**Paper Feedback Process Implementation**

**Objective:** Implement a parallel paper feedback process to gather client feedback and enhance accountability and satisfaction metrics

**Process Overview:** The parallel paper feedback process will involve conducting standardized surveys with clients to gather feedback on service quality. This process will be independent of the existing CRM feedback process and will focus on obtaining detailed feedback from clients regarding their satisfaction with services provided.

**Process Steps:**

1. **Standardized Survey Form:**
   * Utilize a standardized survey form with 15 questions and 3 rating points (poor, good, satisfactory). Ensure consistency across all sites by using the same survey form for all clients.
2. **Site Visit Feedback Collection:**
   * During monthly site visits, operations executives will administer the survey to clients and ensure their completion before leaving the site.
3. **Feedback Analysis:**
   * Collect completed feedback forms and compile the data for analysis.
   * Calculate the percentage rating for each site based on the ratings provided by clients on the feedback forms. (will discuss w/ the FFS team)
4. **Rating Classification:**
   * Classify sites into three categories based on the calculated percentage rating:
     + Detractor: Below 50%
     + Passive: 50% - 75%
     + Promoter: Above 75%
5. **Action Planning:**
   * Operations managers will review the feedback and take appropriate actions based on the classification of sites:
   * Detractor sites: Immediate CRM follow-up to address issues and resolve concerns.
   * Passive sites: Secondary priority for follow-up actions to improve service quality.
   * Promoter sites: Acknowledge positive feedback and share w/ BD to explore opportunities for further growth.
6. **Process Compliance:**
   * Ensure that operations executives strictly adhere to the monthly feedback collection process during site visits.
   * Implement deadlines for feedback submission and analysis to maintain process integrity.

**Process Benefits:**

* Provides a structured approach to gather client feedback and assess service quality.
* Facilitates accountability within the operations team by addressing client concerns promptly.
* Enhances client satisfaction and by proactively addressing service issues and improving service quality.