BLANK REVIEW TEMPLATE - NO CUSTOMER RESULTS

A useful view of the pilot.

Brokerage / plan: _____ Period / review: _____
Dashes below are unfilled, not zero. Exclude internal QA and demonstration activity.

Reach and uptake

Introductions made: -- (brokerage count, or unknown)
Distinct attributed arrivals / inquiries: --
Confirmed course purchases: -- | Separate app purchases: --
Refunded course orders: -- | Refunded app items: --

Access and useful use

Course access confirmed / eligible course buyers: -- / --
App activations / eligible app buyers: -- / --
First useful course task / course buyers: -- / --
First useful app task / app buyers: -- / --
Task evidence: observed / self-reported / not yet confirmed

Friction and effort

Recurring questions / access issues: _____
Sterling support minutes: -- | Brokerage introduction/support effort: --
Baseline and interpretation: _____

Learning and next action

What was useful? _____
What should change? _____
Decision: continue / adjust / extend learning / stop
Next action: _____ Owner: _____ Due: _____

Sharing boundary

Do not calculate introduction-conversion rates without a known denominator. Small cohorts may identify sellers; avoid narrow slices and private quotations. No seller chat, offer, document or buyer-contact details belong in the routine report.