

CFAM1.1.2

Obtain feedback from existing customers, suppliers and others



Overview

This unit is about establishing and implementing processes for obtaining ideas, information and insights from existing customers, suppliers and customer facing teams regarding an organisation, its marketing proposition and its products/services.

This includes obtaining word of mouth information regarding individual experiences which might not be accessible readily from other channels.

For the purposes of this unit, 'organisation' can mean a self contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for middle/senior marketing managers. Such managers might be employed directly by the organisation, or work for an agency/consultancy contracted to obtain feedback on behalf of clients.

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Performance criteria

You must be able to:

- P1 be clear about the information that you are seeking
- P2 identify the sources from which the information might be obtained
- P3 establish and implement processes, both formal and informal, for obtaining ideas, information and insight from a variety of sources
- P4 collate and assess feedback, identifying trends and patterns relevant to informing future marketing strategies and actions
- P5 share the feedback with other relevant business functions and stakeholders, discussing and agreeing the impact of the feedback for their activities
- P6 evaluate the feedback, and identify the strengths, weaknesses, opportunities and threats for the organisation and its marketing proposition arising from the feedback
- P7 identify and recommend actions in response to the feedback, towards enhancing the organisation's ability to meet market requirements

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the types of information that might be provided by customers and suppliers, and its relevance in informing marketing strategy
- K2 methods of obtaining feedback from customers, suppliers and customer facing teams
- K3 the importance of ensuring objectivity when evaluating feedback and the factors to consider when assessing the validity of feedback
- K4 how to analyse the interests of those providing feedback, and the implications for evaluating feedback
- K5 how to build future scenarios and assess their implications

You need to know and understand:

Industry/sector specific knowledge and understanding

- K6 current and emerging trends and development in the sector affecting the organisation's products/services
- K7 legal, regulatory and ethical requirements in the sector

You need to know and understand:

Context specific knowledge and understanding

- K8 the organisation's existing customer base
- K9 the organisation's structure, and key individuals within customer-facing teams

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Additional Information

Behaviours

1. You develop systems to gather and manage information and knowledge effectively, efficiently and ethically
2. You analyse and structure information to develop knowledge that can be shared
3. You seek to understand people's needs and motivations
4. You demonstrate a clear understanding of different customers and their real and perceived needs
5. You recognise changes in circumstances and recurring problems, and promote changes to structures, systems and processes to address these
6. You identify and evaluate risks, and balance these against anticipated benefits arising from a proposed course of action
7. You encourage others to share information and knowledge efficiently within the constraints of confidentiality
8. You present information clearly, concisely, accurately and in ways that promote

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