

How Mature Is Your Feedback Program?

A 5-Minute Scorecard

Rate each dimension 1–5 based on **current** capability. Add your five scores (total 5–25), then check your level on page 2. Your maturity is capped by your weakest dimension — the lowest score is where to focus first.

1. Data Collection

How do you collect feedback, and how much of your customer base do you actually reach?

Score	What it looks like	✓
1	One channel, ad-hoc timing, no cadence	☐
2	One or two channels on a loose schedule, low coverage	☐
3	Multiple channels on a set cadence, decent coverage	☐
4	All relevant channels, event-triggered, strong response rates	☐
5	Full coverage, automated cadence, continuous collection	☐

Your score: _____

2. Governance

Who owns the program, and are standards consistent across teams?

Score	What it looks like	✓
1	No owner, no standards, anyone can launch a survey	☐
2	Informal owner, inconsistent question formats across teams	☐
3	Named owner, shared question taxonomy, consistent cadence	☐
4	Governed access, role-based visibility, documented standards	☐
5	Formal program with defined KPIs, access controls, and compliance	☐

Your score: _____

3. Analysis

How do you make sense of the feedback once it arrives?

Score	What it looks like	✓
1	Someone skims responses manually when they have time	☐
2	Spreadsheet tagging, manual theme sorting, quarterly summaries	☐
3	Some automated reporting, basic dashboards, regular cadence	☐
4	Automated theme detection, text analytics on open-ended responses	☐
5	AI-powered thematic analysis, sentiment, intent, and entity recognition	☐

Your score: _____

4. Action & Closed-Loop

When feedback arrives, does anything actually happen?

Score	What it looks like	✓
1	Responses get filed, nobody follows up	☐
2	Occasional follow-up on extreme scores, no process	☐
3	Worst responses trigger follow-up, basic alerting in place	☐
4	Feedback triggers tasks and tickets, cross-functional routing	☐
5	Automated closed-loop workflows, signals trigger action automatically	☐

Your score: _____

5. Executive Buy-In

Is the program treated as a strategic initiative or a side task?

Score	What it looks like	✓
1	A side task nobody owns formally, no KPIs	☐
2	Someone runs it between other jobs, reported informally	☐
3	Reported upward regularly, some KPIs defined and tracked	☐
4	Executive sponsor, funded budget, cross-team mandate	☐
5	Board-level strategy with owned OKRs and proven financial impact	☐

Your score: _____

YOUR TOTAL SCORE

Data Collection: _____ + Governance: _____ + Analysis: _____ + Action: _____ + Exec Buy-In: _____ =

TOTAL: _____ / 25

Find Your Level

Total	Level	What it means	✓
5-9	Level 1: Ad-Hoc	Surveys fire reactively, no baseline, no plan	☐
10-14	Level 2: Siloed	Data exists but sits in silos, analysis is manual and slow	☐
15-19	Level 3: Standardized	One owner, shared standards, some closed-loop follow-up	☐
20-23	Level 4: Integrated	Feedback in the flow of work, cross-functional action	☐
24-25	Level 5: Predictive	Signals flag risk before scores drop	☐

 A program is only as mature as its weakest dimension. Chase the lowest number first.

What Unlocks Your Next Level

Each transition has one unlock, one readiness signal, and one common mistake. Focus on your current row.

Transition	The one unlock	Signs you're ready	The mistake that keeps you stuck
1 → 2	Start collecting consistently	You've identified at least one recurring touchpoint worth measuring	Launching five channels at once instead of nailing one
2 → 3	Assign an owner and standardize	Multiple teams collect feedback but can't compare results	Shopping for a new platform before deciding who owns the program
3 → 4	Integrate your data sources	Your closed-loop process works but requires manual exports	Connecting everything before cleaning the taxonomy
4 → 5	Add predictive analysis	You have 12+ months of clean, integrated historical data	Rushing to predictive on top of incomplete data

Find your row. Read the readiness signal. Avoid the mistake. That's your next quarter's focus.

Ready to Move to the Next Level?

Zonka Feedback covers every dimension on this scorecard. From your first survey to predictive signals, one platform that moves your program up the maturity curve.

 [Schedule a Demo](#)