



FROM FEEDBACK CHAOS TO ROADMAP CLARITY: WHY PRODUCT TEAMS NEED A NEW MODEL FOR CUSTOMER INSIGHT

Most product managers know the pain: customer insights arrive late, fragmented, and fraught with bias. By the time feedback reaches the roadmap, it's often outdated or distorted. The result? Features built for yesterday's problems.

“ There's such a lag between when feedback is given to when we actually receive it.

Most B2B SaaS companies today are trapped by slow, noisy, and fragmented feedback loops that make it nearly impossible for product teams to stay aligned with the real needs of customers. Product managers hunt through endless Slack threads, support tickets, team chats, and spreadsheets, fighting manual workflows and rampant data chaos.

What's being missed is that the most direct and actionable signals don't come through traditional forms, they're in the daily conversations happening between Sales, CS,



and prospects. These teams hold the pulse of what customers actually want and why deals are won or lost. But without a system to capture insights at scale, structure them, and surface clear priorities, these signals decay or go unheard.

Product teams need real-time, structured insight directly from these interactions, not filtered interpretations. A model like Four/Four offers a central place where every conversation



turns into clear, objective, and actionable feedback that sales, CS, and product can trust. By automatically capturing, codifying, and connecting feedback from all channels, product teams finally gain the clarity they need to build roadmaps that reflect actual customer demand, accelerating innovation and eliminating the guesswork.

This shift doesn't just make customer insight more accessible; it transforms product strategy from reactive to proactive. The future product team will prioritise based on dynamic, living feedback; no more feedback chaos, just roadmap clarity.

To make a start in this space, the context prompts and steps listed below will help guide you through the process of taking raw unstructured inputs, running them through an AI model and creating a very refined structured and exportable output.

- **Data extraction and structuring:** taking raw customer interaction data (like transcripts or support tickets) and condensing these into structured statements with linked contact info, making it easier to analyse and group by customer/company.
- **Bulk insight gathering:** gather insights related to a specific topic and ingest them in a consistent CSV format for analysis.
- **Tokenization and input limits:** Check the data size using OpenAI's tokenizer to ensure it's within model limits, so the dataset can be used efficiently in prompts.
- **Context building:** Add contextual information about the company and its product with a "zero-shot" prompt, grabbing text from websites and other sources, structuring it clearly using things like triple quotes.
- **Prompting techniques:** meta prompting (building a persona for the model, getting clarifying questions about the research goals), and function prompting (setting up reusable snippets to automate formatting, e.g. for JIRA export).



- **Chain-of-thought prompting:** Break down the task into clear, step-by-step stages, rather than jumping straight to, for example, a finished PRD. Guide the LLM to first synthesise the most critical workflow features, then identify use cases, then work toward actionable feature breakdowns, mirroring how a product manager would iterate in real life.
- **Feature breakdown and prioritisation:** Use the LLM to identify top workflow needs, prioritised key use cases for an MVP, and cite user evidence from the dataset.
- **Template injection and documentation:** Add a PRD template into the prompt context at the right stage, getting the LLM to generate a structured product requirements document suitable for developers and internal collaboration.
- **JIRA export:** Provide a formatting prompt for turning PRD elements into CSVs for import into JIRA, showing how work breakdowns could become actionable tickets.

This process needs to be interactive, providing opportunities to tweak, correct, or expand the output at each stage instead of rushing to the end. This helps to ensure the final workflow recommendations are grounded in actual customer evidence and can be traced back through every step.

To build genuinely customer-led products, product managers must stop relying on lagging feedback cycles and start embedding live insight capture into their workflows.