

# ASTH414 - SQA Unit Code F7CT 04

## Implement and manage feedback processes with customers and stakeholders



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### Overview

This standard is about developing, implementing and managing processes of consultation and feedback with customers and other stakeholders.

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### Performance criteria

- You must be able to:*
- P1 select key questions, issues and topics on which customer and stakeholder views will be sought
  - P2 identify appropriate methods of consultation for different subject areas and target groups
  - P3 manage a variety of platforms and methods to consult with customers on a wide range of policies, procedures and plans
  - P4 offer customers realistic options for involvement in guiding the organisation's policy and planning
  - P5 create and manage systems for collating information gathered through the consultations
  - P6 develop and manage systems for capturing and evaluating the core messages from feedback and distributing feedback to the appropriate people
  - P7 put procedures in place to ensure that the products of consultation become part of the organisation's decision making processes and inform future actions
  - P8 ensure results of consultations are passed on to the relevant person as part of the organisation's decision making processes to inform future actions
  - P9 evaluate current participation and identify opportunities for further activity
  - P10 provide organisations and individuals that have participated in consultations with feedback on the effect of their involvement

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### Knowledge and understanding

*You need to know and understand:*

- K1 your organisation's policies and practices in terms of customer empowerment
- K2 the reasons for involving customers in the decision making processes of the organisation
- K3 how to communicate the objectives of the consultation exercise and the way in which feedback will be used within the organisation
- K4 the areas of activity within your organisation that are appropriate to discussion and decision making within a consultative forum
- K5 the strengths and weaknesses of available consultation methods
- K6 how to ensure that materials and consultative methods are suitable for the target audience
- K7 how to prepare options for discussion and anticipating the range of likely responses
- K8 methods and techniques for involving people with different perspectives and levels of need
- K9 systems for gathering and interpreting information
- K10 your organisational structure and how to distribute feedback information to key people in different departments effectively
- K11 a range of methods for evaluating the outcomes of consultation processes and the impact on the organisation
- K12 the scope for further development of consultation activities
- K13 how to establish effective communication with participants in order to inform them of the positive effects of their contribution to the consultation

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### Implement and manage feedback processes with customers and stakeholders

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**Originating organisation** Asset Skills

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**Relevant occupations** Health, Public Services and Care; Health and Social Care; Managers and Senior Officials; Managers and Proprietors in Hospitality; Housing Manager

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**Suite** Housing

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**Key words** Developing; implementing; managing; processes; consultation; feedback; customers; stakeholders