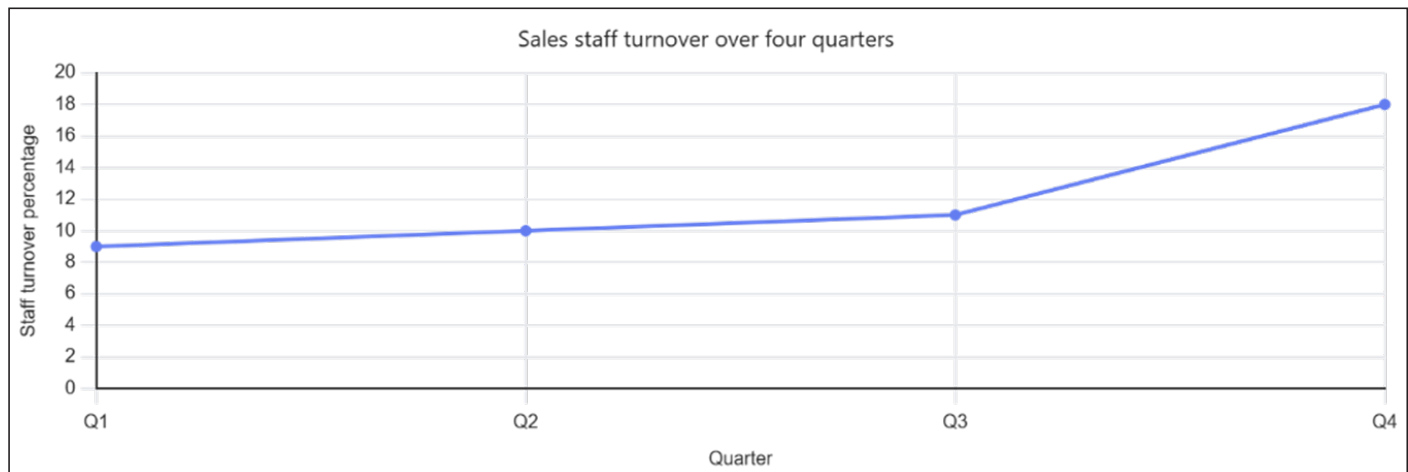


Using evidence

- Read the two paragraphs below.
- Underline where evidence appears and note whether it is internal or external.

Paragraph 1



Staff turnover within the sales team increased during the last financial quarter. Internal human resources records indicate that 18 per cent of sales staff left the organisation during this period, compared to 10 per cent in the previous quarter. Exit interview notes also suggest that workload pressures and unclear performance targets contributed to employees' decisions to leave. This reflects findings from external research, which shows that high workload and reduced job satisfaction are key drivers of employee turnover in organisational settings (Sukatendel, Sihombing and Muda, 2025).

Paragraph 2

Customer complaint levels increased during the last quarter, according to data collected from internal service logs. Records show that average response times rose from six minutes to eleven minutes during busy periods. Similar patterns have been observed more widely in business organisations, where regular monitoring of operational data has been shown to improve performance when acted upon (Databox, n.d.).

Linking ideas

Add the signposting phrases to this paragraph. Choose what you think works best from the options. **Careful!** Not every space needs to be filled.

Add as necessary:

- In addition
- However
- For example
- As a result

Paragraph

..... Staff absence levels increased during the last quarter.

Customer response times also increased during peak periods.

Management concerns were raised about the impact on service quality.