

# Customer Feedback Collection Plan

## Template

### Objective:

Define the main goal of your feedback collection. (E.g., Improve product features, enhance customer service, etc.)

### Target Audience:

Specify the segment of your customer base you aim to collect feedback from. (E.g., New customers, long-term users, etc.)

### Feedback Tools:

List the tools you plan to use for feedback collection. (E.g., Surveys, live chat, social media, etc.)

| Tool   | Purpose                                    | Target Audience | Timing                  | Responsible Team    |
|--------|--|-----------------|-------------------------|---------------------|
| Tool A | To gauge customer satisfaction             | New customers   | After purchase, 30 days | Customer Service    |
| Tool B | To collect product improvement suggestions | Long-term users | Bi-annually             | Product Development |
| Tool C | To monitor social media mentions           | All customers   | Ongoing                 | Marketing           |

### Feedback Questions:

Outline key questions or metrics you plan to gather. (E.g., NPS score, specific product feedback, etc.)

| Question/Metric                         | Tool Used | Expected Insight              |
|---|-----------|-------------------------------|
| How satisfied are you with our product? | Tool A    | Customer satisfaction level   |
| What features would you like to see?    | Tool B    | Ideas for product improvement |
| How do you rate our customer service?   | Tool A    | Customer service performance  |

#### Analysis and Reporting Schedule:

Define how often feedback will be analyzed and reported.

| Frequency   | Scope                         | Responsible Team    |
|-------------|-------------------------------|---------------------|
| Monthly     | General customer satisfaction | Marketing           |
| Quarterly   | Product improvement feedback  | Product Development |
| Bi-annually | Overall feedback review       | Executive Team      |

#### Action Plan:

Detail the steps to be taken based on feedback insights.

| Feedback Insight | Action Item | Deadline | Responsible Team |
|------------------|-------------|----------|------------------|
|                  |             |          |                  |

|                        |   |            |                     |
|------------------------|---|------------|---------------------|
| Low satisfaction score | Review customer service protocols         | MM/DD/YYYY | Customer Service    |
| Request for feature X  | Evaluate feasibility and development plan | MM/DD/YYYY | Product Development |

### Feedback Loop Closure:

Explain how you will inform customers about the actions taken based on their feedback.

| Action Taken                        | Communication Method             | Target Audience    | Timing                           |
|-------------------------------------|----------------------------------|--------------------|----------------------------------|
| Improved customer service protocols | Email campaign                   | Affected customers | Immediately after implementation |
| Introduction of feature X           | Social media announcement, email | All customers      | Upon release                     |

### Instructions for Use:

**Customize for Your Business:** Adapt categories and specifics according to your business needs and the types of customer feedback most relevant to you.

**Identify Tools and Resources:** Choose customer feedback tools that align with your objectives and are suitable for your target audience.

**Engage Relevant Teams:** Ensure each part of the plan is known and accepted by the team responsible for its implementation.

**Monitor and Update:** Regularly review the effectiveness of your feedback collection plan and make necessary adjustments.