OCR
Oxford Cambridge and RSA

Unit Title:	**Gather, analyse and interpret customer feedback**
OCR unit number:	41
Level:	3
Credit value:	5
Guided learning hours:	24
Unit reference number:	D/506/2170

Unit aim and purpose

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 Outcomes	Assessment Criteria	Additional Guidance
The Learner will:	**The Learner can:**	
1 Understand how to gather, analyse and interpret customer feedback	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	**Bias** refers to inclination or prejudice for or against
	1.4 Explain the principles of questionnaire design	
	1.5 Assess the suitability of a range of **techniques to analyse customer feedback**	**Techniques to analyse customer feedback** may include: • Verifying data • Identifying over-arching themes • Highlighting ‘quick wins’ and ‘red alerts’
	1.6 Explain **techniques used to monitor the quality of data collected**	**Techniques to monitor the quality of data collected** may include: • Sampling • Monitoring • Review of methods used
	1.7 Explain the use of software to record and analyse customer feedback	
	1.8 Explain the **validation issues** associated with customer feedback	A **validation issue** is something that affects the accuracy of data

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Learning Outcomes	Assessment Criteria	Additional Guidance
	1.9 Explain the importance of **anonymising comments** from customers who do not wish to be identified	**Anonymising comments** refers to ensuring that they do not contain information which reveals someone's identity
2 Be able to plan the collection of customer feedback on customer service issues	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	**Data collection methods** may include: • Surveys • Monitoring social media • Comments boxes • Email/contact forms
3 Be able to gather customer feedback	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**	**Data must be recorded** in line with organisational procedures Where possible, adherence to **organisational policies and procedures** should be confirmed by a line manager or experienced colleague. Learners should also be aware of *which* **legal requirements** affect their activities
4 Be able to analyse and interpret customer feedback to recommend improvements	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	**Data analysis methods** (for quantitative and qualitative data) may include: • Spreadsheet • Software • Manual analysis

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

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Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	**Unit number**	**Title**
Customer Service (2013) National Occupational Standards:	CFACSD12	• Gather, analyse and interpret customer feedback

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .