

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