## S3P4-4: Journey Snapshot Reports

**Purpose:**
Provide a concise monthly update on customer perception across key journey stages. Helps teams see what is landing, what is misfiring, and where adjustments are making a difference.

### Example Table – Onboarding Journey (Month 2 Snapshot)

| Touchpoint | Action Score (0–10) | Response Score (0–10) | Value Score (A × R) | Trend vs Last Month | Key Insights |
|---|---|---|---|---|---|
| Account Setup Email | 8 | 6 | 48 | ▲ +16 | Clearer language reduced confusion calls |
| Welcome Call | 7 | 9 | 63 | — No Change | Continues to build trust effectively |
| First Invoice | 6 | 4 | 24 | ▲ +12 | Billing fix cut complaints by half |
| Service Delivery | 7 | 5 | 35 | ▼ -7 | More delays due to resource shortages |
| Feedback Request | 7 | 3 | 21 | ▲ +3 | Uptake improved slightly, still weak |

**How to use:**
  Distribute monthly across all business units.
  Compare Value Scores and trends to prioritise interventions.
  Pair with S3P3-4 (Response Adjustment Tracker) to show which changes drove improvements.

**What's Different from Other Dashboards:**
  Focused at **journey stage level**, not full system.
  Trends are highlighted, not just static scores.
  Written insights included alongside numbers to drive action.

**Uses:**
  Keep all teams aligned on the "state of the journey."
  Demonstrate improvements (or slips) to leadership in real time.
  Build momentum by showing early wins from adjustments.

Action-Response Principle (ARP)

Ref:S3P4-4