CUSTOMER FRUSTRATION AUDIT WORKSHEET

Purpose: This worksheet helps you uncover and categorize your customers' biggest frustrations so you can address them better than anyone else. Instead of just focusing on what customers want, this tool will help you pinpoint the pain points they need solved the most.

How to Use This Worksheet:
**Refer to the example below for guidance on how to fill out.*

1. Gather customer complaints from competitor reviews, social media, customer support tickets, and direct feedback.
2. Categorize recurring frustrations into common themes to identify patterns.
3. Identify industry gaps—problems that competitors aren't solving effectively.
4. Use these insights to refine your product, messaging, and offer to better serve your customers.

FRUSTRATION AUDIT TEMPLATE

Step 1: Gather Real Customer Complaints

Collect complaints and feedback from the following sources:

- Competitor reviews (Google Reviews, Trustpilot, Yelp, etc.)
- Social media comments (Twitter, LinkedIn, Facebook groups, Reddit)
- Online forums and discussion boards (Quora, industry-specific communities)
- Customer support tickets and feedback forms
- Direct customer feedback (surveys, interviews)

Document customer complaints here:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Categorize Recurring Frustrations

Group complaints into common themes such as:

- Pricing Issues: Complaints about cost, unexpected fees, or lack of perceived value
- Customer Support Problems: Slow response times, unhelpful representatives, or lack of resolution
- Product/Service Limitations: Missing features, usability issues, or performance problems
- Complexity & Confusion: Difficult onboarding, unclear instructions, or technical difficulties

Categorized complaints:

1. _____ (Category: _____)
2. _____ (Category: _____)
3. _____ (Category: _____)
4. _____ (Category: _____)
5. _____ (Category: _____)

Step 3: Find Industry Gaps
Look for pain points that no competitor is solving effectively.

Questions to consider:

- Are there frequent complaints across multiple competitors that remain unresolved?
- What frustrations are customers vocal about that no one is addressing?
- Where do customers feel ignored, undervalued, or underserved?
- Are there emerging needs that companies in your industry are slow to adopt?

Unaddressed customer pain points:

1. _____
2. _____
3. _____

EXAMPLE: FRUSTRATION AUDIT

Step 1: Gather Customer Complaints

- **“**'This software is way too expensive for what you get.” (Google Reviews)
- “Their support team never responds to my emails.” (Twitter Complaint)
- “The onboarding process is so confusing, I almost gave up.” (Customer Feedback)

Step 2: Categorize Recurring Frustrations

- Pricing Issues: Multiple users feel the software is overpriced compared to competitors.
- Customer Support Problems: Frequent complaints about slow or unhelpful support.
- Complexity & Confusion: Customers struggle with onboarding and setup.

Step 3: Identify Industry Gaps

- No competitor is offering transparent pricing or flexible payment plans.
- Competitor support is notoriously bad—an opportunity to win on customer service.
- There’s no simplified onboarding process in the market—users want an easy setup guide.