RETAIL FEEDBACK-TO-ACTION CHECKLIST

What to listen for. What to document. What to act on.

GATHER CUSTOMER INPUT FROM MULTIPLE CHANNELS

- [ ] Review customer return reasons
- [ ] Track common email and chat support questions
- [ ] Observe in-store conversations and behavior
- [ ] Listen to team recaps referencing tools like Medallia
- [ ] Monitor reviews, complaints, and ticket spikes

IDENTIFY CONSISTENT THEMES

- [ ] Flag repeat confusion about promotions, signage, or pickup flow
- [ ] Note questions around personalization, sizing, or availability
- [ ] Watch for friction points in navigation or filtering (online)
- [ ] Spot common checkout or confirmation issues

LOOP IN INTERNAL TEAMS

- [ ] Share findings with store leads and CX teams
- [ ] Bring digital feedback into merchandising and signage updates
- [ ] Validate frontline insights with multiple teams when possible
- [ ] Ask store teams what they've already changed in response

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What to listen for. What to document. What to act on.

TAKE ACTION & DOCUMENT IMPROVEMENTS

- ☐ Update signage, filters, or messaging based on trends
- ☐ Clarify product details across web, print, and in-store touchpoints
- ☐ Adjust training content based on recurring themes
- ☐ Track what's been implemented—and revisit after launches

CLOSE THE LOOP

- ☐ Confirm changes with team leads or store managers
- ☐ Monitor whether questions or complaints decrease
- ☐ Share wins across teams to reinforce fast action
- ☐ Keep the loop open—this is seasonal, evolving, and continuous

BE PROACTIVE

- ☐ Ask teams about common questions before launches
- ☐ Test signage and flows internally
- ☐ Watch for early signals like repeated clarifications
- ☐ Encourage quick weekly staff feedback

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