Customer Feedback Tracker

Instructions:
Use this tracker to record insights from customer interviews. Identify patterns, common pain points, and feedback trends to inform product or service development.

Customer Interview Summary

Date	Customer Segment	Key Pain Points	Current Solutions Used	Suggested Improvements	Notes/Quotes
YYYY-MM-DD	[Target group]	[Summarized pain points]	[Tools, services, or workarounds]	[Desired changes or features]	[Notable quotes or observations]

(Add rows as needed for additional interviews.)

Recurring Themes & Patterns

- **Most common pain points:**
- **Most frequently used solutions:**
- **Biggest unmet needs:**
- **Customer willingness to pay (if mentioned):**
- **Other key insights:**

Follow-Up Actions

- **Potential product/service adjustments:**
- **Further research needed:**
- **Interviewees to follow up with:**
- **Next steps:**

Reminder:

- Look for trends rather than relying on one-off comments.
- Pay attention to unexpected insights.
- Focus on real customer behavior rather than hypothetical opinions.