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"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: Yodha.

Solution Name: Astromonial.

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

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Overall Assessment

S.no	Criteria	Score (1-5)	Comments/Feedback
1.	**Name & Tagline** (Is the name and tagline catchy and memorable?)	5	unique find.
2.	**Customer Problem** (Is the pain point well-defined?)	5	yes it satisfies the req.
3.	**"Wow" Factor** (Is the solution innovative? Would a customer be excited about it?)	5	makes the process easy.
4.	**Customer Concerns (FAQ)** (Has the team identified and addressed potential customer concerns effectively?)	5	yes, very well.
5.	**Simplicity of User Journey** (Is the solution frictionless with the minimum number of steps?)	5.	simplified, minute consideratious.
6.	**Pitch Delivery** (Was the pitch engaging and delivered confidently?)	5.	The subject & explaination was crystal clear.
7.	**Real-World Feasibility** (Can this solution be realistically developed and deployed?)	4	more detailed version can be created while implementat".

Total Score: 34./35

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Any final thoughts or suggestions?

It's a great initiative, however the only question arises is if the ad audience believe in algorithm only or might need a 2nd opinion to get a trusted report (such details needs to be considered)

Reviewer Name: Rajvi Desai

Designation: Sr. Tech Writer

Date: 21 Mar, 25