

S3P5-3: Journey Update Log

Purpose:

Maintain a running record of all changes made to the customer journey after pilot launch, including the rationale, measured impact, and communication back to staff and customers. Ensures transparency and builds long-term trust.

Example Table – Onboarding Journey

Date	Touchpoint	Change Made	Reason (You Said)	Impact Measured	Communicated To	Status
5-Aug	Account Setup Email	Simplified wording + added step-by-step guide	"The email was too technical."	Support calls dropped 30%	Staff & customers (portal update)	Complete
12-Aug	Welcome Call	Adjusted script pacing; removed jargon	"Calls felt rushed and robotic."	Response score rose from 7 → 8	Staff briefing	Complete
18-Aug	First Invoice	Redesigned invoice layout with clearer line items	"Unexpected charges made us anxious."	Complaints halved, trust score up +2	Customers (email update)	Complete
25-Aug	Service Delivery	Introduced SMS alerts for appointments	"Technicians arrived late without notice."	Fewer escalations logged	Customers (SMS)	In Progress
2-Sept	Feedback Request	Added monthly 'You Said, We Did' comms	"We never see results from feedback."	Survey trust score up +1	Staff & customers	Launched

How to use:

Keep live, updated after every change.

Cross-reference with S3P5-2 ("You Said, We Did" Board) for visibility.

Review quarterly in governance (S3P5-5).

What's Different from Earlier Logs:

Tracks *post-pilot, ongoing updates* — not just pilot issues.

Explicitly links each change back to the customer voice ("Reason").

Documents whether changes were actually communicated back.

Uses:

Prevents improvements from being forgotten or repeated.

Creates an audit trail of responsiveness.

Builds belief in the system as an evolving, learning framework.