S3P3-4: Response Adjustment Tracker

Purpose:

Log and monitor how internal teams adjust their actions in response to customer feedback during the pilot. Ensures that responses are visible, timely, and aligned with ARP principles

Example Table – Onboarding Pilot

Date	Touchpoint	Feedback Signal	Adjustment Made	Owner	Status	Notes
5-Aug	Account Setup Email	“Email too technical; hard to follow”	Simplified wording + added step-by-step PDF	Sales Ops	Complete	Open rate improved, fewer support calls
6-Aug	Welcome Call	“Rep rushed through script”	Coaching session on call pacing	CX Manager	In Progress	Monitoring next cycle scores
8-Aug	First Invoice	“Unexpected fees”	Finance issued corrected invoices + FAQ explainer	Finance	Complete	Complaints dropped by 40%
9-Aug	Service Delivery	“Technician late”	Scheduling buffer added + SMS alerts	Field Ops	In Progress	Early signs of fewer delays
11-Aug	Feedback Request	“Don’t see action taken”	Introduced “You Said, We Did” updates	Comms	Planned	To launch next month

How to use:

Log **every adjustment** made in response to a live feedback signal.
Track status (planned, in progress, complete).
Review weekly with pilot governance to validate that responses are timely.

What’s Different from Standard Issue Logs:

Focuses on **response to feedback**, not just the issue itself.
Tied directly to touchpoints in the journey (via CJM).
Makes visible the link between customer voice and internal action.

Uses:

Demonstrate to staff and customers that feedback matters.
Provide evidence of quick wins during pilot reviews.
Help teams learn which types of adjustments have the greatest impact.