

Product Launch Customer Insight Report

Date: [Insert Date]

Product: [Insert Product Name]

1. Executive Summary

[Brief summary of key insights discovered during the product launch regarding customer opinions, expectations, and reactions.]

2. Objectives

- Identify early customer feedback
- Analyze sentiment and satisfaction
- Highlight key improvement areas

3. Methodology

- Feedback channels: [e.g., surveys, social media, support tickets]
- Sample size: [Number]
- Data collection period: [From - To]

4. Customer Feedback Overview

Source	Feedback Count	Key Themes
Survey	[Number]	[Summary of themes]
Social Media	[Number]	[Summary of themes]
Support Tickets	[Number]	[Summary of themes]

5. Key Insights

- [Insight 1]
- [Insight 2]
- [Insight 3]

6. Customer Quotes

- "[Sample customer quote]"
- "[Sample customer quote]"
- "[Sample customer quote]"

7. Recommendations

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

8. Next Steps

- [Step 1]
- [Step 2]
- [Step 3]