Aprimo Voice
How-To-Guide

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Introducing Aprimo Voice

- Aprimo Voice is a new platform for us to better hear our customers! This platform is open to all Aprimo customers (both business users and admins), and enables customers to easily submit and manage feature requests, as well as gain more visibility with the Aprimo Product teams.

- **The major features of this platform include:**

  º Visibility to all customer submitted ideas, their status, comments and feedback

  º Ability to search existing ideas before creating a new one to see if the request has already been entered

  º Tagged and categorized items to ease searching and sorting

  º Ability to "vote/like" other customers' ideas and add comments

  º Private forums, surveys, and feedback options for features during early adopter programs (EAP)

Getting Started

- Go to the following URL: https://voice.aprimo.com

- Once on the main page, in the upper right corner is a "Sign In/Up"

- Once you click on that, it will prompt you to enter your email address. If you are a new customer, once you enter your email it will then also prompt for a password

- Aprimo strongly recommends that customers use their work email address so that we can see your corporate email domain to know you are a legitimate user of the platform

Managing Your Profile

- Once you have created your new account, go to your profile
    - º Set your avatar (if you prefer)
    - º Update your display name

- Configure your notification preferences
    - º Select what high-level actions for which you want to be notified

- Set what product categories you want to follow and be notified about when there's changes
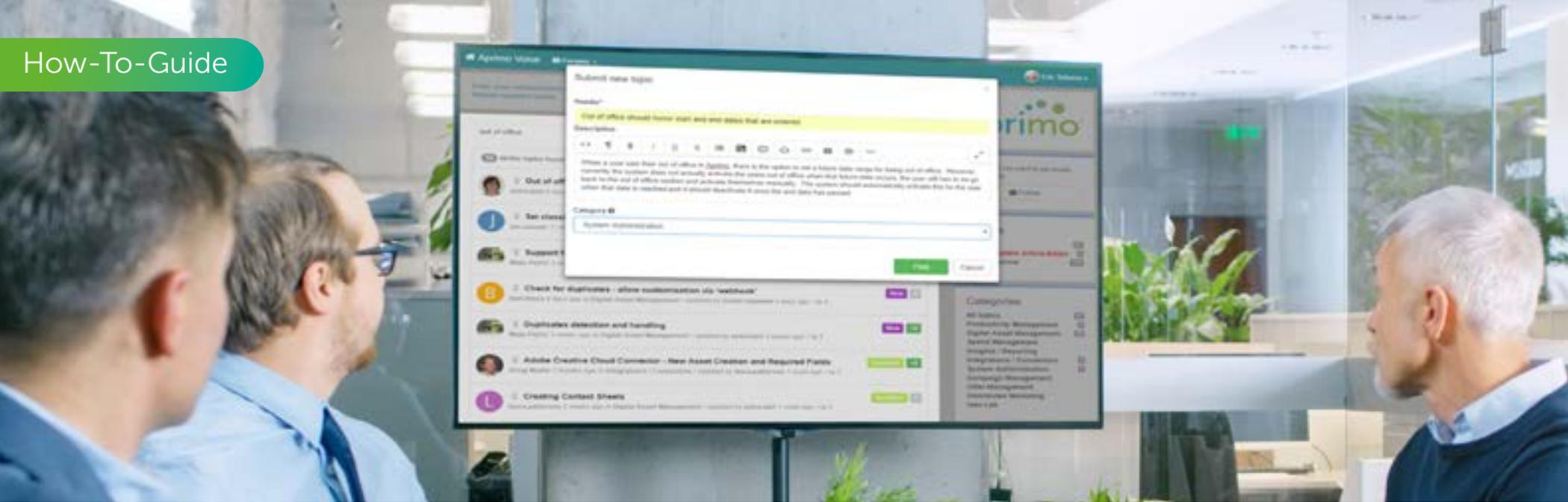
Creating a New Idea

- Before creating a new idea, take a moment to see if there are any existing ideas similar to the idea you want to submit

    º If you find a matching idea, add your own comment to it echoing your support and vote positively for the idea

- If you do not find any matching ideas then click the "add a new one" button

    º This will open the idea editor so you can complete your idea title

    º NOTE: The system will do another search on your idea title looking for similar topics

    º If you still find no match, click the "continue my topic" button to return to the editor

- Complete your idea description, choose a category for the idea, then click post

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Idea Best Practices and Tips

- Remember, all ideas are shared so do not include any confidential or sensitive information in your ideas

- Try to configure a clear title that conveys the primary concept of your idea

- When developing your description, be sure to state the business problem or challenge you want to address

    º Do not jump straight to a solution, this will allow for others to provide options to solve this need in creative ways

- Try to quantify the impact if possible

    º Over 100 of my users interact with this page at least once a week, or X% of my users see this page, etc.

    º Group A in my company is struggling to roll out feature X because of this gap

- Include images and other artifacts if appropriate

Status Descriptions

Status	Description
New	All new ideas start in a new status until Aprimo has evaluated and tagged the idea.
Qualified	Aprimo agrees the idea aligns with overall product direction and opens it up for further feedback from the community. This does not mean the idea will be done, it only means that Aprimo agrees with the concept and wants to gather more input.
Committed	Aprimo agrees to develop this feature, and it has been moved into our product backlog.
In Progress	The feature is under development.
Done	Work is complete, the feature is released and available to customers.
Shelved	This idea is not a priority at this time but Aprimo may consider it again if other work gets planned in this same functional area in the future.
Rejected	Aprimo determined this idea does not align with our product direction or does not make sense to be implemented for various reasons.

Status Flow

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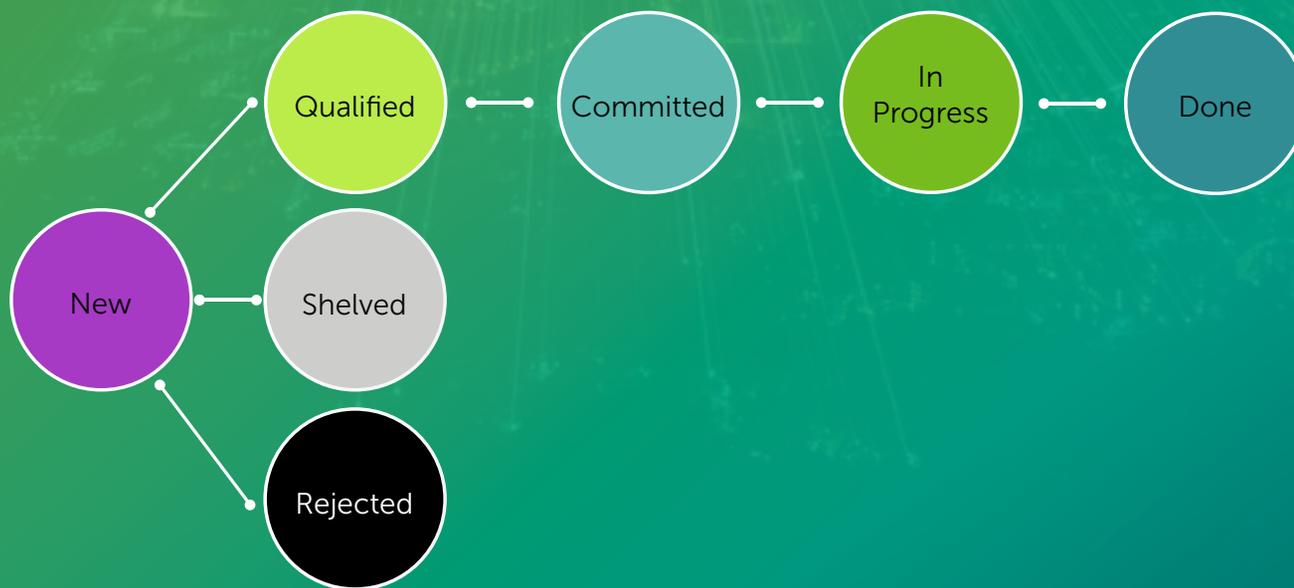
Short Demo of Aprimo Voice
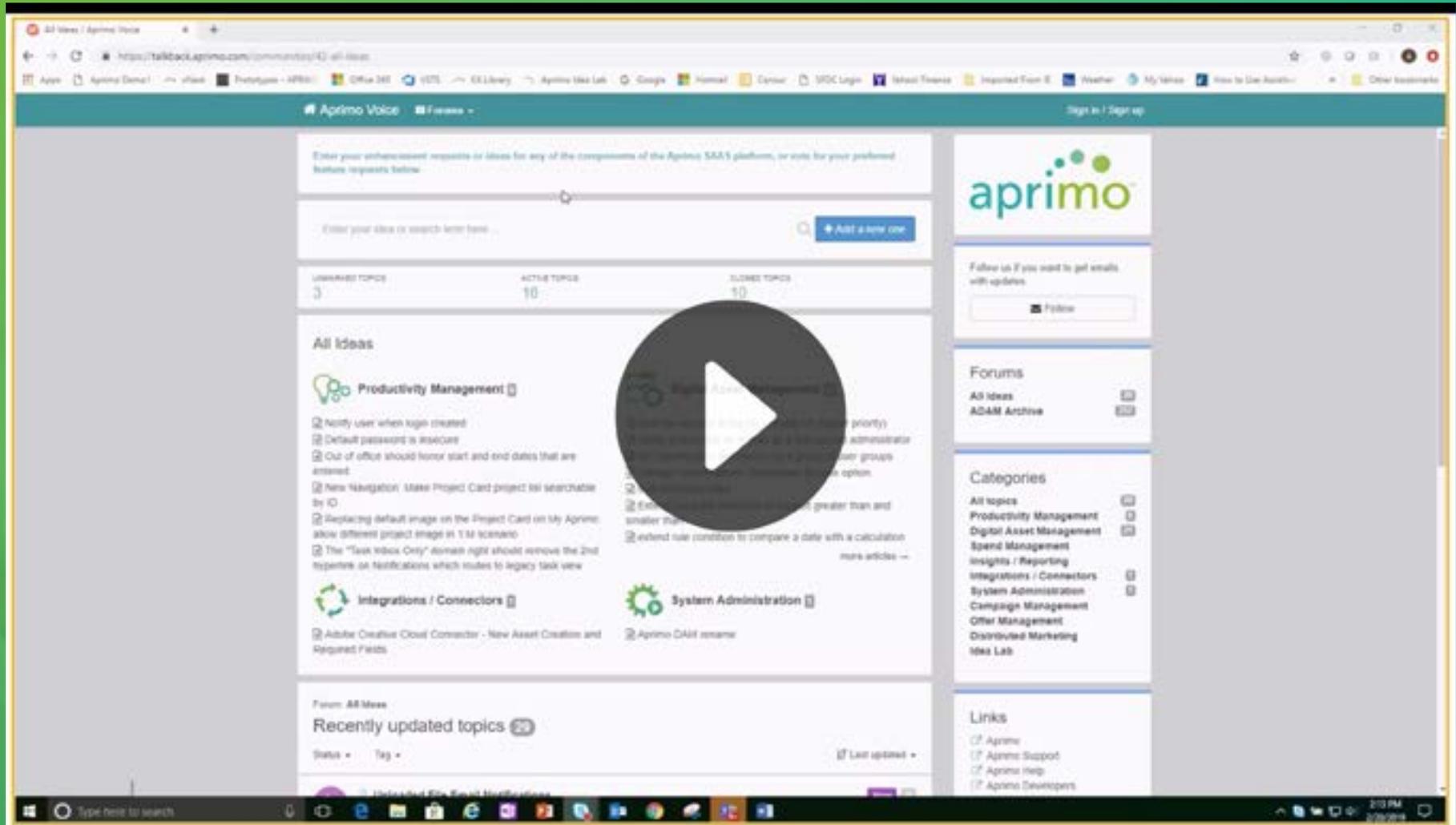
Aprimo Voice
FAQs

Who should use Aprimo Voice?

Aprimo encourages all key stakeholders (both business users and admins!) to utilize Aprimo Voice. While there's no limit to the number of accounts a customer can register, we encourage customers to internally discuss their ideas for enhancements prior to making a request in Aprimo Voice to ensure their teams support similar features and can make their asks in Aprimo Voice via more unified requests.

Answers to Commonly
Asked Questions:

1. I submitted an idea; Why don't see it in Aprimo Voice?
As a new user, your first two ideas must be reviewed and approved by Aprimo before becoming visible to all users.

2. Who can see my comments on ideas?
Aprimo Voice is an open platform; all users can see any idea or comment added.

The exception would be customers that are invited into a private forum. In that case only the other users invited to that private forum can see information shared within it.

3. Who can use Aprimo Voice?
Any customer can have as many users create an account as they deem appropriate. Aprimo encourages customers

to go beyond just their Aprimo Customer Support contacts and invite some of their business sponsors to become active users in Aprimo Voice.

4. Can I use my private email address to sign up for Aprimo Voice?
We ask that you use your corporate email address to sign up, so we can confirm you are an Aprimo customer. Unrecognized accounts may be blocked from Aprimo Voice.

5. Will my past Customer Enhancement Requests in Service Now be transferred to Aprimo Voice?
No. Aprimo is not migrating existing CRQs from Service Now to Aprimo Voice.
• Aprimo cannot assume that information entered in those past requests does not contain any customer sensitive information or that every customer would want every CRQ shared in an open community forum like Aprimo Voice.
• The CRQs in some cases are converted from support tickets and may not make sense to others besides that specific customer and Aprimo. In this case, the CRQ likely needs to have its description and use case updated so that it would make sense to a broad user community.

• Aprimo recommends that customers take this opportunity to review their open CRQs, evaluate which ideas are still relevant for their current usage of Aprimo and enter those topics as a new idea in Aprimo Voice.

• Doing this will allow ideas to get consolidated, since customers wanting to enter similar ideas can find the existing idea already in the system. Instead of creating it again, they then can simply comment and vote on the idea that is already entered.

6. **I have a new enhancement request, should I enter it in Aprimo Voice or Service Now or both?**

All new enhancement ideas should only be entered into Aprimo Voice. Moving forward, Aprimo Voice will be the only platform for submitting and tracking enhancement ideas with Aprimo. Historical CRQs will remain visible and accessible to customers for reference in Service Now but no new ideas should be entered there going forward.

7. **Should I comment on an idea in a status of "New"?**

You may add comments but since ideas in a status of "New" have not yet been evaluated and tagged by Aprimo, you may want to wait until it has been moved into a "Qualified" status.

8. **How many votes does an idea need to get approved?**

There is no magic number that will drive an idea to get committed. The voting count is a very valuable indictor to Aprimo to help influence our decisions, but it's not the sole driver to move ideas forward.

9. **Do you have any tips to share when creating a new idea?**

A good idea should have:

• A clear title and description of your idea

• A business challenge you are trying to address

• The estimated impact of this idea (quantified if possible)

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