



Gather, analyse and interpret customer feedback

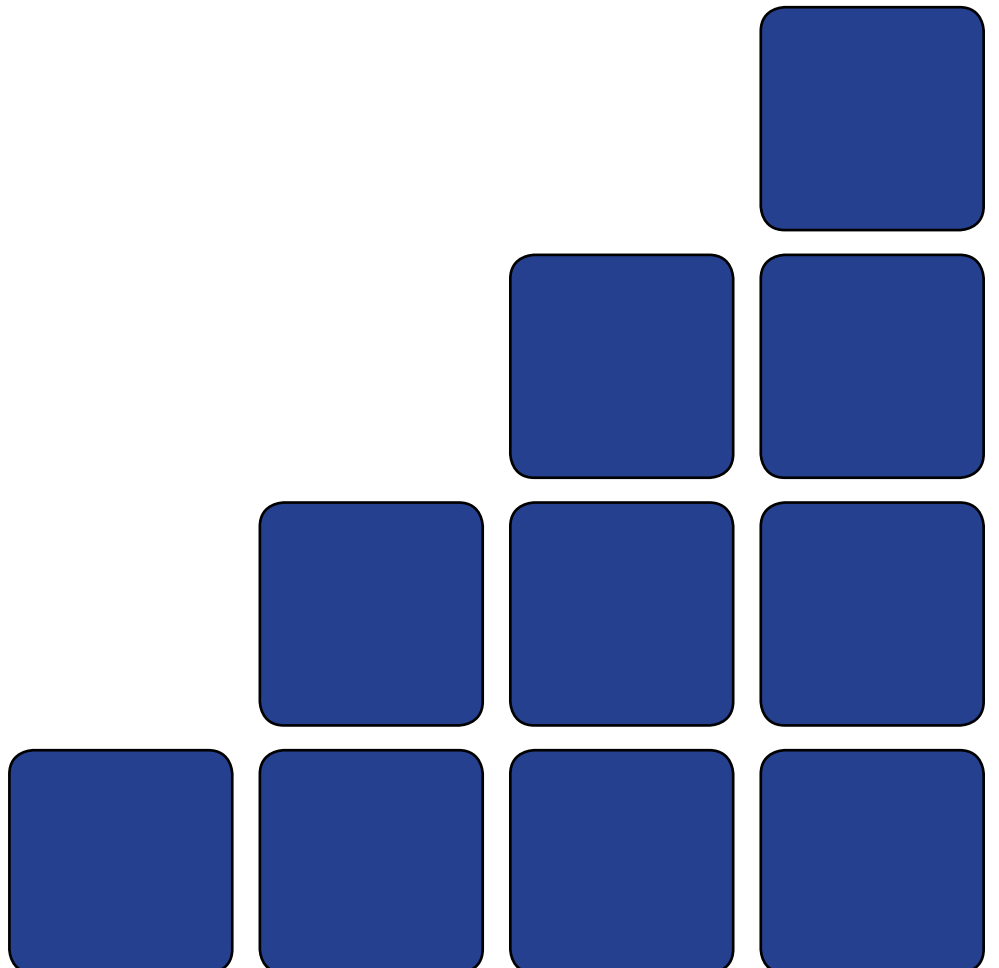
UBU39

D/506/2170

Learner name:

Learner number:

VRQ



UBU39

Gather, analyse and interpret customer feedback

The aim of this unit is to develop your knowledge, understanding and skills to interpret customer feedback. You will learn the techniques to gather and analyse feedback from customers to enable your organisation to improve the service it offers.

Level

3

Credit value

5

GLH

24

Observation(s)

2

External paper(s)

0



Gather, analyse and interpret customer feedback

Learning outcomes

On completion of this unit you will:

1. Be able to gather customer feedback
2. Be able to analyse and interpret customer feedback to recommend improvements
3. Be able to plan the collection of customer feedback on customer service issues
4. Understand how to gather, analyse and interpret customer feedback

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
5. *Tutor/Assessor guidance*
Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on www.vtct.org.uk under the relevant qualification page.
6. *External paper*
There is no external paper requirement for this unit.

Achieving observations

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Relationship to National Occupational Standards

Customer Service (2013) National Occupational Standards:

- CFACSD12 Gather, analyse and interpret customer feedback



Observations

Learning outcome 1

Be able to gather customer feedback

You can:

- a. Collect customer feedback using the sampling frame identified in a customer service plan
- b. Record data in a way that makes analysis straightforward
- c. Verify that all data is handled in line with legal, organisational and ethical policies and procedures

** May be assessed by supplementary evidence.*

| Observation | 1 | 2 | Optional |
|----------------------------|---|---|----------|
| Date achieved | | | |
| Criteria questioned orally | | | |
| Portfolio reference | | | |
| Assessor initials | | | |
| Learner signature | | | |



Learning outcome 2

Be able to analyse and interpret customer feedback to recommend improvements

You can:

- a. Use data analysis methods to identify patterns and trends in customer feedback
- b. Use the findings of a data analysis to identify areas for improvement to customer service
- c. Present the findings of an analysis in the agreed format
- d. Recommend improvements in response to the findings of an analysis

**May be assessed by supplementary evidence.*

| | | | |
|----------------------------|---|---|-----------------|
| Observation | 1 | 2 | <i>Optional</i> |
| Date achieved | | | |
| Criteria questioned orally | | | |
| Portfolio reference | | | |
| Assessor initials | | | |
| Learner signature | | | |

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 3

Be able to plan the collection of customer feedback on customer service issues

| You can: | Portfolio reference |
|---|---------------------|
| a. Identify the objectives of collecting customer feedback | |
| b. Justify the reasons for selecting different data collection methods | |
| c. Develop a data collection and analysis plan that specifies the sampling frame, data collection and recording methods and timeframe | |



Learning outcome 4

Understand how to gather, analyse and interpret customer feedback

| You can: | Portfolio reference |
|---|---------------------|
| a. Describe methods of collecting data for customer research | |
| b. Explain random sampling techniques used to collect data | |
| c. Explain how to evaluate bias in non-random samples | |
| d. Explain the principles of questionnaire design | |
| e. Assess the suitability of a range of techniques to analyse customer feedback | |
| f. Explain techniques used to monitor the quality of data collected | |
| g. Explain the use of software to record and analyse customer feedback | |
| h. Explain the validation issues associated with customer feedback | |
| i. Explain the importance of anonymising comments from customers who do not wish to be identified | |

Notes

Use this area for notes and diagrams