

# 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
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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.