How to Submit a Request to Product or Development/Engineering

04/15/2026 5:30 pm EDT

This article provides the correct paths for submitting either a bug request or feature enhancement.

Quick Reference

If you need to...	Use this route
Request new features/enhancements	BRD
Report a bug, issue, or ask a question	Salesforce Case
Submit customer-driven request	Salesforce Case
Propose large/strategic work, compliance initiatives	Jira Epic
Escalate urgent production issue	Teams Channel *Salesforce Case first
Influence upcoming sprint priorities	Discussed in Triage

Request Type	When to Use	Submission Method	Required Info	Review Process	Outcomes
Development Requests	New features, enhancements, internal dev requests	Business Requirement Document (BRD)	Complete BRD with full requirements	Product reviews for completeness → Gate 1: Product Triage	Approved to backlog, returned for more info, or rejected

Bugs / Issues / Questions	Bugs, unexpected system behavior, questions around functionality, configuration, usage questions	Salesforce Case	Description, steps to reproduce, expected vs actual, impact, urgency	Bug & Product Triage Sessions	Escalated (if critical), added to backlog, answered, routed, or turned into feature request
Customer Requests	Customer-reported issues, feedback, feature requests	Salesforce Case	Issue details, customer impact, priority	Bug & Product Triage Sessions	Same as above: prioritized, escalated, answered, or routed
Strategic / Compliance	Executive initiatives, compliance, tech debt, platform improvements and infrastructure	Jira Epic / Initiative	Scope, business alignment, dependencies, timelines	Epic Review Sessions	Added to roadmap, fast-tracked, deferred, or rejected
Critical Escalations	System outages, security issues, data integrity, revenue risk, SLA breaches	Teams Escalation Channel	Impact, severity, affected customers, urgency	Immediate PM/EM review	Immediate engineering action, sprint interruption, war room if needed

Development Requests (New Features & Enhancements)

Use this route when you need development work done: a new feature, an enhancement to existing functionality, or any request that requires engineering effort.

Step 1 – Complete a Business Requirement Document (BRD)

All development requests must be submitted with a completed BRD. This document captures the business value, technical context, and requirements needed to evaluate your request.

Link to instructions on completing a BRD.

Step 2 – BRD Review

Product Management reviews your BRD for completeness. If information is missing, it will be returned to you for updates. Once accepted, it moves into Gate 1: Product Triage.

What happens next?

Your request is evaluated for business value, technical feasibility, and strategic alignment before entering the development backlog.

Bugs, Issues & Questions (Salesforce Case)

Use this route for anything that isn't a new development request, including:

- Product bugs or defects
- System behavior not working as expected
- Questions about how a feature works
- Clarification requests from onboarding, support, or implementation
- Configuration or usage questions

How to submit

Open a Salesforce ticket and include the following:

- Description of the issue or unexpected behavior
- Steps to reproduce
- Expected vs. actual behavior
- Impact on internal operations or customers
- Urgency and priority indicators

What happens next?

Tickets are reviewed in scheduled Bug & Product Triage Sessions. Possible outcomes are listed in the Triage Outcomes section below.

Triage Outcomes

After a Salesforce ticket is reviewed in a triage session, one of the following outcomes is assigned:

Outcome	What happens
High Priority Bug	Escalated to Teams channel for immediate PM/EM action
Standard Bug	Added to bug backlog with priority ranking

Question	Answered during triage; complex questions may get Engineering follow-up
Feature / Enhancement	Evaluated for product roadmap inclusion
Workaround available	Solution provided; request may be deprioritized
Not a product issue	Routed to the appropriate team (support, implementation, etc.)

Strategic & Compliance Initiatives (Jira Epic)

Use this route for large-scale efforts driven by company strategy, regulatory requirements, or significant platform improvements. These are typically initiated by leadership or cross-functional teams.

How to submit

Create a Jira Epic or Initiative. These are reviewed in scheduled Epic Review Sessions and evaluated against:

- Company strategic objectives and OKRs
- Regulatory and compliance deadlines
- Technical debt and platform health
- Resource capacity and timeline

Note: Compliance initiatives with hard regulatory deadlines receive automatic priority and may bypass standard gate timing.

Critical Issues & Escalations (Teams Channel)

Use this route only for high-priority production issues that need immediate Engineering attention. Post directly to the dedicated Teams channel monitored by Engineering Managers (EMs) and Product Managers (PMs).

When to escalate

Your issue must meet at least one of the following criteria:

Severity	Examples
Severity 1 – Critical	System down, multiple customers unable to work, data loss

Revenue Risk	Customer threatening cancellation or contract at risk
Security Vulnerability	Active security threat or data exposure
Regulatory / Compliance	Violation of compliance requirements
SLA Breach	Service level agreement commitments not being met

What happens next?

EMs and PMs review the escalation and, if confirmed critical, interrupt active sprint work to assign engineering resources. For the most severe outages, a cross-functional War Room may be convened. Updates are provided every 2–4 hours until resolution.