

S3P5-1: Post-Implementation Survey

Purpose:

Measure both customer perception and internal trust in the new journey system after rollout. Ensures the system is not just launched, but *landed*.

Example Survey Questions

Area	Question	Scale	Intended Use
Clarity	"How clear was the process when moving through [touchpoint]?"	0–10 scale	Identify confusing points in the journey
Consistency	"Did you feel the service was consistent across touchpoints?"	0–10 scale	Check for handoff gaps
Trust	"Do you trust that issues raised will be acted on?"	0–10 scale	Measure credibility of the feedback loop
Emotional Resonance	"How well did the journey meet your expectations?"	0–10 scale + free-text	Test alignment of Action vs Response
Overall Perception	"Out of 10, how would you rate your overall experience with the journey?"	0–10 scale	Anchor overall landing score
Internal Confidence	"How confident are you in recommending this new process to others?"	0–10 scale	Check internal adoption and advocacy

How to use:

- Deploy after 1–2 full cycles of the new journey system.
- Analyse results by touchpoint and by business unit.
- Feed into Improvement Tracker (S2P5-2) and Governance Review Charter (S3P5-5).

What's Different from Earlier Surveys:

- Combines **external customer perception** with **internal staff trust**.
- Focuses on *landing quality* rather than rollout mechanics.
- Creates a direct Value Score link between Action delivered and Response received.

Uses:

- Provide a baseline for long-term journey governance.
- Surface remaining friction points after implementation.
- Demonstrate credibility to executives and staff by publishing "You Said, We Did" results.

Action-Response Principle (ARP)

Ref:S3P5-1