

S3P3-1: Pilot Monitoring Framework

Purpose:

Track how each customer touchpoint performs during the pilot compared to its expected outcome. Ensures issues are surfaced in real time, not only at the end of the pilot.

Example Table – Onboarding Pilot

Touchpoint	Expected Emotion	Action Delivered	Response Observed	Action Score (0–10)	Response Score (0–10)	Value Score (A × R)	Notes
Account Setup Email	Confidence	Email sent on time	40% of customers called for help	8	4	32	Needs clearer wording; tech jargon too heavy
Welcome Call	Reassurance	Calls made within 48 hrs	Positive feedback, felt personal	7	9	63	High trust, keep script and tone
First Invoice	Neutral	Automated billing run	High complaints of errors	6	2	12	Known weak spot, must be fixed before scale
Service Delivery	Trust	85% visits on time	Customers frustrated by 15% delays	7	5	35	Scheduling system under pressure
Feedback Request	Heard / Valued	Email survey sent	Only 20% response rate	7	3	21	Survey timing too late in journey

How to use:

- Compare Action vs Response for each touchpoint to see alignment.
- Use Value Score to prioritise fixes (highest leakage = highest priority).
- Update weekly during the pilot to catch misfires early.

What's Different from Earlier Tools:

- Moves beyond design (S3P1) into real-world measurement.
- Explicitly ties pilot monitoring to ARP scoring ($A \times R$).
- Provides granular insight at the touchpoint level.

Uses:

- Identify critical fixes before full rollout.
- Provide pilot sponsors with evidence of what is working vs. failing.
- Build credibility by showing customer voice is acted on immediately.