Business Requirement Document (BRD)

Project Title: Customer Feedback Management System

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# 1. Business Objective

To design a structured and efficient process for capturing, categorizing, assigning, and resolving customer feedback. This ensures improved customer satisfaction and effective internal communication across teams.

# 2. Process Overview

The customer feedback management process will follow a defined flow to ensure all feedback is captured, reviewed, and handled efficiently. Feedback may come through multiple channels and will be logged, categorized, assigned, and resolved systematically.

# 3. Process Flow Steps

1. Start

2. Receive Customer Feedback (Email / Form / App)

3. Log Feedback into Tracker (Enter details into Excel / Sheet)

4. Categorize Feedback (Bug / Feature Request / Complaint / Praise)

5. Assign to Relevant Team (Support / Development / Product)

6. Take Action / Resolve (Fix bug, respond, plan feature)

7. Update Feedback Status (In Progress → Resolved → Closed)

8. End

# 4. Tools Suggested

- Draw.io (Recommended): Free, no signup, save locally or to Google Drive  
- Lucidchart: Free with signup, easy drag-and-drop interface.

# 5. Assumptions

- All teams (Support, Dev, Product) are reachable via internal tools  
- Feedback input sources are actively monitored  
- A tracker (Excel/Sheet) is accessible and editable by relevant staff

# 6. Out of Scope

- Automated sentiment analysis  
- Deep integration with CRM tools  
- Long-term reporting dashboards