

Ryma Awarded Patent for Customer Feedback Methodology

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Today at Ryma, we're quite proud to announce that we've been awarded a patent for a new customer feedback methodology that was developed in-house. The solution will be of great benefit to product managers looking to fully leverage customer feedback, as it increases the amount of information collected from surveyed clients and then ranks the information in the survey outcomes to help define priorities.

The methodology itself works by increasing the number of responses to survey questions by decreasing the amount of time it takes for a person to respond to a survey. This is achieved by presenting each participant with a selection of survey questions instead of a complete survey. By increasing the number of responses to each question, the company is given a superior amount of feedback on their products and services.

The methodology also employs sentiment analysis of the data collected from surveys, which ranks the information. This allows product managers to better understand what customers like and dislike in a product, and how they would like to see it evolve.

This patent falls in line with our main goal at Ryma, which is to develop innovative features for software solutions that make Product Managers' lives easier. In this case, the new patent will gather greater amounts of customer survey information and facilitate its analysis.

As noted by our CTO, Andre Levesque, customer surveys are one of the most widely-used and effective means to obtain customer feedback. By integrating this patented technology into FeaturePlan, companies will be better able to determine how a product should evolve – for example, which features would be a welcome addition to a product or which performance issues need to be addressed in the next version.

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