

PPLMCR06 SQA Unit Code H8NC 04  
Analyse feedback from customers of a multi-channel  
retail business



---

**Overview**

This standard is about analysing customer feedback about their shopping experience within a multi-channel retail organisation and making recommendations based on your analyses.

Customer feedback is invaluable to a multi-channel retail organisation. In order to keep improving customer satisfaction and sales, the organisation needs to know whether customers enjoyed their experience, irrespective of whether they bought anything. The organisation also needs to know the specific reasons why customers return goods and what they like or dislike about particular products or services.

---

**Performance  
criteria**

- You must be able to:
- P1 review feedback by customers upon their shopping experience across the web-based retail channels offered by your organisation
  - P2 make sure that the feedback is collected from valid and reliable sources
  - P3 assess customer satisfaction in their use of your organisation's web-based retail channels
  - P4 identify those aspects which customers like and any aspects that might be enhanced
  - P5 choose a reliable source to gather data on returned goods from the retail channels through which your organisation trades
  - P6 assess the data to identify clearly the reasons given by retail customers for returning goods
  - P7 use an efficient method to analyse data regarding returns to identify and highlight trends
  - P8 draw relevant conclusions from your analyses and make justified recommendations to relevant colleagues towards enhancing customer satisfaction when using your organisation's retail channels
  - P9 prepare accurate, relevant and legal reports for colleagues and send them by the agreed method and in a timely manner
  - P10 review the work in your area of responsibility regularly to identify any areas for improvement
  - P11 provide clear and concise feedback on your assessment of any suggestions
  - P12 monitor and keep up-to-date with developments in your area of responsibility

---

## Knowledge and understanding

### You need to know and understand:

- K1 the web-based retail channels offered by your organisation
- K2 the key features of your organisation's web-based retail selling facilities and their associated benefits, both to customers and to your organisation
- K3 the different ways in which customers can access your organisation's products across the retail channels that it offers
- K4 the retail channels about which you want data to be gathered
- K5 the relative advantages and disadvantages of reliable sources of customer feedback that can be used by your organisation
- K6 the relative advantages and disadvantages of the different types of analytical tools and software applications available towards analysing customer feedback
- K7 how data can be collated and the content assessed
- K8 the relative advantages and disadvantages of the different ways in which you can analyse and interpret data
- K9 the importance of drawing relevant conclusions from available data and of using these to justify appropriate recommendations, and how to do this
- K10 how to produce legal, relevant and accurate reports for colleagues and in a timely manner
- K11 how to store reports safely and legally
- K12 how to keep up to date with your organisation's commercial objectives and how the work in your area of responsibility contributes to meeting these

PPLMCR06 SQA Unit Code H8NC 04  
Analyse feedback from customers of a multi-channel  
retail business



---

<b>Developed by</b>	People 1st
---------------------	------------

---

<b>Version number</b>	2
-----------------------	---

---

<b>Date approved</b>	November 2013
----------------------	---------------

---

<b>Indicative review date</b>	November 2016
-------------------------------	---------------

---

<b>Validity</b>	Current
-----------------	---------

---

<b>Status</b>	Original
---------------	----------

---

<b>Originating organisation</b>	People 1st
---------------------------------	------------

---

<b>Original URN</b>	PPLMCR06
---------------------	----------

---

<b>Relevant occupations</b>	Retail and commercial enterprise; Retailing and wholesaling
-----------------------------	---

---

<b>Suite</b>	Multi-channel retailing
--------------	-------------------------

---

<b>Key words</b>	Retailing; retailers; internet; e-commerce; e-tailing; etailing; e-tailers; etailers; feedback; multi channel; analyses; analysing; analysis; comments; criticism; praise; consumers; shoppers
------------------	--