

Project-Based Learning Experience

Customer Service Feedback Review and Improvement Recommendations

Project Title

Understanding Customer Feedback and Making Recommendations for Improvement

Project Summary

In this project, you will act as a Customer Experience Analyst. Your role is to review customer feedback, identify common themes and trends, and make recommendations that could help improve customer service.

You will collect and organize customer comments, survey responses, reviews, or feedback provided by the employer. Through research and analysis, you will learn what customers value most, what challenges they experience, and what improvements may strengthen the customer experience.

At the end of the project, you will present your findings and recommendations to your mentor and project stakeholders.

Project Goal

To help the organization better understand customer experiences and identify opportunities to improve customer service, communication, and satisfaction.

Expected Outcomes and Deliverables

By the end of the project, you will complete:

Deliverable 1: Customer Feedback Summary

- Organized collection of customer feedback
- Summary of positive comments and concerns
- Identification of common themes

Deliverable 2: Customer Experience Findings Report

- Top strengths identified by customers
- Top challenges identified by customers
- Supporting data and examples

Deliverable 3: Improvement Recommendations

- 3–5 recommendations for improving customer service
- Explanation of why each recommendation may help customers

Deliverable 4: Final Presentation

- Presentation of findings and recommendations
- Visual charts, graphs, or summaries
- Reflection on project learning

Tools, Technology, and Resources

Participants may use:

Technology

- Computer or laptop
- Internet access
- Email

Software

- Microsoft Word or Google Docs
- Microsoft Excel or Google Sheets
- Microsoft PowerPoint or Google Slides

Resources

- Customer surveys
- Customer reviews
- Customer satisfaction reports
- Company website and service information
- Employer mentor meetings
- Project check-in forms

Skills You Will Develop

Professional Skills

- Communication
- Professionalism
- Time management
- Organization

Critical Thinking Skills

- Research
- Problem-solving
- Analysis
- Decision-making

Workplace Skills

- Customer service awareness
- Data organization
- Project management
- Presentation skills

Technology Skills

- Spreadsheet use
- Data visualization
- Presentation software
- Digital communication

Project Timeline

Phase 1: Project Launch and Understanding the Business

Week 1

Activities:

- Meet project mentor
- Learn about the organization
- Understand customer service goals
- Review project expectations

Deliverables:

- Project plan
- List of project goals and questions

Phase 2: Collect and Organize Customer Feedback

Weeks 2–3

Activities:

- Review customer surveys and feedback
- Organize comments into categories
- Identify positive and negative feedback

Deliverables:

- Organized feedback spreadsheet
- Theme categories

Questions to Explore:

- What do customers like most?
- What concerns appear repeatedly?
- What trends do you notice?

Phase 3: Analyze Findings

Weeks 4–5

Activities:

- Identify patterns and trends
- Count frequency of common comments
- Compare strengths and challenges

Questions to Explore:

- Which issues appear most often?
- Which strengths are most valued?
- What customer needs are not being met?

Deliverables:

- Findings summary
- Charts or graphs
- Draft analysis report

Phase 4: Research and Develop Recommendations

Weeks 6–7

Activities:

- Research customer service best practices
- Discuss ideas with mentor
- Develop recommendations

Questions to Explore:

- What changes could improve customer satisfaction?
- Which recommendations are realistic and achievable?
- What benefits might each recommendation provide?

Deliverables:

- Recommendation report
- Supporting evidence

Phase 5: Present Findings and Reflect

Week 8

Activities:

- Prepare final presentation
- Present findings to mentor and stakeholders
- Reflect on learning experience
- Deliverables:
 - Final presentation
 - Final report
 - Reflection summary

Deliverables:

- Final presentation
- Final report
- Reflection summary



Success Criteria

The project will be successful if you:

- ✓ Complete all project deliverables
- ✓ Meet project deadlines
- ✓ Communicate regularly with your mentor
- ✓ Identify meaningful customer feedback trends
- ✓ Develop thoughtful recommendations
- ✓ Present findings professionally
- ✓ Demonstrate growth in workplace and career skills

Reflection Questions

At the end of the project, consider:

- What did you learn about customer service?
- What skills improved the most?
- What was your biggest challenge?
- What accomplishment are you most proud of?
- How did this project influence your career interests?