

Close the customer feedback loop

An 8-point checklist for product managers. Use one copy per request.

Request _____ Date _____

- ☐ **01 Write down the problem**
Save the customer's words and the problem they want to solve.
- ☐ **02 Check who is affected**
List each customer account once. Keep private account details in your team's notes, not public updates.
- ☐ **03 Make a clear decision**
Choose build, explore, not now, or decline. Note your reason and what you still need to learn.
- ☐ **04 Name the owners**
Pick one person for the decision and one for the next step. The same person can own both.
- ☐ **05 Set the next step**
Record the planned work or release. If waiting, set a review date and say what would change the decision.
- ☐ **06 Choose who needs an update**
Include the people who asked. Share only the details they should see.
- ☐ **07 Send a useful update**
Say what changed or why the team will wait. Only promise a date when it is confirmed.
- ☐ **08 Check the follow-up**
Save the update date. Check that the next step has an owner and a due date or review date.

Notes / next step

The spreadsheet is optional. Use one row per request.

Simple spreadsheet: [Excel \(XLSX\)](#) [CSV](#)

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