

## UNIT 317 (LEVEL 3 UNIT, 10 CREDITS)

**GATHER, ANALYSE AND INTERPRET CUSTOMER FEEDBACK**

## Elements in this unit

When you have completed this unit, you will have proved that you:

- 317.1** can plan to gather customer feedback
- 317.2** can gather customer feedback
- 317.3** can analyse and interpret customer feedback
- 317.4** understand how to gather, analyse and interpret customer feedback.

## You should note

- 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.

## Assessed evidence

You need to show that you understand and are able to complete all the elements in this unit over a sufficient period of time, with different customers, on different occasions. Evidence may be gained through direct observation or products of work, recorded by your assessor and then referenced in the box below. On the next pages, these evidence references can be written in the relevant boxes of 'What you must cover', 'What you must do' and 'What you must know'.

Evidence reference	Evidence title	Assessment method

### Assessment method key

**O** Observation **Q** Questioning **PE** Product Evidence  
**WT** Witness Testimony **PD** Professional Discussion

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## What you must cover

Evidence reference should be entered in the shaded areas below. You must cover **all** the points listed.

### 1 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.

### 2 Your evidence must include feedback that you have collected:

a using a method you have devised

b following established organisational procedures.

### 3 You must provide evidence that you have displayed the results of your data collection:

a in tabulated form

b in graphical or pictorial form.

## What you must do

Evidence reference should be entered in the shaded areas below. You must do **all** the points listed.

### 317.1 To plan to gather customer feedback, you must:

317.1.1 identify the options available for collecting customer service feedback

317.1.2 evaluate the costs and benefits of each option for collecting customer feedback

317.1.3 select one or more methods for collecting customer feedback

317.1.4 plan in detail what information you will collect from customers

317.1.5 ensure all the information you collect has a customer service focus

317.1.6 plan in detail how you will collect information from customers using your chosen method.

### 317.2 To gather customer feedback, you must:

317.2.1 use your chosen method and detailed plan to collect customer feedback

317.2.2 monitor the collection of customer feedback to ensure it is falling within your chosen sampling frame

317.2.3 monitor the collection of customer feedback to ensure it focuses on customer service issues

317.2.4 record the data you collect in a way that makes analysis and interpretation easy

317.2.5 respect your customers' rights to confidentiality if the customers do not want their comments to be identified.

### 317.3 To analyse and interpret customer feedback, you must:

317.3.1 collate data collected from customers in order to identify patterns and trends in customer service

317.3.2 perform appropriate calculations to summarise patterns and trends in the data

317.3.3 present your analysis in a form that is easily understood

317.3.4 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

317.3.5 make recommendations for changes in your organisation's service offer or customer service processes in response to the views of your customers

317.3.6 identify ways in which customer feedback can be used to inform customers and develop the customer relationship.

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**GATHER, ANALYSE AND INTERPRET CUSTOMER FEEDBACK****What you must know**

Evidence reference should be entered in the shaded areas below. You must know **all** the points listed.

**317.4 To understand how to gather, analyse and interpret customer feedback, you must:**

317.4.1 explain random sampling techniques and how to evaluate bias in non-random samples

317.4.2 identify principles of questionnaire design

317.4.3 identify principles of effective interviewing

317.4.4 explain how to calculate the cost of a customer survey

317.4.5 describe techniques for monitoring data collection

317.4.6 explain how to use appropriate software to record and analyse customer feedback

317.4.7 describe methods of displaying and presenting data in a way that is easy to understand

317.4.8 explain statistical techniques for summarising trends and patterns

317.4.9 describe organisational procedures for recommending changes in the service offer or customer service procedures

317.4.10 compare the advantages and disadvantages of collecting customer feedback through written questionnaires, by telephone, by interview, using focus groups or by internet or email.

**Unit sign-off**

The evidence for this unit is valid, sufficient and an authentic record of the candidate's current competence and has been assessed under the requirements of the assessment strategy.

I confirm that the evidence provided is a result of my own work.

Signature of candidate	Date
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor	Date
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Countersignature of assessor	Date
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Signature of IV (if sampled)	Date
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Countersignature of IV	Date
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Signature of EV (if sampled)	Date
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