

CFACSD12 (SQA Unit Code – H9YN 04) Gather, analyse and interpret customer feedback



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.

Customer service can be improved only if you are fully aware of customer wishes and expectations. You can discover much of this information by seeking structured feedback from your customers about their experiences of your 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 Standard is all about how you collect that feedback and prepare it for use in the improvement of customer service.

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Performance criteria

Plan to gather customer feedback

- You must be able to:*
- P1 identify the options available for collecting customer service feedback
 - P2 evaluate the costs and benefits of each option for collecting customer feedback
 - P3 select one or more methods for collecting customer feedback
 - P4 plan in detail what information you will collect from customers
 - P5 ensure the information you collect has a customer service focus
 - P6 plan in detail how you will collect information from customers using your chosen method

Gather customer feedback

- You must be able to:*
- P7 use your chosen method and detailed plan to collect customer feedback
 - P8 monitor the collection of customer feedback to ensure it is falling within your chosen sampling frame
 - P9 monitor the collection of customer feedback to ensure it focuses on customer service issues
 - P10 record the data you collect in a way that makes analysis and interpretation easy
 - P11 respect your customers' rights to confidentiality if they do not want their comments to be identified

Analyse and interpret customer feedback

- You must be able to:*
- P12 collate data collected from customers in order to identify patterns and trends in customer service
 - P13 perform appropriate calculations to summarise patterns and trends in the data
 - P14 present your analysis in a form that is easily understood
 - P15 link your analysis with your knowledge of your organisation's service offer and customer service processes in order to interpret the meaning of the data
 - P16 make recommendations for changes in your organisation's service offer or customer service processes in response to the views of your customers
 - P17 identify ways in which customer feedback can be used to inform customers and develop the customer relationship

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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 samples
- K2 principles of questionnaire design
- K3 principles of effective interviewing
- K4 how to calculate the cost of a customer survey
- K5 techniques for monitoring data collection
- 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 the service offer or customer service procedures
- K10 the advantages and disadvantages of collecting customer feedback through written questionnaires, by telephone, by interview, using focus groups, through internet, e-mail or social media
- K11 the importance of validating feedback submitted through electronic channels such as social media to ensure that it represents genuine customer opinions

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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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