Title	Develop and use customer satisfaction measurement tools		
Level	4	Credits	8

Purpose	This unit standard is for people who work, or plan to work, in the sales or service environment. People credited with this unit standard are able to: develop customer satisfaction measurement tools; evaluate customer satisfaction; and recommend improvements where customer dissatisfaction exists.

Classification	Service Sector Skills > Service Delivery

Available grade	Achieved

Guidance Information

1   This unit standard can be assessed against in a real or simulated workplace.

2   Definitions
Workplace refers to private companies and/or public sector organisations.
Workplace requirements refer to documented policies and procedures or established protocols for workplace performance and may include but are not limited to – any legal requirements, standards, codes of practice, company and/or site procedures, and any industry best-practice documents.

3   For the purpose of this unit standard *satisfaction measurement tools* refer to instruments used by the candidate to evaluate different variables in customer service. These instruments may vary in format and may take the form of a formal questionnaire, an informal observation, telephone call-back (a simple follow-up telephone call to check customer satisfaction), job escalation inspection checklist (a method of examining all customer situations that are referred on to senior staff), quantitative random sample telephone and mail survey (a method used primarily by organisations that service a wide population), service report (a form that allows customers to record instances of good and/or bad service).

4   Evidence for assessment is required for three satisfaction measurement tools.

5 The following legislation and subsequent amendments provide reference, where needed, for this unit standard:
Consumer Guarantees Act 1993
Credit Contracts and Consumer Finance Act 2003
Health and Safety at Work Act 2015
Human Rights Act 1993.
Official Information Act 1982
Privacy Act 2020.

Outcomes and performance criteria

Outcome 1

Develop customer satisfaction measurement tools.

Performance criteria

1.1 Purpose and goals of satisfaction measurement are identified to determine what data needs to be collected.

Range identification may include but is not limited to – consultation with experts, documentation research;
purpose and goals may include but are not limited to – client need identification, assessment of which needs are being met, identification of constraint to fulfilment of client needs.

1.2 Types of satisfaction measurement tools are selected in terms of collecting required data to meet the purpose and goals of a workplace.

Range selection criteria may include but are not limited to determining – ease of use, ability to provide correct information, cost, available resources, time, audience.

1.3 Measurement tools are developed to meet the specified criteria of the workplace.

Range criteria may include but are not limited to – service reports – date, time, person or persons, description of service;
telephone call-back – name, greeting, reason for call, short purpose-related questions, non-emotional words;
escalation inspection checklist – date, time, person, problem, cause;
quantitative random sample telephone and/mail surveys – short purpose-related questions, non-emotional words.

1.4 Guidelines for using measurement tools are established in accordance with workplace requirements.

Range guidelines include but are not limited to – consistency with policy and procedures.

1.5   Measurement tools are pre-tested and revised to eliminate any faults.

          Range   faults may include but are not limited to – ambiguities,
                     misunderstandings, confusing words, conflicting interpretations,
                     high non-response rates.

Outcome 2

Evaluate customer satisfaction.

Performance criteria

2.1   Data is collected using the measurement tools established in Outcome 1 in
          accordance with workplace requirements.

2.2   Collected data is evaluated to identify information consistent with measuring
          tools' purpose and goals.

          Range   evaluation may include but is not limited to – client need
                     identification, assessment of which needs are being met,
                     identification of constraint to fulfilment of client needs.

2.3   Areas where improvements in customer satisfaction can occur are identified in
          the evaluation process.

Outcome 3

Recommend improvements where customer dissatisfaction exists.

Performance criteria

3.1   Recommendations for improvements in customer satisfaction are developed,
          clarified, and verified with client groups and staff in accordance with workplace
          requirements.

3.2   Recommendations are communicated to authorised personnel and follow-up
          actions are negotiated in accordance with workplace requirements.

Planned review date	31 December 2025

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 April 1998	31 December 2014
Revision	2	11 September 2001	31 December 2014
Review	3	16 July 2010	31 December 2017
Rollover	4	17 July 2014	31 December 2017
Review	5	17 September 2015	31 December 2023

Process	Version	Date	Last Date for Assessment
Revision	6	21 January 2016	31 December 2023
Review	7	28 October 2021	N/A

Consent and Moderation Requirements (CMR) reference	0112

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.