Unit Title:	**Gather, analyse and interpret customer feedback**	
Unit number	31	
Level:	3	
Credit value:	10	
Guided learning hours:	67	
Unit expiry date:	31/12/2014	

Unit purpose and aim

Customer service can be improved only if the learner is fully aware of customer wishes and expectations. The learner can discover much of this information by seeking structured feedback from their customers about the customer's experiences of the learner's 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 about how the learner collects that feedback and prepares it for use in the improvement of customer service.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Plan to gather customer feedback	**The Learner can:** 1.1 identify the options available for collecting customer service feedback 1.2 evaluate the costs and benefits of each option for collecting customer feedback 1.3 select one or more methods for collecting customer feedback 1.4 plan in detail what information they will collect from customers 1.5 ensure the information they collect all has a customer service focus 1.6 plan in detail how they will collect information from customers using their chosen method	Candidates must be able to plan how to gather customer feedback to include: • Different methods available for collecting feedback • The advantages, cost benefits and disadvantages of each method • Identify the information required from customers
2 Gather customer feedback	2.1 Use their chosen method and detailed plan to collect customer feedback	Candidates must be able to: • Select an appropriate method to collect customer feedback

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.2 Monitor the collection of customer feedback to ensure it is falling within their chosen sampling frame 2.3 Monitor the collection of customer feedback to ensure it focuses on customer service issues 2.4 Record the data they collect in a way that makes analysis and interpretation easy 2.5 Respect their customers' rights to confidentiality if the customers do not want their comments to be identified	• Monitor the collection of the feedback • Record the information so that it can be analysed and interpreted • Respond to confidentiality and the data protection act

3 Analyse and interpret customer feedback	3.1 Collate data collected from customers in order to identify patterns and trends in customer service
	
	3.2 Perform appropriate calculations to summarise patterns and trends in the data
	
	3.3 Present their analysis in a form that is easily understood
	
	3.4 Link their analysis with their knowledge of their organisation's service offer and customer service processes in order to interpret the meaning of the data
	
	3.5 Make recommendations for changes in their organisation's service offer or customer service processes in response to the views of their customers
	
	3.6 Identify ways in which customer feedback can be used to inform customers and develop the customer relationship
		Candidates must be able to:
		
		• Gather customer feedback data and analyse the data to include:
		
		  - Identification of patterns and trends
		
		  - Interpret the data in association with the organisational service offer and customer service processes
		
		• Present the findings in an appropriate format and make recommendations in response to the content
		
		• Identify how the feedback can be used to improve the customer service delivery and customer relationship

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
4 Understand how to gather, analyse and interpret customer feedback	4.1 Explain random sampling techniques and how to evaluate bias in non-random samples 4.2 Identify principles of questionnaire design 4.3 Identify principles of effective interviewing 4.4 Explain how to calculate the cost of a customer survey 4.5 Describe techniques for monitoring data collection 4.6 Explain how to use appropriate software to record and analyse customer feedback 4.7 Describe methods of displaying and presenting data in a way that is easy to understand 4.8 Explain statistical techniques for summarising trends and patterns 4.9 Describe organisational procedures for recommending changes in the service offer or customer service procedures 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 e-mail	Candidates must have a detailed understanding of: • Different methods to collect customer feedback and the advantages and disadvantages of each • Random sampling techniques and how to evaluate bias • Questionnaire design • Effective interview techniques • Calculating survey costs • How to monitor data collection • Software available to record data and analyse feedback • How to effectively present the results of the analyse of data • Statistical techniques for summarising trends and patterns • Organisational procedures for making recommendations

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

Guidance on assessment and evidence requirements

Please refer to the OCR Customer Service Centre Handbook available from the OCR website www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

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