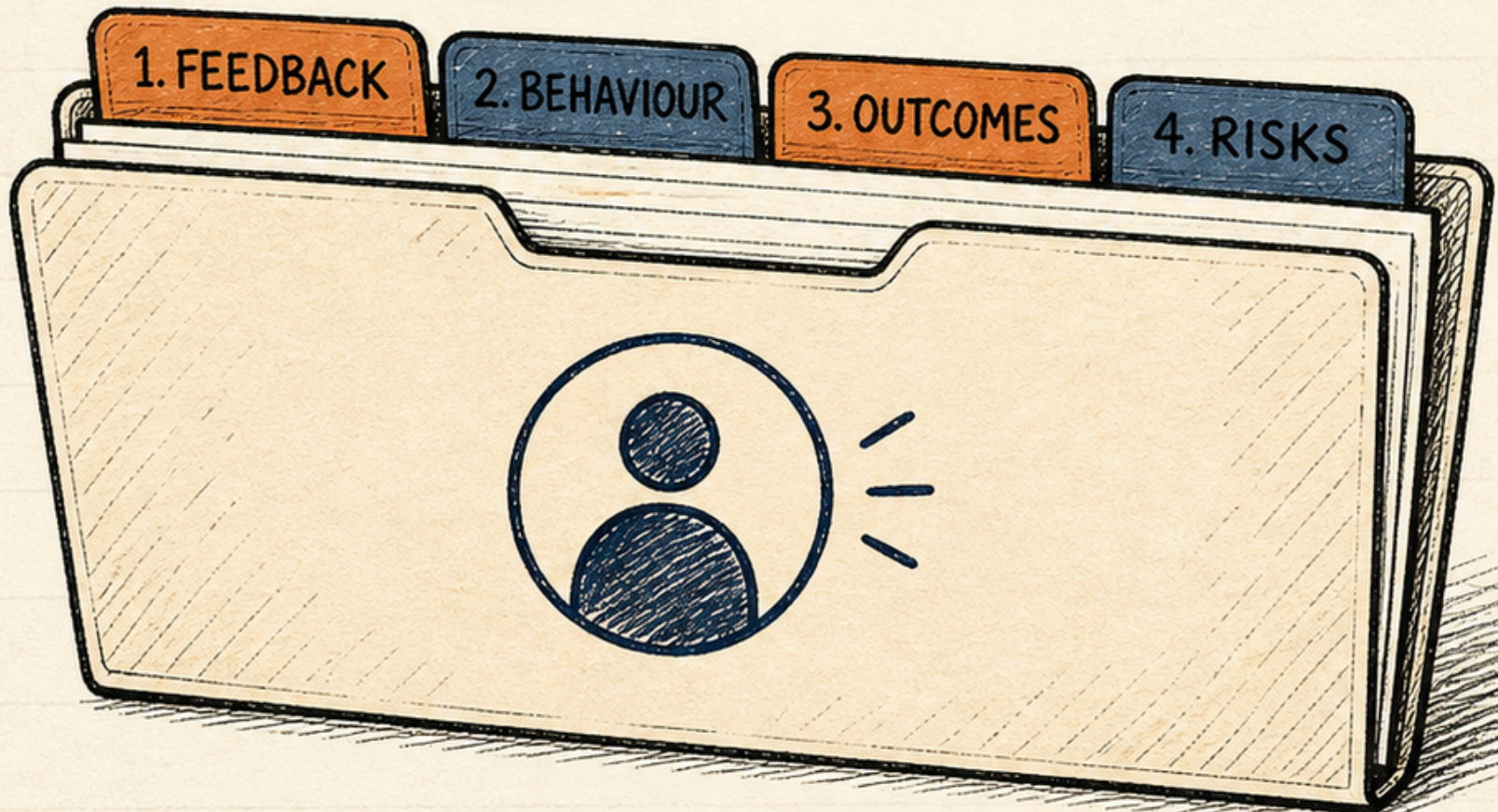


THE CUSTOMER EVIDENCE REVIEW



Bring facts into the
customer conversation.



A CUSTOMER REVIEW SHOULD NOT RELY ON MEMORY.



Prepare the evidence
before the meeting.

02 / 05



REVIEW

FOUR SOURCES



FEEDBACK

what do
they say?



BEHAVIOUR

what do
they do?



OUTCOMES

what has
changed?



RISKS

what could
reduce value?



03 / 05

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TURN EVIDENCE INTO QUESTIONS

1

What **value** is visible?

2

Where is progress **incomplete**?

CUSTOMER REVIEWS			
CUSTOMER	RATING	FEEDBACK	THEME
	★★★★☆	Great quality and fast service!	 QUALITY
	★★★☆☆	Good overall, but tracking was delayed.	 SHIPPING
	★★★☆☆	Product is ok, expected more for the price.	 VALUE
	★★★★★	Love it! Will definitely buy again.	 LOYALTY

3

What needs **attention** now?

4

What should happen **next**?



REVIEW THE CUSTOMER WITH EVIDENCE — NOT IMPRESSIONS.



Bring evidence into
your next customer review.

PREPARE THE REVIEW

