Agaya Cloud

THE POST-PURCHASE FRAMEWORK

A PRACTICAL OPERATING SYSTEM FOR TURNING DELIVERY INTO PRODUCT AND RETENTION INTELLIGENCE

FRAMEWORK FROM AGAYA CLOUD

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THE POST-PURCHASE BLIND SPOT

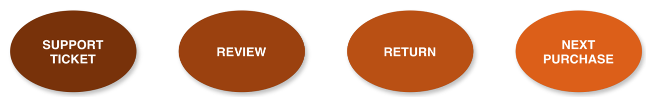
Most consumer brands can tell you what a customer bought. They can tell you when it shipped, whether it was delivered, whether the customer contacted support, and whether they eventually bought again.

What most brands cannot tell you is what happened in between.

> ***"That gap - between delivery and the next purchase - is the post-purchase blind spot."***

The traditional ecommerce funnel is well instrumented. Every stage of it has a dashboard.

After delivery, visibility usually drops. The next reliable signal often doesn't appear until one of these.



By the time one of those events happens, the experience that caused it is long over. For repeat-purchase categories in particular, this is not a minor measurement gap. It is the difference between knowing why customers stay and guessing.

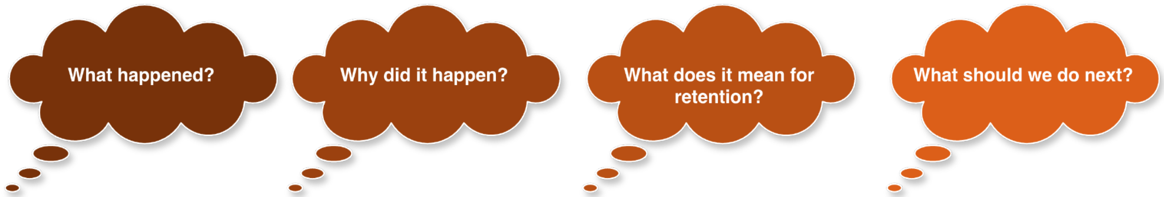
WHAT THE BLIND SPOT COSTS

- A customer receives a product they expected to love, and quietly decides not to buy it again.
- A packaging or quality problem occurs, and the customer never contacts support.
- A customer loves one SKU and dislikes another, but the brand only ever sees a blended average.
- A customer intends to reorder, then simply forgets.
- Usage friction causes a customer to stop, for reasons the brand never captures.

- A customer becomes genuinely loyal, for reasons the brand never learns - and therefore can't repeat.

Reviews, NPS, support tickets, returns data and purchase analytics each capture a fragment of this. On their own, none of them reconstructs the full journey from delivery to experience to repeat purchase.

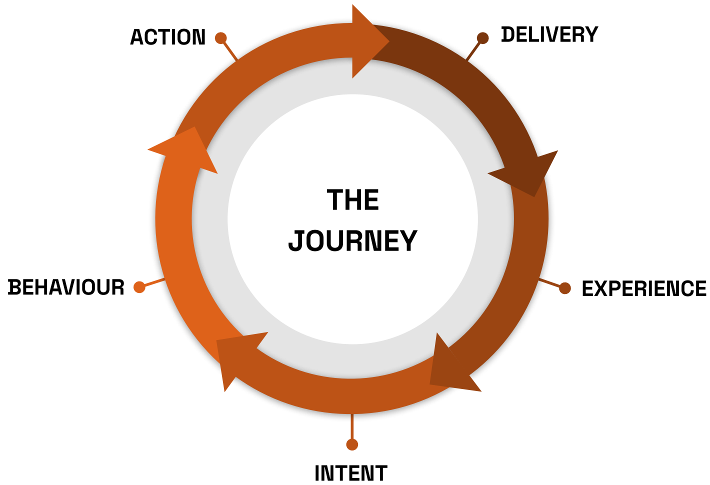
Post-purchase intelligence exists to answer four commercial questions:



THE FRAMEWORK AT A GLANCE

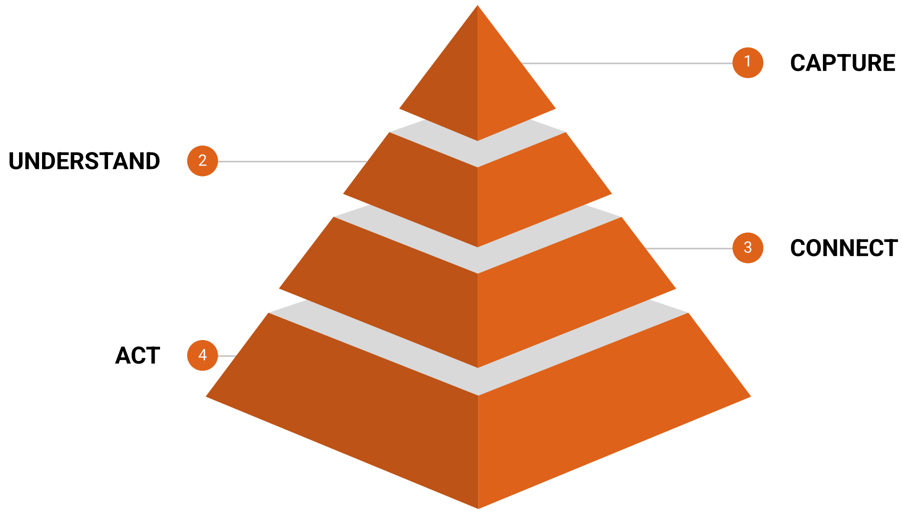
The Post-Purchase Framework organises the gap between delivery and the next purchase into a journey and four operating pillars that turn that journey into a repeatable process.

THE JOURNEY



What happens to a customer, in order, and the line of sight most brands are missing after the first step.

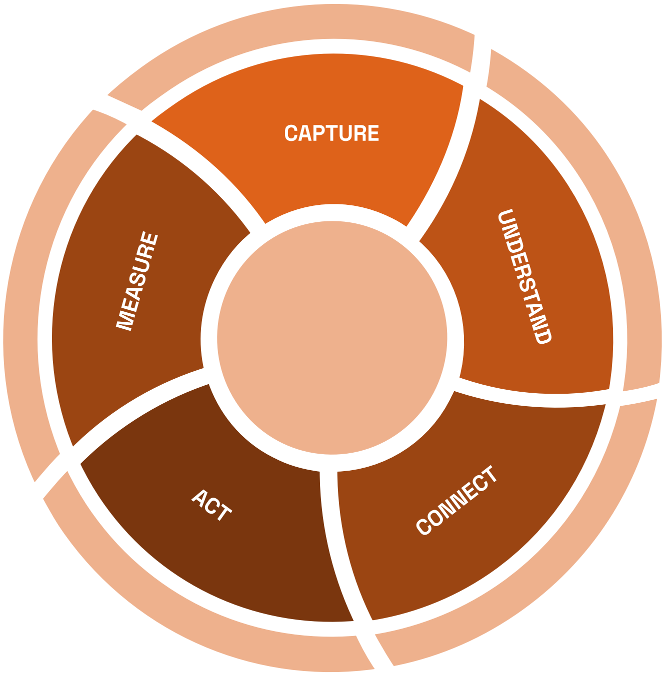
THE OPERATING PILLARS



The four disciplines that turn the journey above into intelligence - and intelligence into decisions.

Pillar	In one line
Capture	Capture the experience at the right moment.
Understand	Understand the product, not just the customer.
Connect	Connect experience to retention.
Act	Turn intelligence into change.

The loop closes with measurement:



Each stage of the journey above has a matching discipline in the pillars below. That pairing - a real-world moment mapped to an operating step - is what makes this a framework rather than just a diagram.

This is designed to run continuously - a cadence built into the business, not a research project revisited once a year.

The journey and the four pillars are intentionally simple enough to reuse anywhere the story needs to be told: internally, on a website, in a sales deck, or in a report like this one.

WHERE THIS DIFFERS FROM EXISTING APPROACHES

Post-purchase intelligence isn't a replacement for surveys, satisfaction scores or attribution models. It's a different job, built around a different question - and it's worth being precise about where each approach's job actually ends.

Approach	Built to do	Where it stops short of this journey
Generic post-purchase surveys	Ask structured questions after an order or delivery event.	Usually store-wide rather than product-specific, and not built to feed a continuous decision loop.
NPS / satisfaction measurement	Track a directional sentiment score over time.	A single score rarely explains which product or experience is driving it, or what a customer does next.
Post-purchase attribution	Explain which channels or touchpoints influenced a purchase.	Focused on the path to purchase - not the customer's experience with the product after it arrives.
Post-purchase intelligence	Connect delivery, experience, intent and behaviour into one operating layer.	Purpose-built for exactly this journey - that is the whole job.

This isn't a claim that other tools can't be extended to cover part of this ground - many can. The difference is design intent.

Post-purchase intelligence treats the journey from delivery to the next purchase as the primary thing being measured, rather than a byproduct of another data collection exercise.

That's the operating layer **TrueSignal** is built as a reference implementation of - and the one this framework is designed to help any brand build, with or without TrueSignal.

For teams evaluating tools, this distinction is also a useful internal test: ask whether a given input - a survey answer, a sentiment score, an attribution model - actually closes the loop back to a product-level decision and a measurable outcome.

If it doesn't, it's probably feeding a different job than the one this framework is built for.

PILLAR ONE - CAPTURE THE EXPERIENCE

THE PRINCIPLE

The value of feedback depends on when you capture it. A customer answering a question at checkout is reporting purchase intent.

A customer answering a question after receiving and using the product is reporting experience. Those are two different signals - and the second one is the one most brands are missing.

WHAT TO CAPTURE

The exact questions vary by category, but the post-purchase journey typically moves through four moments:

Moment	Core question
Delivery	Did the order arrive as expected, and in good condition?
Unboxing	Was the product clearly presented, with usage information that made sense?
First use	Was it easy to use, and did it perform as expected?
Early experience	Is the customer satisfied - and would they buy or use it again?

For consumables specifically, category-specific attributes often carry more diagnostic value than a generic satisfaction score - taste, texture, scent, ease of preparation, perceived effectiveness, freshness and tolerance.

What that looks like varies by category. A supplement brand might prioritise perceived effectiveness and tolerance. A beauty or skincare brand might focus on texture, scent and absorption.

A food or beverage brand might ask about taste and freshness on arrival. A pet brand might ask about tastiness and how the animal actually responded.

The instinct is the same across all of them: ask what's specific to this product, not what's generic to the store.

> ***Design rule:* capture only what the business can act on. Before adding a question, ask: will this answer help someone make a better product, customer experience or retention decision? If not, cut it.**

BEST PRACTICE

- Trigger feedback from the delivery event, not an arbitrary date.
- Keep it short, mobile-first, and clearly branded.
- Ask questions tied to the specific product purchased, not generic store-level sentiment.
- Collect the minimum personal information needed - pseudonymous order references are usually enough.
- Pilot on a small set of SKUs first, refine the questions, then expand - a shorter survey that gets finished beats a longer one that gets abandoned.

HIGH-SIGNAL KPIS

KPI	What it tells you
Response rate	Whether the capture mechanism itself is working.
Issue rate	How often something goes wrong, and for which products.
Satisfaction by SKU	Where quality and experience diverge from the store average.
Top dissatisfaction drivers	What to fix first.
Repeat-purchase intent	An early read on retention risk.
Recommendation intent	Whether the experience is worth talking about.
Time from delivery to feedback	Whether you’re capturing experience, or an afterthought.

HOW TRUESIGNAL OPERATIONALISES THIS

TrueSignal provides short, white-label surveys from the delivery event, links every response to the specific order and product involved, and runs without requiring an app download. The point isn’t the survey itself - it’s capturing the right signal, at the right moment, tied to the right product.

PILLAR TWO - UNDERSTAND THE PRODUCT

THE PRINCIPLE

A brand can carry an excellent overall satisfaction score while one SKU is quietly generating quality complaints, low reorder intent, or disproportionate dissatisfaction.

> ***"Store-wide averages hide product-level problems."***

This pillar is about shifting the unit of analysis - from how customers feel about the brand to what customers are experiencing with this specific product.

WHAT TO ANALYSE

In repeat-purchase categories, a product-level issue that goes unnoticed for even one order cycle can quietly compound into a full cohort of customers who simply don't come back. Look for patterns across:

Category	Look for
Product quality	Sensory issues, packaging damage, breakage or leakage, batch variation.
Usage	Confusing instructions, prep or dosing friction, unclear expectations.
Value	Whether the product feels worth the price and matches the promise.
Waste and abandonment	Why a product was discarded, or why use stopped.

The most useful patterns often live in the interaction between variables - a strong unboxing experience paired with a poor first use, or high overall satisfaction next to one SKU with unusually low repeat intent. Store-wide scores can't reveal that. Product-level analysis can.

BEST PRACTICE

Analyse feedback at the SKU or product level first. Segment further - by region, format, variant, batch or subscription status - only where the data supports it. For every pattern, ask: is this a customer problem, a product problem, an operational problem, or a communication problem? That distinction determines what happens next.

HIGH-SIGNAL KPIS

KPI	What it tells you
Satisfaction by SKU	Where experience quality actually sits, product by product.
Issue rate by SKU	Which products are generating problems.
Repeat intent by SKU	Which products are quietly at retention risk.
Top issue drivers by product	What's actually causing dissatisfaction.
Waste / discard reasons	Why a product goes unused.
Time to first negative signal	How early a problem shows up.
Variance between products, variants or regions	Where the real differences are hiding.

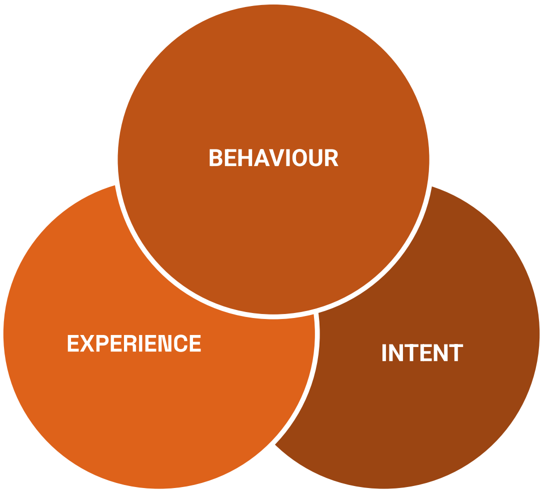
HOW TRUESIGNAL OPERATIONALISES THIS

TrueSignal turns post-purchase responses into product-level intelligence - surfacing which products create the strongest experiences, which generate the most issues, and where expectations aren't being met. The useful output isn't "customers are unhappy." It's "Product X is creating a specific experience problem that appears to be affecting repeat intent" - a sentence someone can actually act on.

PILLAR THREE - CONNECT EXPERIENCE TO RETENTION

THE PRINCIPLE

Experience matters commercially because it shapes what a customer does next. This is where post-purchase intelligence stops being customer feedback and starts being commercial intelligence. The output isn't a satisfaction report - it's a set of testable relationships between what happened and what's likely to happen next.



A customer experiences something. That experience shapes what they intend to do. Intent eventually becomes a behavioural outcome - reorder, subscribe, refer, return, delay, or churn. The goal of this pillar is to understand that chain, rather than treating every metric as if it exists in isolation.

> ***A note on causation:* association is not causation. Two metrics moving together is a hypothesis, not proof. Treat every experience–behaviour relationship as something to test - and say so when presenting it internally.**

WHAT TO CONNECT

Lever	Question to ask
Replenishment	When does the customer actually need the product again - and does the reorder cycle match that?

Education	Would better onboarding or usage guidance remove the friction customers report?
Product	Are formulation, flavour, packaging, or format issues showing up in retention?
Customer experience	Are specific problems driving avoidable support contacts or returns?
Lifecycle	Do high-value customers need a different post-purchase journey?

WORKED EXAMPLE

Customers repeatedly say a product is hard to fit into their routine. A useful framework doesn't stop at "18% report difficulty." It asks: does that group show lower reorder intent? And then: does lower reorder intent translate into lower actual repeat purchase?

That chain - signal, hypothesis, action, outcome - is what turns a comment into a decision.

HIGH-SIGNAL KPIS

KPI	What it tells you
Repeat-purchase intent	Stated likelihood of buying again.
Actual repeat purchase rate	Whether intent converts to behaviour.
Time to second order	Speed of the reorder cycle.
Churn/cancellation rate	Where subscriptions are breaking down.
Return rate	Where experience is failing outright.
Referral intent	Whether the experience is worth sharing.
Customer lifetime value	The long-run commercial signal.
% of meaningful insights actioned or tested	Whether intelligence is actually being used.

The last KPI matters more than it looks: intelligence that never changes a decision has limited commercial value, regardless of how sophisticated the analysis behind it is.

HOW TRUESIGNAL OPERATIONALISES THIS

TrueSignal provides product-level satisfaction and intent signals designed to be used alongside order and retention data - exported or connected into the systems retention and product teams already work in.

The goal is to move a team from “what did the customer say?” to “what does that tell us about what they’re likely to do next?”

PILLAR FOUR - ACT WITH SPEED

THE PRINCIPLE

> ***"A dashboard is not an operating system."***

The value of intelligence is measured by what changes because of it. Once a signal is identified, someone needs to own it, act on it, and measure what happens next.

1	2	3	4	5
SIGNAL	**HYPOTHESIS**	**OWNER**	**CHANGE**	**MEASURE**

WORKED EXAMPLE

> ***Signal:*** *Customers report packaging damage on SKU A.*
>
> ***Hypothesis:*** *Packaging is contributing to poor first impressions and lower repeat intent.*
>
> ***Owner:*** *Operations / Product.*
>
> ***Change:*** *Test a revised packaging configuration.*
>
> ***Measure:*** *Compare damage rate, satisfaction, issue rate and subsequent repeat behaviour.*

BEST PRACTICE

Run focused 30-day action sprints rather than waiting for a quarterly review. For each priority issue, record the signal, why it matters, the hypothesis, the owner, the action, the success metric, and the result. Prioritise by frequency, customer impact, commercial impact and ability to act - resist the urge to fix everything at once.

A short, honest record of what was tried and what happened - including the sprints that didn't move the number - is often more valuable long-term than any single fix.

HIGH-SIGNAL KPIS

KPI	What it tells you
Time from insight to action	Whether the loop is actually closing.
% of priority insights actioned	Whether intelligence is being used or shelved.
Change in issue rate	Whether the fix worked.
Change in satisfaction	Whether the experience improved.
Change in repeat behaviour	The commercial payoff.
Change in returns or waste, where relevant	Operational impact.
Number of documented learnings	Whether the organisation is compounding knowledge.

HOW TRUESIGNAL OPERATIONALISES THIS

TrueSignal keeps product-level signals easy to review and share, so teams can move from feedback to action without building a bespoke analytics workflow for every issue. The product is the implementation. The framework is the operating discipline - and the discipline is what actually produces results.

THE POST-PURCHASE INTELLIGENCE MATURITY MODEL

Few organisations sit neatly at one level across the board. Capture might be reasonably mature while connecting signals to retention still lags. Use the ladder below as a diagnostic for where to focus next, not a scorecard to defend.

WHERE DOES YOUR ORGANISATION SIT TODAY?

Level	Where you are	What advances you
1 - Blind	You can see purchases, returns and support activity, but have little structured visibility into what happens after delivery. Product decisions lean heavily on reviews and intuition.	A structured, delivery-triggered feedback mechanism.
2 - Listening	Feedback exists - reviews, NPS, ad hoc surveys - but it's fragmented across channels. You can hear customers; you can't yet see the journey.	A consistent, product-linked capture process.
3 - Measuring	Feedback is triggered around delivery and usage, with reliable SKU-level visibility. Insights aren't yet consistently connected to retention or operational decisions.	A defined link between experience signals and business outcomes.
4 - Connecting	Post-purchase experience is connected to products, cohorts, retention and outcomes. Product, CX, operations and retention use the signals in regular decisions.	A recurring cadence and clear ownership to sustain it.
5 - Optimising	Post-purchase intelligence is embedded in the operating cycle - Capture, Understand, Connect, Act, Measure - continuously improving product, CX and retention.	Refinement, not construction.

FIVE-QUESTION SELF-ASSESSMENT

- ☐ Do we know what customers experience after delivery?
- ☐ Can we see feedback at SKU or product level?
- ☐ Can we connect experience signals to repeat behaviour?
- ☐ Do insights reach product, CX and retention teams?
- ☐ Can we show that actions taken changed outcomes?

A “no” on any of these isn’t a failure. It’s your next priority.

A 30-60-90 DAY OPERATING PLAN

DAYS 1 - 30

CAPTURE & BASELINE

DAYS 31 - 60

UNDERSTAND & CONNECT

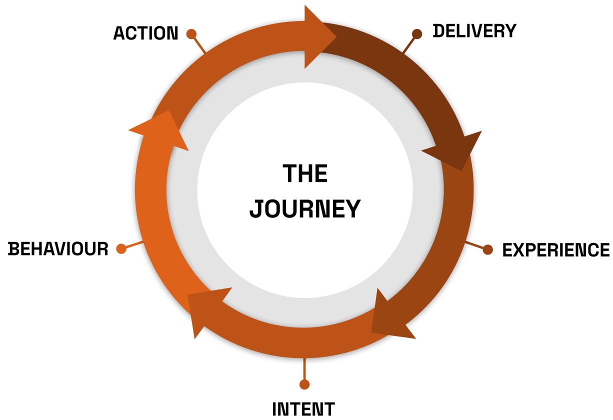
DAYS 61 - 90

ACT & INSTITUTIONALISE

Phase	Focus & key actions	Output
Days 1 - 30 **Capture & baseline**	Choose 5-10 SKUs by revenue, repeat potential or known uncertainty. Launch delivery-triggered feedback. Baseline response rate, satisfaction, issue rate, top dissatisfaction drivers, and repeat intent.	A first real view of what customers experience after delivery.
Days 31 - 60 **Understand & connect**	Identify the biggest product and experience patterns. Map signals against repeat intent, repeat purchase, returns and subscription behaviour. Run the first action sprint.	Evidence that post-purchase signals can change a real decision.
Days 61 - 90 **Act & institutionalise**	Expand coverage to more high-value SKUs. Set up a recurring cross-functional review. Document signal, decision, action, result. Build a lightweight internal playbook.	Post-purchase intelligence becomes a repeatable process, not a one-off project.

THE OPERATING PRINCIPLE

The Post-Purchase Framework isn't about sending more surveys. It's about building a clear line of sight from delivery to the next purchase.



Brands that build this capability can do more than measure satisfaction. They can catch product problems earlier, understand why customers stay or leave, prioritise changes with real confidence, and learn what actually creates repeat purchase.

None of that requires a bigger team - it requires a clear, repeatable line of sight from delivery to the next order.

> ***"Know what happened after delivery. Understand WHY it mattered. Use that knowledge to drive the next purchase."***

Put the framework into practice. The fastest way to find your own post-purchase blind spot is to apply this framework to your most important products. Start with a focused pilot: measure the experience after delivery, identify the product-level signals, connect them to retention, then act on what you learn.

See what happens after delivery and find out more at **agayacloud.com/true-signal.**

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ARE YOU READY TO SEE WHAT HAPPENS AFTER DELIVERY?

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Website: agayacloud.com
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