

Unit CU836 Gather, Analyse and Interpret Customer Feedback

Aims

Customer service can be improved only if the learner is fully aware of customer wishes and expectations. The learner can discover much of this information by seeking structured feedback from their customers about the customer’s experiences of the learner’s services or products. When the information has been collected it must be analysed and interpreted in order to use it for making customer service improvements. This unit is about how the learner collects that feedback and prepares it for use in the improvement of customer service

Level: 3

Credit value: 10

| Learning outcomes The learner will: | Assessment criteria The learner can: |
|--|---|
| 1. Plan to gather customer feedback | 1.1 Identify the options available for collecting customer service feedback 1.2 Evaluate the costs and benefits of each option for collecting customer feedback 1.3 Select one or more methods for collecting customer feedback 1.4 Plan in detail what information they will collect from customers 1.5 Ensure the information they collect all has a customer service focus 1.6 Plan in detail how they will collect information from customers using their chosen method |
| 2. Gather customer feedback | 2.1 Use their chosen method and detailed plan to collect customer feedback 2.2 Monitor the collection of customer feedback to ensure it is falling within their chosen sampling frame 2.3 Monitor the collection of customer feedback to ensure it focuses on customer service issues 2.4 Record the data they collect in a way that makes analysis and interpretation easy 2.5 Respect their customers' rights to confidentiality if the customers do not want their comments to be identified |

| | |
|---|---|
| <p>3. Analyse and interpret customer feedback</p> | <p>3.1 Collate data collected from customers in order to identify patterns and trends in customer service</p> <p>3.2 Perform appropriate calculations to summarise patterns and trends in the data</p> <p>3.3 Present their analysis in a form that is easily understood</p> <p>3.4 Link their analysis with their knowledge of their organisation's service offer and customer service processes in order to interpret the meaning of the data</p> <p>3.5 Make recommendations for changes in their organisation's service offer or customer service processes in response to the views of their customers</p> <p>3.6 Identify ways in which customer feedback can be used to inform customers and develop the customer relationship</p> |
| <p>4. Understand how to gather, analyse and interpret customer feedback</p> | <p>4.1 Explain random sampling techniques and how to evaluate bias in non-random samples</p> <p>4.2 Identify principles of questionnaire design</p> <p>4.3 Identify principles of effective interviewing</p> <p>4.4 Explain how to calculate the cost of a customer survey</p> <p>4.5 Describe techniques for monitoring data collection</p> <p>4.6 Explain how to use appropriate software to record and analyse customer feedback</p> <p>4.7 Describe methods of displaying and presenting data in a way that is easy to understand</p> <p>4.8 Explain statistical techniques for summarising trends and patterns</p> <p>4.9 Describe organisational procedures for recommending changes in the service offer or customer service procedures</p> <p>4.10 Compare the advantages and disadvantages of collecting customer feedback through written questionnaires, by telephone, by interview, using focus groups or by internet or e-mail</p> |

Evidence Requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your evidence must show that you have collected feedback from customers:
 - a using informal methods such as conversation and observation of customer reactions
 - b using two different formal methods such as questionnaire, telephone or interview surveys.
5. Your evidence must include feedback that you have collected:
 - a using a method you have devised
 - b following established organisational procedures.
6. You must provide evidence that you have displayed the results of your data collection:
 - a in tabulated form
 - b in graphical or pictorial form.