

CFACSD21 (SQA Unit Code – H9YT 04)

Analyse and report on the content of customer service feedback posted on social media platforms



Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

For many organisations, important customer feedback can be found on social media platforms. Customers and influencers exchange opinions about the service they receive from organisations and those opinions may have a significant effect on those organisations' reputations. Sometimes communication through social media is an integral part of an organisation dealing with its customers. However, it also pays to monitor and review social media content more broadly in order to see patterns. This in turn may lead to suggestions for improvements to customer service and changes in the way an organisation deals with its customers. This Standard is about taking a structured approach to the process of analysing and reporting on feedback obtained through the social media. You should choose this Standard if one part of your job role involves monitoring of that process.

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Performance criteria

Collect and collate customer service feedback on social media platforms

You must be able to:

- P1 search social media platforms for customer feedback
- P2 identify customer service feedback posted as social media by customers
- P3 select one or more methods for collecting customer feedback from social media platforms
- P4 record the data you collect in a way that makes analysis and interpretation easy
- P5 respect your customers' rights to confidentiality if they do not want their comments to be identified

Analyse customer service feedback gathered from social media platforms

You must be able to:

- P6 confirm that customer service feedback posted on social media is accurate and valid
- P7 classify and collate customer service feedback placed on social media platforms by customers
- P8 assemble and collate customer service feedback on social media given in response to specific requests
- P9 identify patterns and trends in customer service revealed by feedback from social media
- P10 calculate and summarise patterns and trends in feedback from customers using social media platforms
- P11 present your analysis in a form that is easily understood
- P12 link your analysis with your organisation's service offer and customer service processes
- P13 make recommendations about actions that may be appropriate in response to customer service feedback
- P14 respond to customers service feedback through social media platforms where this is appropriate

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Knowledge and understanding

You need to know and understand:

- K1 random sampling techniques and how to evaluate bias in non-random sampling
- K2 principles of questionnaire design
- K3 how to search social media platforms for customer service feedback posted by customers
- K4 how to ensure that customer service feedback posted on social media platforms is accurate and valid
- K5 how to calculate the cost of a customer survey
- K6 how to use appropriate software to record and analyse customer feedback
- K7 methods of displaying and presenting data in a way that is easy to understand
- K8 statistical techniques for summarising trends and patterns
- K9 organisational procedures for recommending changes in your service offer or customer service procedures

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SQA Evidence Requirements to Support this Unit

This Unit is designed to assess the skills and knowledge of candidates in the workplace. Candidate evidence should be generated under workplace conditions (**either paid or voluntary**) and evidence must be generated with different customers on different occasions over a sufficient period of time.

Observation should be the primary and preferred source of evidence of competent performance wherever possible. Observation of candidate performance will be supported by other methods of assessment which may include:

- ◆ witness testimony
- ◆ questioning
- ◆ candidate statement
- ◆ professional discussion
- ◆ product and photographic evidence,
- ◆ relevant active documentation, reports, presentations and
- ◆ other valid evidence which relates directly to learner performance under workplace conditions

A combination of performance and knowledge evidence is required to enable the assessor to confirm that the learner is competent.

Simulation should only be used in exceptional circumstances and it should only be for small parts of the Unit. Simulated assessments **must** be undertaken in a realistic working environment (RWE). A RWE is 'an environment which replicates the key characteristics in which the skill to be assessed is normally employed'. The RWE must provide conditions that are the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working. Guidelines for using RWE can be found in the Assessment Strategy for Customer Service SVQs at link: <http://www.sqa.org.uk/sqa/16732.html>

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk

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Suite

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