S3P5-5: Governance Review Charter

Purpose:
Define how the new customer journey management (CJM) system will be reviewed, governed, and improved over time. Ensures accountability, transparency, and continuous alignment with ARP principles.

Example Table – Governance Framework

Element	Description
Purpose Statement	To maintain, review, and evolve the CJM system so it continues to deliver Action × Response value and retain staff/customer trust.
Scope	Covers all customer journey touchpoints included in the CJM, across all business units.
Governance Roles	**Executive Sponsor** – overall accountability. **Process Owner (CX Lead) –** ensures system integrity. **BU Representatives –** provide local insights and feedback**. Governance Panel –** reviews data, approves changes.
Review Cycle	Quarterly governance reviews; annual "deep dive" audit of system performance, ownership, and attunement.
Inputs Reviewed	Journey Snapshot Reports (S3P4-4), Update Log (S3P5-3), Trust & Belief Index (S3P5-4), Attunement Heatmap (S3P3-2).
Decision Criteria	Changes prioritised based on impact on Value Score, customer trust signals, and operational feasibility.
Escalation Path	Issues unresolved at BU level → Governance Panel → Executive Sponsor.
Transparency Measures	"You Said, We Did" reports (S3P5-2), quarterly summaries shared with all staff.
Review of Charter	Full review every 12 months to ensure relevance and alignment with business priorities.

How to use:
   Table should be documented, signed off, and published at the end of pilot.
   Governance Panel should meet quarterly, with outputs made visible.
   All decisions logged in Journey Update Log (S3P5-3).

What's Different from Earlier Tools:
   Moves governance from ad-hoc pilot reviews to **formalised ongoing oversight**.
   Brings together multiple inputs (dashboards, surveys, heatmaps) under one panel.
   Sets escalation and transparency standards to prevent value leakage.

Uses:
   Maintain system credibility beyond initial rollout.
   Ensure accountability across silos and business units.
   Provide staff and customers with proof that improvements will continue.