## S3P1-4: "Voice of the Customer" Loop Builder

**Purpose:**
Define how customer feedback is gathered, interpreted, acted on, and communicated back — ensuring it is a **closed loop** rather than a data-collection exercise. Prevents the "black hole" effect where feedback disappears without visible action.

### Example Table – VoC Loop

| Stage | Action (What we do) | Response (What customers see/feel) | Owner | Notes |
|---|---|---|---|---|
| **Capture** | Send short pulse surveys at key touchpoints | Customers feel asked, but not over-burdened | Marketing / CX Ops | Limit to 5–7 questions per survey |
| **Interpret** | Analyse themes weekly (e.g., billing errors, call wait times) | Customers feel their voice is being studied | Customer Insights | Tag comments by "moment that matters" |
| **Act** | Prioritise top 3 changes per quarter | Customers notice improvements in service reliability | Operations / Product | Must be visible, not buried in back-end |
| **Communicate** | Share "You Said, We Did" updates via email & portal | Customers feel heard and respected | Comms / CX | Keep message short and specific |
| **Review** | Governance panel checks actions vs. promises | Customers trust the loop is credible | CX Governance Team | Links into S3P5-5 Governance Review |

**How to use:**
Map each stage of the loop with clear ownership.
Ensure every feedback action has a visible customer-facing response.
Integrate with dashboards (S3P4-4, S3P5-2) for reporting.

**What's Different from Standard Feedback Cycles:**
Explicitly pairs *internal action* with *customer perception* .
Designed as a loop — capture → interpret → act → communicate → review.
Avoids the "data swamp" by forcing visible closure on each feedback theme.

**Uses:**
Build customer trust by showing feedback leads to action.
Help managers prioritise which customer insights to act on first.
Embed customer voice into governance processes instead of treating it as optional.