

Name: \_\_\_\_\_

# Customer Feedback Action Plan – Part I



Organization: \_\_\_\_\_

## Identify Customer Feedback & Descriptors

**A.**

Customer Feedback

Customer Descriptors

## Prioritize Your Customer Feedback

**B.**

**A**lignment

Does solving this feedback have **Low-Alignment** w/ my mission & values?      Does solving this feedback have **High-Alignment** w/ my mission & values?

**E**ffort

Does solving this feedback require **High-Effort** and significant resources needed?      Does solving this feedback require **Low-Effort** and few resources needed?

**I**mpact

Does solving this feedback have **Low-Impact** on my customers & sales?      Does solving this feedback have **High-Impact** on my customers & sales?

## Identify Where Customers Are “Stuck”

**C.**

Awareness

Learning

Purchase

Loyalty

## “Back-up” the Feedback

**D.**

To further test this feedback, I will ask my customers the following question(s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

## Customer Feedback Action Plan – Part 2



Organization: \_\_\_\_\_

**E. Is this high-priority feedback that you'll take action on?**

**Yes**

**Take Action**

***(Circle and Fill-out) Identify how you will address your customer feedback***

*To build more (circle: awareness, learning, purchases, loyalty), I will respond to this feedback by making changes to my (circle: product, price, place, promotion, process). I will specifically do this by \_\_\_\_\_*

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*I will know I've succeeded if \_\_\_\_\_*

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**No**

**Deprioritize & Monitor**

***Identify why this feedback is NOT high-priority and what would change your course***

*This feedback is not high-priority for me to respond to because \_\_\_\_\_*

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*However, if I start hearing / seeing that \_\_\_\_\_*

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*I will re-evaluate my position and prioritize this feedback.*