

# Product feedback loop template

Use this template to collect, categorize, prioritize, and close the loop on customer feedback. It will help you identify patterns, track product sentiment, and ensure no feedback goes unaddressed.

## Step 1: Feedback collection

Gather feedback from key channels: support tickets, EBRs, NPS surveys, email, and in-app messages.

Date received	Customer name	Segment	Feedback source	Feedback summary	Full feedback (verbatim)

## Step 2: Categorization

Tag each entry to help organize themes and identify trends.

Feedback summary	Product area / module	Feedback type (bug/request/etc.)	Customer impact (low/med/high)	Frequency (one-off/recurring)

**Step 3: Prioritization framework**

Score feedback using your internal prioritization model (e.g., RICE, MoSCoW, or custom).

Feedback summary	Urgency	Reach	Effort estimate (S/M/L)	Strategic fit	Priority score (1–5)
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**Step 4: Feedback tracker**

Use this tracker to document the status and ownership of key feedback items.

Feedback summary	Theme	Priority	Status (e.g. backlog, planned)	Owner	ETA
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**Step 5: Closing the loop**

Ensure customers are informed when action is taken (or not taken) on their feedback.

Feedback summary	Decision made	Customer notified (Yes/No)	Notification date	Message sent
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**Optional:**  **Monthly Summary**

Use this table to share feedback themes with internal teams (Product, Marketing, etc.).

Month	Top themes	Common feature requests	High-risk feedback	Notable wins / praise
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**Notes/learnings**

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