

## S3P5-2: “You Said, We Did” Board

### Purpose:

Show staff and customers that feedback has been acted on. Creates visible closure in the loop, building trust that responses drive change.

### Example Table – Onboarding Pilot

Feedback Theme	You Said (Feedback)	We Did (Action Taken)	Status	Notes
Account Setup Email	“The email was too technical and hard to follow.”	Simplified wording, added step-by-step PDF guide.	Complete	Support calls dropped 30%.
Welcome Call	“Some calls felt rushed and scripted.”	Coaching delivered to reps on pacing and empathy.	In Progress	Monitoring Response Scores this cycle.
First Invoice	“Unexpected charges made us feel misled.”	Fixed billing errors, introduced clearer invoice design.	Complete	Complaints halved since fix.
Service Delivery	“Technicians often arrive late.”	Added SMS updates and scheduling buffer.	In Progress	Early signs of improvement.
Feedback Request	“We never see what happens to our feedback.”	Introduced monthly ‘You Said, We Did’ updates in portal and team meetings.	Launched	Trust scores rising in survey.

### How to use:

Post physically on office walls or digitally on intranet/portal.

Keep updated at least monthly so it stays credible.

Use customer/staff wording verbatim where possible to show authenticity.

### What's Different from Standard Updates:

Focuses on **visible feedback closure**, not generic comms.

Uses side-by-side framing to make cause-and-effect clear.

Designed as an ARP trust-building tool — Action matched to Response.

### Uses:

Increase willingness to give feedback.

Build cultural belief that engagement loops matter.

Provide leadership with tangible stories of value delivered.

Action-Response Principle (ARP)

Ref:S3P5-2