Tracker

Overview

Tracker connects your product discovery process directly to customer insights. It matches ideas or issues from your product management tool with feedback from your customer interactions, so you can see how well each idea is supported by real-world evidence. This helps your team make faster, better-informed product decisions.

Who this is for

Tracker is designed for Product Managers, Product Owners, product teams, and anyone involved in managing feature ideas and validation. It is available for teams using Jira Product Discovery, Productboard, Notion, or Craft.io.

What you can do with Tracker

- See which of your ideas have strong customer evidence based on recent feedback.
- Jump quickly from an idea to a complete analysis in Alchemer Voice.
- View quality ratings for your ideas, highlighting which have the clearest descriptions.
- Automatically surface topics that are not yet tracked as formal ideas.
- Push key statistics, such as the number of accounts, leads, opportunities, and insights, into custom fields for each idea.
- Get near real-time updates as ideas change over time.

How it works

When you add or update an idea in your idea service, Alchemer Voice regularly retrieves those ideas and:

- Rates each idea for quality, based on how specific and well-described it is.
- Creates an Alchemer Voice summary of the idea to use for insight matching.
- Matches customer insights from the last 12 months to each idea; ideas become "topics" in Alchemer Voice. You can configure this matching to your preference.
- Builds a complete analysis of the idea from real customer conversations, including commercial information, customer sentiment, and supporting analyst research.
- Aggregates commercial statistics, such as the number of accounts, opportunities per idea, and commercial value, and can push them back into your idea service (optional).
- Updates everything automatically when an idea changes and as new insights are created.
- Finds emerging topics with strong insight clusters, even when you have not created a tracking idea for them.

Key terms

Idea	A feature request or product problem, tracked in your idea tool.
Insight	A snippet of customer feedback or conversation analyzed by Alchemer Voice.
Initiative	A higher-level grouping in your idea tool that contains multiple ideas (if used in your workflow).
Topic	How Alchemer Voice aggregates the insights that match an idea.

Before you start

To use Tracker, you will need:

- To connect Alchemer Voice to your idea service, go to Admin > Connections.
- To create custom fields in your service for Alchemer Voice to push statistics into (optional).

If you use an initiative and idea hierarchy, Tracker rolls up statistics according to your grouping structure.

Common use cases

Use case	How
Prioritize ideas by customer demand	View the number of accounts, leads, and total insights attached to each idea.
Refine or split vague ideas	Edit your idea and create another. Tracker re-analyzes, splits the insights if needed, and revises the statistics.
Find which customers have mentioned a specific request	Jump from the idea into Alchemer Voice to see a list of contacts and companies linked to the supporting insights.
Discover untracked customer needs	Use the emerging ideas tab to see suggested topics that have no matching idea.
Export all supporting evidence for a workshop	Export the matched insights and contact information from the Tracker view into a spreadsheet.

Frequently asked questions

How does Tracker decide which ideas to match?

By default, Tracker uses high and medium quality ideas that are active (not closed). You can change which statuses or groups it considers.

How is the quality of an idea determined?

Alchemer Voice analyzes how **specific** and **well-documented** the idea's description is. More detail

and clarity produce a higher quality rating.

Can I edit ideas after they are imported?

Yes. Alchemer Voice picks up your edits and refreshes the statistics and insights automatically.

What if my idea covers multiple topics?

Tracker generates its own focused summary and tries to separate out distinct topics. If you split your idea, Alchemer Voice redistributes the insights.

How do I get Alchemer Voice statistics to show in my ideas?

Create the custom fields as described above. Once they are set up, Alchemer Voice fills them in and keeps them updated every 24 hours, or whenever the model is regenerated.

What statistics can Tracker push?

Currently the number of attached insights, accounts, leads, and opportunities. This is supported in Jira Product Discovery and Craft.io.

Will Tracker change my ideas?

No. Tracker **only** edits the custom fields you create for Alchemer Voice statistics. No other data is changed.

Can Tracker help me find people to contact for research into my idea?

Yes. You can export matched insights with customer details, or filter in Alchemer Voice, to find relevant contacts.

How often does Tracker update data?

Because a product team can make several changes to ideas during a refinement session, Alchemer Voice waits for the idea database to become stable. It holds off until there have been 15 minutes with no changes before it regenerates the model and updates the statistics. Even when no idea changes are made, Alchemer Voice updates the statistics on each idea every 24 hours.

Does Tracker work with Jira Product Discovery Premium hierarchies?

Yes. If you use a custom issue type to group ideas, Tracker rolls up statistics and insight counts to show high-level totals on those grouping ideas.

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