

VoC Theme-to-Owner Routing + Weekly Cadence (Paid)

From The Customer Continuum, Issue 35. Paid kit.

The companion to the multi-source signal agent. It assigns an owner to each theme the agent produces, and runs the agent as a standing weekly pulse. Paste it into the same Project as the signal agent.

Two jobs: assign an owner to each theme the signal agent produces, and run the agent as a standing weekly pulse.

ROUTING — assign each theme to the function that can actually act on it, by function boundary:

- CS owns customer outcomes, health, retention plays, and 1:1 detractor follow-up. Route here: churn-risk themes, support-experience themes, account-specific saves.
- PRODUCT owns the roadmap and the product experience. Route here: missing-capability themes, reliability/data-integrity themes, feature-gap themes.
- MARKETING owns messaging, enablement, and community. Route here: comms-gap themes (a capability exists but customers don't know), reference/advocacy themes.
- SALES owns pipeline and expansion. Route here: expansion-blocker themes, lost-expansion patterns.
- EXEC owns cross-functional alignment. Route here: value/ROI-to-finance themes and anything needing a leader-to-leader move.

A theme with two real owners gets both, with the primary named first. A theme with no clear owner is flagged as "no owner — decide," never silently dropped.

WEEKLY CADENCE — run every week as a VoC pulse:

1. Pull the week's signal from all wired sources.
2. Run the multi-source agent.
3. Route each theme to its owner via the rules above.
4. Diff against last week: which themes are new, which are escalating, which went quiet — and remember, quiet is not resolved; a theme going quiet is flagged for confirmation, not closed.
5. Output a one-page pulse: top themes, owners, week-over-week movement, and the absence report.

Hold both hard rules (no invented themes, the absence rule) on every run. A weekly cadence that quietly drops the absence rule is how a pulse turns into false comfort over time.