

# Biteable's Customer-Centric Product Roadmap





# The Biteable Journey

Biteable was founded in 2014 by brothers James MacGregor and Simon Westlake with friend Tommy Fotak, after years of creating explainer videos for tech companies in Western Australia. They realized that most startup companies don't have time or resources to manage essential video animation projects necessary to driving engagement and marketing growth.

Historically, animated marketing videos are both cost prohibitive (often costing upwards of \$5,000 for a basic animation) and time intensive (many animations require weeks or months of storyboarding, design, review, and animations).

Biteable is changing all that by offering up a templated approach to the entire creative process. In short, they allow brands of all types go from concept to finished product in a matter of minutes.



# Flying Blind to the Full Customer Happiness Story

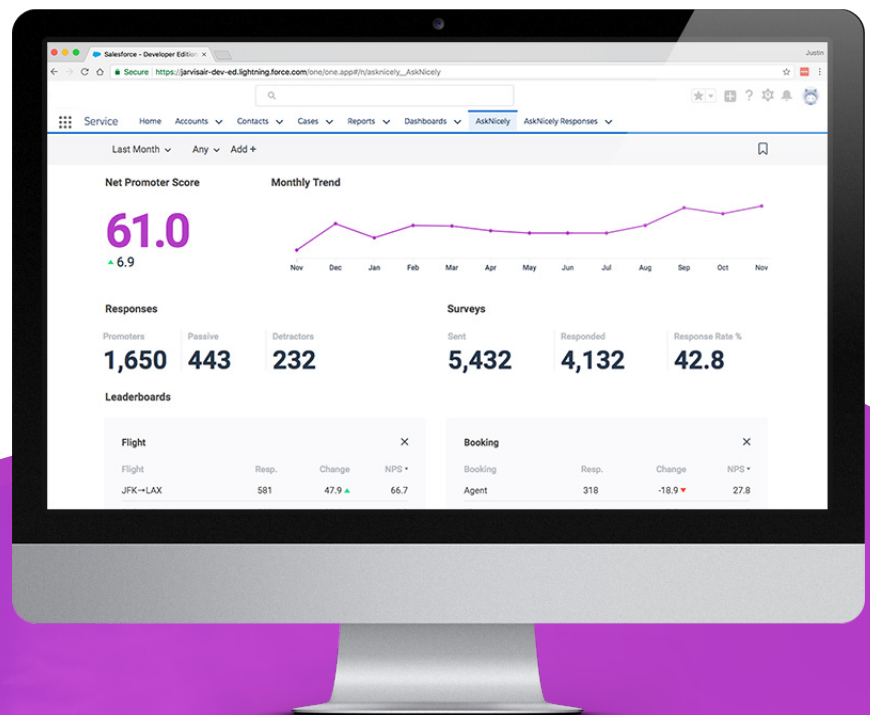
Three years and a million users later, the Biteable team came to a crucial crossroads. They realized they didn't have a clear picture of how their customers felt about their product. While they were getting some valuable feedback through customer support interactions via Intercom, they realized they didn't have a firm grasp on how their customers felt about their brand.

In other words, Biteable had no way of capturing positive feedback. This was when planet Biteable collided with the magical world of Net Promoter Score (NPS) via AskNicely.

We were flying blind to whether our customers were happy or not. The only feedback that came through was negative feedback on the product, so the internal sentiment was that customers were by-and-large unhappy.



**JAMES MCGREGOR,**  
**CEO & CO-FOUNDER AT BITEABLE**



# Using AskNicely to Crack the Customer Code

Initially, James was skeptical about the effectiveness of NPS as a customer happiness metric that would drive real, meaningful business growth. NPS has a reputation for being siloed in the C-suite. James and company were looking for a real-time, actionable approach to NPS that would provide business impact beyond mere company happiness. If NPS is the one number you need to grow, Biteable wanted to put that idea to the test.

**When Biteable was seeking out an NPS solution to help drive customer happiness and growth, they didn't go through the usual channels. They decided to go directly to a trusted NPS advocate to help them make a decision.**



I worked with many startups who implemented NPS, but I always thought it was a bunch of long-winded BS. Then one of our trusted advisors said, 'Use AskNicely!' Now NPS is one of our core metrics.

**JAMES MCGREGOR,**  
**CEO & CO-FOUNDER AT BITEABLE**



# Surprised by Positive Customer Feedback

Before implementing AskNicely, Biteable was only privy to negative feedback via customer support channels. This provided a limited view of how the product was perceived and generally led them to believe that the overarching customer sentiment was negative.

While there were segments of customers who wanted to see product improvements, it was surprising to see that many customers were already satisfied with their experience with the Biteable product.

**The result was that real-time NPS gave Biteable clear, actionable benchmarks (revenue growth, customer retention, and expansion) that was directly impacted the product roadmap. By tying NPS to growth and retention benchmarks, the Biteable product team better identified product roadmap priorities.**



# Evolving to a Customer-First Product

By using real-time customer feedback, powered by AskNicely, everyone on the Biteable team was able to solve complex customer problems. This was transformative for the product team, as they were able to see real-time feedback on features and apply that feedback directly to the product roadmap.

By collecting feedback and distributing it in real-time via powerful Intercom and Slack integrations, the product team was able to use AskNicely as a way to ensure they were on track with growth and customer retention goals.

“We’re building the features that matter, rather than just pleasing the most vocal people.” James, CEO and Cofounder at Biteable explained.

In fact, Biteable’s NPS started high (around 50 to 60) and quickly trended towards world-class in a way that began to change how they approached developing the product itself. The initial NPS surveys sparked a chain of customer feedback that influenced immediate changes by the product team, quickly causing a significant influx of positive customer feedback.

James explains further, “NPS is often used as a sanity check to make sure our business priorities are on track. Are product developments helping or hindering our community? All of this directly impacted our product.”



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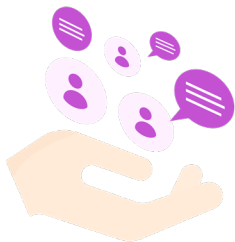
There's not much more to it. We connected it, it works, and now it's one of the main things we track every day.

**JAMES MCGREGOR,**  
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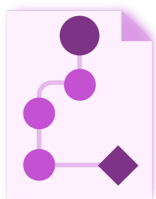
### Feature Requests

Customer feedback helped them identify features required by individual user segments. For example, customers who use Biteable to create a video resume will use the product differently (and make different requests) than a customer who creates promotional-style videos. AskNicely helped Biteable address concerns across each user group.



### Testimonials

Collecting feedback in one place revealed the impact that Biteable had on their customers' marketing efforts.



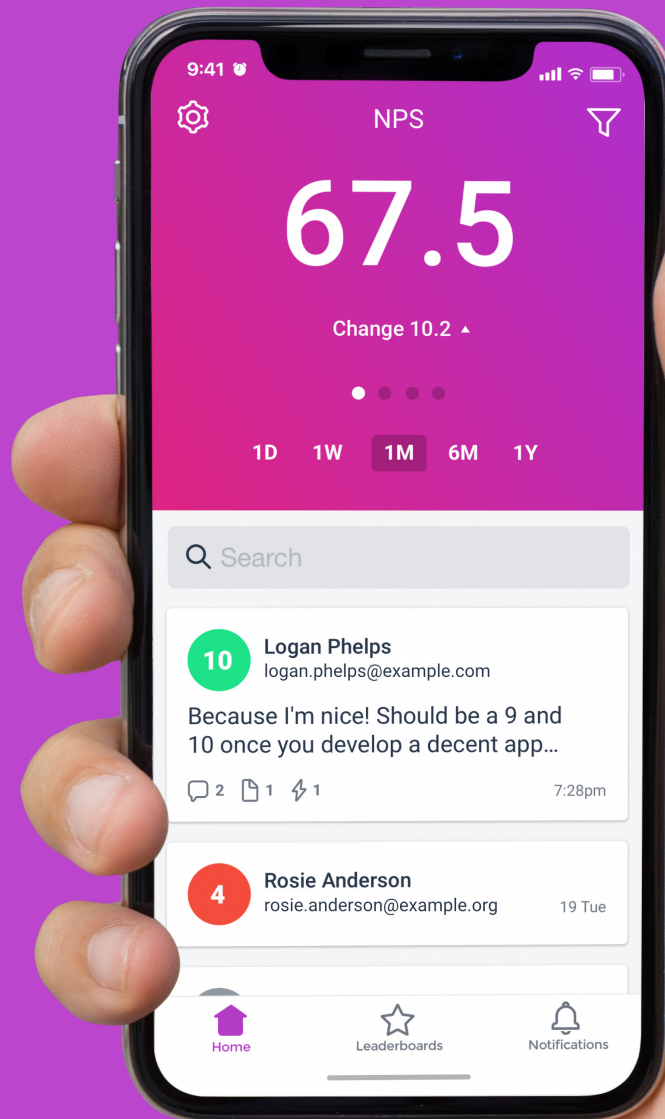
### Case studies

AskNicely has also helped Biteable identify customers who are excited to share the results they've achieved through creating and using Biteable videos in their marketing content.



# Summary

From the product roadmap to marketing to customer success, AskNicely helps SaaS technology companies develop a customer-centric culture that amplifies customer happiness for business growth. By evolving to a more customer-obsessed growth mindset, Biteable now boasts a customer base of more than 3 million and over 6 million animated videos created.







Founded in 2014, AskNicely is a fast-growing SaaS company that helps thousands of forward-thinking companies like Reddit, Xero and Jetstar to transform customer experiences and drive business growth by automatically collecting and taking action on customer feedback in real time — powered by the Net Promoter Score framework. Rated #1 by G2Crowd, AskNicely empowers entire organizations with insights and understanding to reduce churn, increase customer retention and automate advocacy. AskNicely has offices in Portland, Oregon and Auckland, New Zealand.

**To learn more about how to automate your NPS for true business impact visit at [asknicely.com](https://asknicely.com)**