

Recurring review complaint worksheet

Use a small, defined review sample to decide what to investigate in your operations. Counts describe the reviews you inspected, not the prevalence of problems among all customers.

Use the worksheet

1. Choose a location, inclusive period, source and a repeatable selection rule. Record how many unique reviews were examined and whether anything was omitted.
2. Choose a short list of distinguishable topics. Use one primary topic per review for the main count; keep secondary tags separate. Mark insufficient detail rather than inventing a cause.
3. Read positive as well as negative reviews. Remove duplicate observations and retain only a minimal internal reference instead of customer names or copied private records.
4. For each topic record the count, total sample, evidence limits and the operational question. If comparing periods, use matching rules and display both denominators.
5. Ask the responsible team to check the suggested issue against authorized operational records. Repeated wording alone does not establish a common cause.
6. Choose one realistic action and a follow-up period. Record what changed and other possible explanations. Do not infer customer complaint rates without actual customer or transaction denominators.

Open and reuse

Download recurring-complaint-worksheet.csv and keep an untouched master copy. Open or import it as UTF-8, comma-separated CSV in your spreadsheet app. All columns are text; no formulas, macros or external data connections are included. Set reference, phone and date columns to Text if your app changes them. Delete synthetic example rows before using your own records. Add rows as needed and restrict access to completed copies.

CSV files do not preserve column widths or text wrapping. After importing, select the populated cells including headers and turn on wrapping (Google Sheets: Text wrapping > Wrap in the toolbar). Widen columns containing long descriptions and check that every row is fully visible. Save your working copy in the spreadsheet application's native format to retain this layout; downloading it again as CSV does not retain formatting.

Worked decision

In the invented sample, 3 of 12 reviews mention waiting. This is 25% of the selected reviews, not 25% of customers. If one review also mentions communication, keep that secondary tag out of the primary-topic total. No improvement has been observed in this example.

Scope and privacy

Do not upload real customer reviews to an unapproved AI or share sensitive records in this sheet. Small samples, missing reviews, selection changes and seasonal demand limit interpretation. This is a manual worksheet, not an Ajanslokal product report.

Sources checked October 18, 2026

- <https://support.google.com/business/answer/3474050?hl=en>
- <https://support.google.com/contributionpolicy/answer/7400114?hl=en>

Printable records

Keep completed copies private. Examples are illustrative, not customer results. Print at actual size on Letter or A4. Copy blank records as needed.

Record 1 / 3

Row type	Synthetic example
Period start	2026-09-01
Period end	2026-09-30
Location code	Example A
Selection rule	All 12 reviews in this invented example
Topic	Waiting time
Unique topic reviews	3
Unique reviews examined	12
Limitations	Illustration only; not customer data
Investigation question	Which service stage caused the wait?
Owner role	Operations lead
Action date	
Follow-up period	

Record 2 / 3

Row type	Worksheet
Period start	
Period end	
Location code	
Selection rule	
Topic	
Unique topic reviews	
Unique reviews examined	
Limitations	
Investigation question	
Owner role	
Action date	
Follow-up period	

Record 3 / 3

Row type	Worksheet
Period start	
Period end	
Location code	
Selection rule	
Topic	
Unique topic reviews	
Unique reviews examined	
Limitations	
Investigation question	
Owner role	
Action date	
Follow-up period	