

# Closing the Feedback Loop

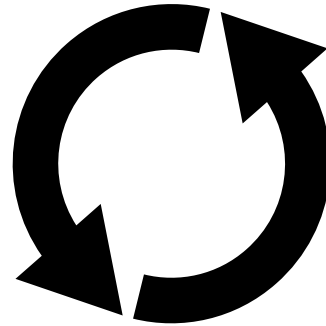
**Listening → Learning → Acting → Sharing**

# Ask the Right Questions



**Ask the Right  
Questions**

**Close the  
Loop**



**Gather  
Meaningful  
Input**

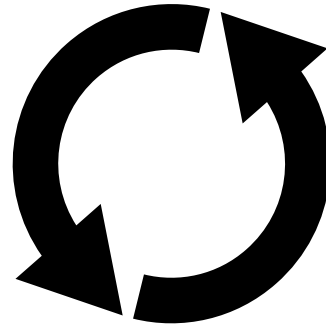
**Turn Insights into  
Action**

**Find the Patterns**

**How satisfied are  
you were our services?**

**Ask the Right  
Questions**

**Close the  
Loop**



**Gather  
Meaningful  
Input**

**Turn Insights into  
Action**

**Find the Patterns**

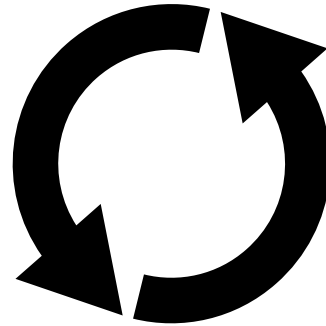
**The website is hard to navigate.**

**I couldn't find the registration  
form.**

**The site layout is confusing.**

**Ask the Right  
Questions**

**Close the  
Loop**



**Gather  
Meaningful  
Input**

**Turn Insights into  
Action**

**Find the Patterns**

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