

FE3C 04 (CFACSD12) Gather, Analyse and Interpret Customer Feedback

This Unit has the following Elements:

D12.1 Plan and organise the work of a team.

D12.2 Provide support for team members.

D12.3 Review performance of team members.

Unit Summary

This Unit 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 Unit is all about how you collect that feedback and prepare it for use in the improvement of customer service.

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D12.1 Plan to gather customer feedback

Performance Criteria

You must consistently:

- D12.1.1 Identify the options available for collecting customer service feedback.
- D12.1.2 Evaluate the costs and benefits of each option for collecting customer feedback.
- D12.1.3 Select one or more methods for collecting customer feedback.
- D12.1.4 Plan in detail what information you will collect from customers.
- D12.1.5 Ensure the information you collect all has a customer service focus.
- D12.1.6 Plan in detail how you will collect information from customers using your chosen method.

D12.2 Gather customer feedback

Performance Criteria

You must consistently:

- D12.2.1 Use your chosen method and detailed plan to collect customer feedback.
- D12.2.2 Monitor the collection of customer feedback to ensure it is falling within your chosen sampling frame.
- D12.2.3 Monitor the collection of customer feedback to ensure it focuses on customer service issues.

D12.2 (continued)

- D12.2.4 Record the data you collect in a way that makes analysis and interpretation easy.
- D12.2.5 Respect your customers' rights to confidentiality if they do not want their comments to be identified.

D12.3 Analyse and interpret customer feedback

Performance Criteria

You must consistently:

- D12.3.1 Collate data collected from customers in order to identify patterns and trends in customer service.
- D12.3.2 Perform appropriate calculations to summarise patterns and trends in the data.
- D12.3.3 Present your analysis in a form that is easily understood.
- D12.3.4 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.
- D12.3.5 Make recommendations for changes in your organisation's service offer or customer service processes in response to the views of your customers.
- D12.3.6 Identify ways in which customer feedback can be used to inform customers and develop the customer relationship.

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Knowledge and Understanding for the whole Unit

To be competent at gathering, analysing and interpreting customer feedback you need to know and understand:

- D12a Random sampling techniques and how to evaluate bias in non-random samples.
- D12b Principles of questionnaire design.
- D12c Principles of effective interviewing.
- D12d How to calculate the cost of a customer survey.
- D12e Techniques for monitoring data collection.
- D12f How to use appropriate software to record and analyse customer feedback.
- D12g Methods of displaying and presenting data in a way that is easy to understand.
- D12h Statistical techniques for summarising trends and patterns.
- D12i Organisational procedures for recommending changes in the service offer or customer service procedures.
- D12j The advantages and disadvantages of collecting customer feedback through written questionnaires, by telephone, by interview, using focus groups or by internet or e-mail.

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Evidence Requirements

- 1 Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
- 2 You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3 You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
- 4 Your evidence must show that you have collected feedback from customers:
 - a using informal methods such as conversation and observation of customer reactions
 - b using two different formal methods such as questionnaire, telephone or interview surveys.
- 5 Your evidence must include feedback that you have collected:
 - a using a method you have devised
 - b following established organisational procedures.
- 6 You must provide evidence that you have displayed the results of your data collection:
 - a in tabulated form
 - b in graphical or pictorial form.

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Notes/Comments

The candidate has satisfied the assessor and internal verifier that the performance evidence has been met.

Candidate's signature _____ **Date** _____

Assessor's signature _____ **Date** _____

Internal verifier's signature _____ **Date** _____