

## Unit 43 Gather, analyse and interpret customer feedback

This unit sits within the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments.

### What this unit is about

Customer service can be improved only if you are fully aware of customer wishes and expectations. You can discover much of this information by seeking structured feedback from your customers about their experiences of your existing 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 all about how you collect that feedback and prepare it for use in the improvement of customer service.

### Customer service standards

When you gather customer feedback you must consistently:

#### 43.1 Plan to gather customer feedback

- 43.1.1 identify the options available for collecting customer service feedback
- 43.1.2 evaluate the costs and benefits of each option for collecting customer feedback
- 43.1.3 select one or more methods for collecting customer feedback
- 43.1.4 plan in detail what information you will collect from customers
- 43.1.5 ensure the information you collect is centred around customer service
- 43.1.6 plan in detail how you will collect information from customers using your chosen method

#### 43.2 Gather customer feedback

- 43.2.1 use your chosen method and detailed plan to collect customer feedback
- 43.2.2 monitor the collection of customer feedback to ensure it is falling within your chosen sampling frame
- 43.2.3 monitor the collection of customer feedback to ensure it focuses on customer service issues
- 43.2.4 record the data you collect in a way that makes analysis and interpretation easy
- 43.2.5 respect your customers' rights to confidentiality if they do not want their comments to be identified

#### 43.3 Analyse and interpret customer feedback

- 43.3.1 collate data collected from customers in order to identify patterns and trends in customer service
- 43.3.2 perform appropriate calculations to summarise patterns and trends in the data
- 43.3.3 present your analysis in a form that is easily understood
- 43.3.4 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
- 43.3.5 make recommendations for changes in your organisation's service offer or customer service processes in response to the views of your customers
- 43.3.6 identify ways in which customer feedback can be used to inform customers and develop the customer relationship

### Knowledge and understanding

To be competent at gathering, analysing and interpreting customer feedback you need to know and understand:

- 43a random sampling techniques and how to evaluate bias in non-random samples
- 43b principles of questionnaire design
- 43c principles of effective interviewing
- 43d how to calculate the cost of a customer survey

- 43e techniques for monitoring data collection
- 43f how to use appropriate software to record and analyse customer feedback
- 43g methods of displaying and presenting data in a way that is easy to understand
- 43h statistical techniques for summarising trends and patterns
- 43i organisational procedures for recommending changes in the service offer or customer service procedures
- 43j the advantages and disadvantages of collecting customer feedback through written questionnaires, by telephone, by interview, using focus groups or by internet or e-mail

### Key words and phrases for this unit

- ⇨ gather feedback
- ⇨ evaluate costs and benefits
- ⇨ select amongst feedback methods
- ⇨ gather customer feedback
- ⇨ record data
- ⇨ analyse data
- ⇨ interpret data
- ⇨ make recommendations