

Methodological tool: Analyse and evaluate customer feedback

Number of methodological Tool	EUPA_LO_048_M_001
Work Area Code and Title	WA 3: Communication and social, telephone handling, code of conduct, equal opportunities and relationships
Unit Code and Title	3.5. Build and improve working relationships
Learning Outcome Number and Title	LO048 Analyse and evaluate feedback from customers, suppliers and other stakeholders as well as from employees of the organisation.
Objective of the methodological tool	After the completion of this activity, participants will be able to: <ol style="list-style-type: none"> 1. Analyse and evaluate feedback from customers 2. Describe methods and processes of analysis and evaluation of feedback from customers 3. Apply basic methods of analysing and evaluating feedback from customers 4. Select the appropriate method for analysing feedback 5. Perform the analysis effectively and accurately 6. Draw conclusions from the analysis
Approximate Time needed for the completion of this exercise	30 minutes
Individual or group exercise	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Group
Type of methodological tool	<input type="checkbox"/> Written exercise <input checked="" type="checkbox"/> Group exercise <input type="checkbox"/> Video analysis <input checked="" type="checkbox"/> Simulation <input type="checkbox"/> Multiple choice <input type="checkbox"/> Group exercise with cards <input type="checkbox"/> Exercise using ICT <input type="checkbox"/> Role play <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Case study <input checked="" type="checkbox"/> Creative Group Work
Description of the exercise/Procedure	Divide the participants into 2 teams. Ask them to find a website that includes product or service reviews by users, such as booking.com, tripadvisor.com, ebay.com, aliexpress.com, etc. After they have identified the product or service, they will have to go through the

	<p>users' comments and to conduct an analysis of feedback provided by customers on the product or service they chose. It is recommended that each team uses a separate room. Ask them to analyse and evaluate different comments based on what they have learned:</p> <ol style="list-style-type: none"> 1. Including all feedback 2. Categorising it 3. Understanding the value of each customer 4. Understanding the value of each comment 5. Identifying the main trends <p>Also, after they have gone through all these stages, ask them to think of ways of improving the product/service. Each group presents its findings in class</p>
Exercise is accompanied by	N/A
Exercise solution	N/A
Other comments to the trainer	<p>After they have presented their findings, wrap up the activity by referring to:</p> <ul style="list-style-type: none"> - The appropriate/inappropriate ways they used to analyse and evaluate the customer feedback - The differences and similarities in each group's approach