



## "Wow Your Customer" Pitch Feedback Form

**Dear Leader,**

The Maruti Techlabs team participated in the "Customer-First" value training, where they worked on a challenge to create an IT solution that would truly "Wow the Customer."

### **Challenge Overview:**

Teams identified a real customer pain point and then worked backwards to create an innovative, and customer-centric solution.

### **Your Role:**

As a senior leader, your evaluation will provide valuable insights to help teams refine their solutions.

### **How to Evaluate:**

1. **Listen to the Pitch** – Each team will present their "Wow Your Customer" solution. Pay attention to how well they identified the customer problem and designed their solution around it.
2. **Assess Each Criterion** – Use the 1-5 rating scale to evaluate different aspects of the pitch (see evaluation form for details).
3. **Provide Feedback** – Share specific comments to highlight strengths and suggest improvements.
4. **Total the Score** – Add up the scores from all criteria (maximum: 35 points).
5. **Submit the Form** – Once completed, please return the form to the team.

Your feedback will help teams refine their solutions to be more impactful, practical, and customer-first.





Team Name: \_\_\_\_\_

Solution Name: \_\_\_\_\_

### Evaluation Criteria

Please rate each criterion on a scale of 1 to 5, where:

- 1 - Poor
- 2 - Needs Improvement
- 3 - Good
- 4 - Very Good
- 5 - Excellent



## Overall Assessment

S.no	Criteria	Score (1-5)	Comments/Feedback
1.	<b>Name &amp; Tagline</b> (Is the name and tagline catchy and memorable?)		
2.	<b>Customer Problem</b> (Is the pain point well-defined?)		
3.	<b>"Wow" Factor</b> (Is the solution innovative? Would a customer be excited about it?)		
4.	<b>Customer Concerns (FAQ)</b> (Has the team identified and addressed potential customer concerns effectively?)		
5.	<b>Simplicity of User Journey</b> (Is the solution frictionless with the minimum number of steps?)		
6.	<b>Pitch Delivery</b> (Was the pitch engaging and delivered confidently?)		
7.	<b>Real-World Feasibility</b> (Can this solution be realistically developed and deployed?)		

Total Score: \_\_\_\_\_/35





**Any final thoughts or suggestions?**

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**Reviewer Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Date:** \_\_\_\_\_



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