Unit 302 Gather, analyse and interpret customer feedback

UAN:	**D/506/2170**
Level:	3
Credit value:	5
GLH:	22
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSD12 Gather, analyse and interpret customer feedback
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required to gather, analyse and interpret customer feedback. Upon completion of this unit, learners will be able to plan the collection of customer feedback, gather customer feedback, and analyse and interpret customer feedback to inform recommendations for improvements.

Learning outcome
The learner will: 1. understand how to gather, analyse and interpret customer feedback
Assessment criteria
The learner can: 1.1 describe **methods of collecting data** for customer research 1.2 explain **random sampling** techniques used to collect data 1.3 explain how to evaluate bias in **non-random samples** 1.4 explain the **principles of questionnaire design** 1.5 assess the suitability of a range of techniques to **analyse** customer feedback 1.6 explain techniques used to monitor the quality of data collected 1.7 explain the use of software to record and analyse customer feedback 1.8 explain the **validation issues** associated with customer feedback 1.9 explain the importance of **anonymising** comments from customers who do not wish to be identified.

Assessment guidance

Methods of collecting data:

- telephone
- online
- mail
- face to face interview
- text
- social media

Random sampling:

- systematic
- stratified

Non-random sampling:

- quota
- convenience
- judgement
- volunteer

Principles of questionnaire design:

- consider what needs to be found out
- consider the target audience
- consider the length of questionnaire
- decide on the type of questions
- choose the right vocabulary
- avoid bias
- place the questions with care

Analysis techniques:
eg

- cross tabulation
- dashboard
- comments

Validation issues:
Is the feedback

- honest?
- accurate?
- genuine?

Anonymising:

- more likely to get an honest result
- the customer has requested this and has the right to this

There are disadvantages here as you do not know if the people are genuine.

Evidence may be supplied by:

- professional discussion
- reflective account
- questioning

- report on gathering, analysing and interpreting customer feedback.

Learning outcome
The learner will: 2. be able to plan the collection of customer feedback on customer service issues
Assessment criteria
The learner can: 2.1 Identify the objectives of collecting customer feedback 2.2 justify the reasons for selecting different **data collection methods** 2.3 develop a data collection and analysis plan that specifies the **sampling frame**, data collection and recording methods and timeframe.

Assessment guidance
Data collection methods: • telephone • online • mail • face to face interview • text • social media **Sampling frame:** This is the source from which the sample is drawn. It is a collection of data from a sample. **Evidence may be supplied by:** • witness testimony • professional discussion • questioning • reflective account • report on gathering, analysing and interpreting customer feedback • data collection and analysis plan

Learning outcome
The learner will: 3. be able to gather customer feedback
Assessment criteria
The learner can: 3.1 collect customer feedback using the **sampling frame** identified in a customer service plan 3.2 record data in a way that makes analysis straightforward 3.3 verify that all data is handled in line with **legal, organisational and ethical policies and procedures.**

Assessment guidance

Sampling frame:

Is the source from which the sample is drawn. It is a collection of data from a sample.

Legal requirements:

eg

- Data Protection Act

Organisational policies and procedures which relate to:

- roles and responsibilities showing limits of authority
- service offer
- handling of customer data and feedback

Ethical requirements:

- organisational principles
- values
- fairness

Evidence may be supplied by:

- observation
- witness testimony
- data collection and analysis plan
- data records*
- customer feedback* and analysis
- professional discussion
- questioning
- reflective account
- report on gathering, analysing and interpreting customer feedback
- legal, organisational and ethical policies and procedures.*

Learning outcome

The learner will:

4. be able to analyse and interpret customer feedback to recommend improvements

Assessment criteria

The learner can:

4.1 use **data analysis methods** to identify patterns and trends in customer feedback

4.2 use the findings of a data analysis to identify areas for improvement to customer service

4.3 present the findings of an analysis in the agreed format

4.4 recommend improvements in response to the findings of an analysis.

Assessment guidance

Data analysis methods eg:

- frequency distribution
- descriptive statistics

Evidence may be supplied by:

- observation
- witness testimony
- data analysis findings and recommendations
- professional discussion
- questioning
- reflective account
- report on gathering, analysing and interpreting customer feedback.

Note: here the candidate may prefer to produce a report that outlines how they worked their way through the unit. This report will require to be backed by additional evidence that provides confirmation that they competently gathered, analysed and interpreted customer feedback.

*Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.