S3P1-3: Ownership Alignment Template

Purpose:
Clarify who owns each stage of the customer journey — resolving dual claims, ambiguous areas, or zones where no one currently takes responsibility. Prevents value leakage caused by handoff gaps or overlaps.

Example Table – Customer Onboarding

Touchpoint	Current Owner (as perceived)	Alternative Claimant(s)	Ownership Ambiguity	Agreed Owner (post-alignment)	Notes
Account Setup Email	IT (system-generated)	Sales Ops	High – unclear who maintains content	Sales Ops	Must ensure language matches sales promises
Welcome Call	Sales Rep	Customer Success Manager	Medium – both call customers in week one	Customer Success Manager	Formalised as part of CS onboarding
First Invoice	Finance	Billing Vendor	High – errors often blamed on vendor	Finance	Finance accountable, vendor managed under SLA
Service Delivery	Field Operations	Customer Success Manager	Low – clear but requires coordination	Field Ops	CS monitors delivery experience
Feedback Request	Marketing (survey send)	Customer Success Manager	High – no one follows up responses	Customer Success Manager	Must close the loop on responses

How to use:
  Map all critical touchpoints with current vs. perceived owners.
  Identify overlaps (two teams both claiming) or gaps (nobody owning).
  Agree final ownership with escalation path and governance.

What's Different from Standard RACI/Ownership Tools:
  Focuses on **customer touchpoints**, not internal processes.
  Explicitly highlights *ambiguity zones* that erode trust.
  Tied to ARP by linking ownership to how actions are received.

Uses:
  Reduce customer frustration caused by "that's not my job" handoffs.
  Build clarity and accountability across silos.
  Provide a reference point for governance (S3P5-5).