

## Customer Feedback Worksheet

This worksheet can help you use customer feedback to identify their pain points and find solutions to problems.

### Sources of Feedback

- Customer service surveys
- Third-party review sites (example: Google My Business, etc.)
- Direct feedback from customers

My feedback sources:

**Pain Points and Solutions**

Review the feedback sources to identify the top two or three things customers complain about (i.e., pain points) and try to find solutions to each one.

Pain Point	Solutions