will create prioritized list of features based on combination of the Customer voting scores (*i.e. product enhancements with maximum \$ value*) and the count of vote occurrence (*product features voted by maximum number of customers*)
- For prioritized features, Certinal will start detail user stories reviews with the Customers who had submitted the feature (*as per need*)
 - Certinal will share the prioritized feature list with all Customers
 - Certinal will build features based on final user stories created after Customer reviews (*if needed*) as part of the Release

Key Milestones - AVOC

Milestones	Timeline
Initiation of AVOC Release ~ Submission Phase	2 nd June 2025
Deadline for Customers to Submit their feature requests	6 th June 2025
Collation & De-duplication of feature list submitted by all Customers	9 th June 2025
Customer Voting starts	10 th June 2025
Customer Voting ends	13 th June 2025
Feature Nomination, TAM cleansing of the features	16 th June 2025
Publish Prioritized Feature List with all Customers	19 th June 2025

KEY POINTS TO NOTE ON AVOC PROCESS

Certinal will:

- Finalize the number of features to be delivered from the prioritized list
- Re-prioritize the priority list based on feasibility of build and implementation within release timelines. Customers will be communicated if this impacts AVOC priority.
- Adhere to Product Roadmap strategy (that is separate from the AVOC process), to prioritize features at the discretion of Certinal based on Industry and Market research. This may deprioritize AVOC features. Should that be necessary Customer communication will be provided.
- Decide to add the functionality for Voting process basis Product Roadmap strategy, Technical limitations, similar asks from other Customers, etc.



Thank You !