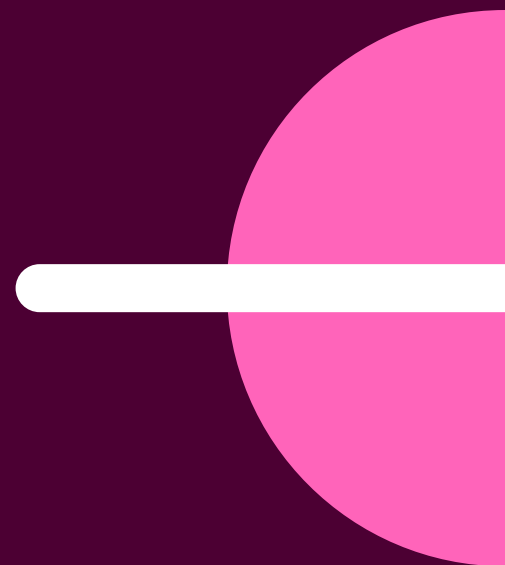# WHAT IS "YOU SAID, WE DID"?

"YOU SAID, WE DID" FRAMEWORK

It's a simple but powerful framework that connects customer feedback to clear actions. By reflecting back what your customers asked for—and showing exactly how you responded—you build trust, demonstrate accountability, and make progress easy to see.
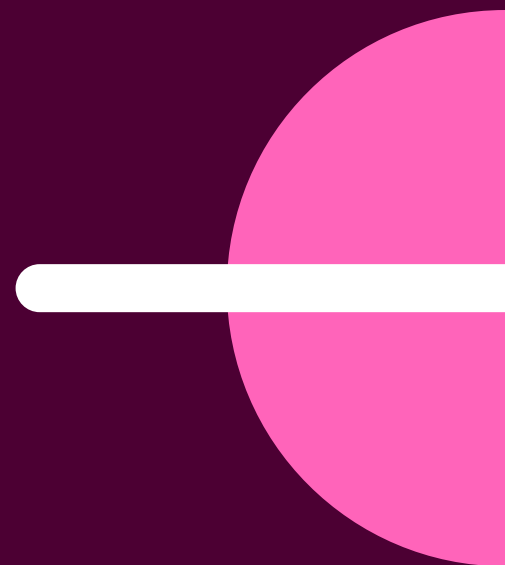
START WITH WHAT THEY TOLD YOU

Capture real customer feedback in their own words.

Whether from surveys, interviews, or support tickets, start by naming the issue or request clearly.

This shows you're listening—and that their voice matters.

SHOW WHAT YOU DID ABOUT IT

Don't just say "we made changes."

Explain what you did and why. Be specific.

Whether it's a new feature, a process change, or a faster turnaround time, tie your action directly to their feedback.
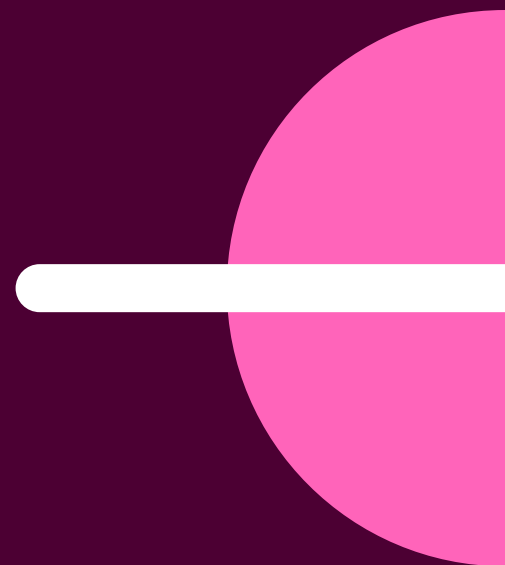
ADD BEFORE / AFTER CLARITY

Use visuals or metrics to highlight the difference.

This could be reduced support times, improved product performance, or cleaner UX.

Make improvements tangible, not just talked about.

MAKE IT A HABIT, NOT A ONE-OFF

Incorporate this format into monthly updates, QBRs, release notes, or onboarding materials.

The more consistently customers see follow-through, the more credibility you earn over time.

WHY IT WORKS

"You Said, We Did" turns feedback into a shared narrative. Customers feel heard.

Teams stay focused on real needs.

And everyone has a clearer sense of progress – because it's documented and celebrated.