

**Unit PPL 4GEN5 (H2YD 04) Obtain, Analyse and Implement Customer Feedback**

I confirm that the evidence detailed in this unit is my own work.

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| **Candidate’s name** |  | **Candidate’s signature** |  | **Date** |
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I confirm that the candidate has achieved all the requirements of this unit.

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| **Assessor’s name** |  | **Assessor’s signature** |  | **Date** |
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| **Countersigning — Assessor’s name**  **(if applicable)** |  | **Countersigning — Assessor’s signature**  **(if applicable)** |  | **Date** |
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I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

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| **Internal verifier’s name** |  | **Internal verifier’s signature** |  | **Date** |
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| **Countersigning — Internal verifier’s name**  **(if applicable)** |  | **Countersigning — Internal verifier’s signature**  **(if applicable)** |  | **Date** |
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| **External Verifier’s initials and date (if sampled)** |  |

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| **Unit overview** |
| This standard is about obtaining and analysing customer feedback for your area of responsibility, using this as a vital tool in managing the performance of your team.  You must also be able to effectively use this feedback to modify objectives and processes, where this will improve performance. |

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| **Sufficiency of evidence** |
| There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment. |

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| **Performance criteria** |
| **What you must do:** |
| There must be evidence for **all** Performance Criteria (PC). |
| 1. Consult with management colleagues to identify the areas on which feedback is required 2. Develop and/or use systems to obtain feedback which meet your organisation’s requirements 3. Ensure that feedback on your area is also captured via wider company feedback systems 4. Collect and analyse feedback from customers and staff 5. Benchmark both quantity and quality of feedback against that obtained by competitors, where this is possible 6. Match customer profiles / types to customer feedback 7. Use external sources to support your analysis of customer feedback 8. Review feedback against organisational expectations 9. Evaluate how effectively agreed outcomes and processes are being achieved 10. Communicate analysis results to your team in an appropriate manner and at the appropriate time 11. Use feedback to improve work processes and manage staff performance 12. Report concisely to the senior management team on your actions with feedback, identifying areas where management colleagues could benefit from your experience |

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| **Evidence reference** | **Evidence description** | **Date** | **Performance criteria** | | | | | | | | | | | |
| **What you must do** | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
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| **Knowledge and understanding** | | **Evidence reference**  **and date** |
| **What you must know and understand** | |
| For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning). | |
|  | Your organisation’s policy, procedures, and systems for obtaining customer feedback |  |
|  | Organisational standards and expectations |  |
|  | How to develop and implement your own procedures for obtaining customer feedback, whilst adhering to organisational guidelines |  |
|  | Basic research methods to identify data sources which support your methodology and analysis |  |
|  | The difference between qualitative and quantitative customer feedback, and how both can be used to inform analysis |  |
|  | How to benchmark the quality of your customer feedback |  |
|  | Legislation regarding customer information |  |
|  | Legitimate uses of customer information |  |
|  | How to create and interpret customer profiles |  |
|  | Appropriate times, places and ways in which to communicate feedback analysis to your team |  |
|  | How to use feedback to modify your team’s way of working |  |
|  | When feedback received could be of importance to the wider organisation, and to whom this should be reported |  |

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# Supplementary evidence

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| **Evidence** | | **Date** |
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| **Assessor feedback on completion of the unit** |
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