The Reply Loop

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

A routine for reading, answering and learning from customer replies, so what people tell you changes what you do.

WHAT IT IS
A simple system that moves replies from the inbox to a log, then to themes, then to changes in messages, products and the site.

HOW TO USE IT
1. Use a real reply-to address. 2. Check it daily. 3. Log each reply. 4. Group them into themes each month. 5. Act on the top theme and tell customers what changed.

WHY IT MATTERS
Replies are the clearest sign that a message feels personal. They also tell you what to fix, in the customer's own words.

Service levels to set

WHO ANSWERS	HOW FAST	WHERE IT IS LOGGED	WHO READS THE THEMES
One named person, with a backup.	Within one working day.	One shared sheet or your helpdesk.	The owner of messages and the owner of the product.

Most replies are not complaints. Questions, thanks and ideas are worth logging too.

Reply log

One row per reply. Keep the customer's words short. Remove personal details before you share the log.

DATE	WHERE IT CAME FROM	WHAT THEY SAID	THEME	ACTION	CLOSED?

Theme tracker

Count themes monthly. The biggest theme is the first thing to fix or explain better.

THEME	COUNT THIS MONTH	EXAMPLE, IN THEIR WORDS	CHANGE TO MAKE	OWNER

Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Review rhythm

DAILY
Answer replies. Log them.

MONTHLY
Count the themes. Choose one change.

QUARTERLY
Tell customers what changed because of what they said.

Next: the Lab Routine shows how to test a change before rolling it out.