

Customer Feedback Action Plan

Turn feedback into business growth—one step at a time!

Name: _____

Business Name (if applicable): _____

Step 1: Choose Your Feedback Methods

Which feedback methods make the most sense for your business? (Check all that apply!)

Direct Feedback

- Google Reviews & Online Ratings
- Customer Surveys (Short & Sweet!)
- Net Promoter Score (NPS)
- Social Media Polls & Comments

Indirect Feedback

- Customer Retention & Churn Rates
- Support Ticket Trends
- Purchase History & Behavior
- In-Person Cues (Body Language, Tone, Reactions)

AI & Automation

- AI Chatbots for Real-Time Feedback
- Sentiment Analysis of Reviews & Social Media
- Automated Post-Purchase Surveys

 **Other Methods You Use:** _____

Step 2: Define Your Feedback Goal

What's the #1 insight you want from customer feedback?

- Understand why customers **leave (or stay!)**
- Identify **what frustrates customers** most
- Find out **what customers love & want more of**
- Improve **marketing messaging** based on real feedback
- Other: _____

Step 3: Take Immediate Action

What is one step you can take in the next 7 days? (Circle One & Fill in the Blank!)

Start Collecting Feedback

- I will set up _____ (survey, review request, chatbot, etc.)

Analyze Current Feedback

- I will review past _____ (reviews, complaints, sales trends, etc.)

Act on Feedback

- I will improve _____ based on customer insights

Close the Loop

- I will respond to _____ (reviews, social media comments, survey responses)

Bonus Commitment:

Who will hold you accountable for taking action?

Accountability Partner: _____

Check-in Date: _____

Need help? Connect with Stuart Preston for a personalized strategy!