4A Collect information, improve and productize your service

Customer feedback on tests

Gather feedback through forms or interviews. Try to find out if the changes have affected the customer experience. Have customers noticed the change? Did theysee it as an improvement?

Your own thoughts and reflections

Did the changes work as expected? Did the test reveal any surprising information? Should the changes be made permanent? Can you find examples?

Changes in the observed measures

 Business measures

 Customer experience measures

Lessons and suggestions for improvement

What has been learned from the test? How could it be improved? Could there be any alternative solutions that would work better? How could the test be further developed?