



LEVEL 3 CERTIFICATE IN PRINCIPLES OF CUSTOMER SERVICE

Resources Link
July 2014

WELCOME

Resources Link is an e-resource, provided by OCR, for teachers of OCR qualifications. It provides descriptions of, and links to, a variety of independent teaching and learning resources that you may find helpful.

In Resources Link you will find details of independent resources, many of which are free: where this is the case this has been indicated.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at resourcesfeedback@ocr.org.uk.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

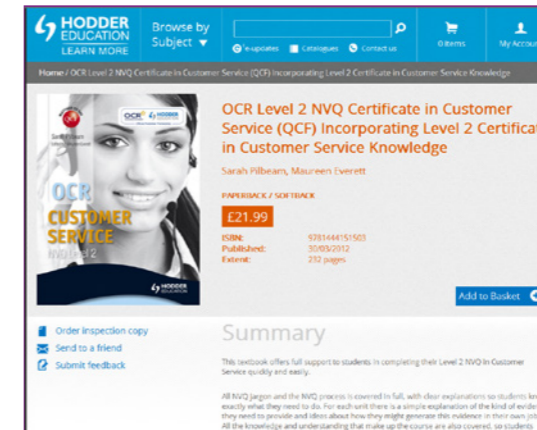
To give us feedback on, or ideas about the OCR resources you have used, email resourcesfeedback@ocr.org.uk

OCR Resources: the small print

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Customer Service Knowledge Textbook



This resource is a text book with information and activities on communicating effectively and dealing with diverse customer groups.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: £21.99

Format: Textbook

<https://www.hoddereducation.co.uk/Product?Product=9781444151503>

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at resourcesfeedback@ocr.org.uk

What is Communication?



A BBC Business Studies module exploring communication used in business, the barriers to effective communication and the impact of ICT (Information Communications Technology).

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: Free
Format: Website

<http://www.bbc.co.uk/schools/gcsebitesize/business/people/communicationrev4.shtml>

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Verbal Communication Skills



An introduction to verbal communication (such as effective listening, questioning, clarifying and summarising), with hyperlinks to more detailed information on each topic.

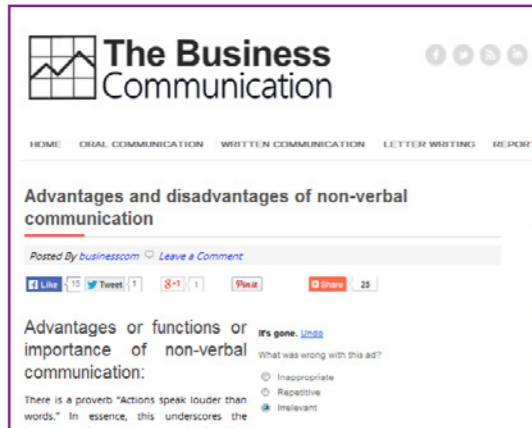
Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: Free
Format: Website

<http://www.skillsyouneed.com/ips/verbal-communication.html>

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Advantages and Disadvantages of Non-verbal Communication



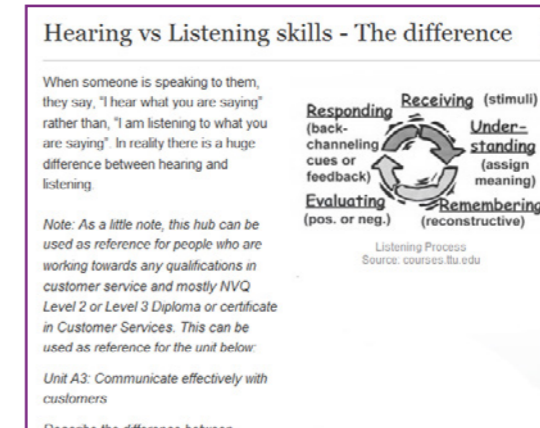
A concise overview of the top ten advantages and disadvantages of non-verbal communication.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service
Cost: Free
Format: Website

<http://thebusinesscommunication.com/advantages-and-disadvantages-of-non-verbal-communication/>

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Hearing and Listening



An overview of the difference between listening and hearing, which is a support material for Customer Service Level 2/3 NVQs unit A3.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service
Cost: Free
Format: Website

<http://hubpages.com/hub/Hearing-vs-Listening-The-difference>

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10 Tips to Effective listening



A short (embedded) video on effective listening when dealing with customers.

Questioning Techniques



An article on different questioning techniques (such as open, closed, probing and leading questions) with an embedded video demonstrating the use of each technique.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: Free

Format: Video

<http://hubpages.com/hub/Hearing-vs-Listening-The-difference>

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Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: Free

Format: Website and video

http://www.mindtools.com/pages/article/newTMC_88.htm

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Apple's 5 Steps of Service



A short video of Apple's approach to customer service.

Barriers to Effective Communication



An overview of 7 common barriers to communication, including how each can impact on the effectiveness of workplace communication.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

Cost: Free

Format: Video

<http://www.youtube.com/watch?v=GEhsoXxp-E4>

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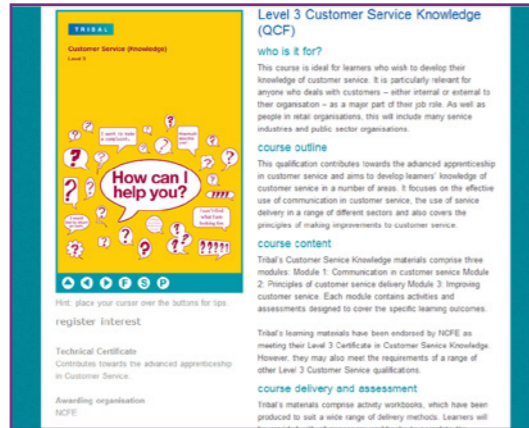
Cost: Free

Format: Blog

<http://opin.ca/article/seven-barriers-communication>

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Tribal Customer Service (Knowledge) Level 3



An activity workbook for Module 1 – Communication in Customer Service. Activity workbooks including an assessment which allows learners to complete a portfolio of evidence and demonstrates achievement of all learning outcomes associated with each module.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 3 – Understand the use of communication in customer service

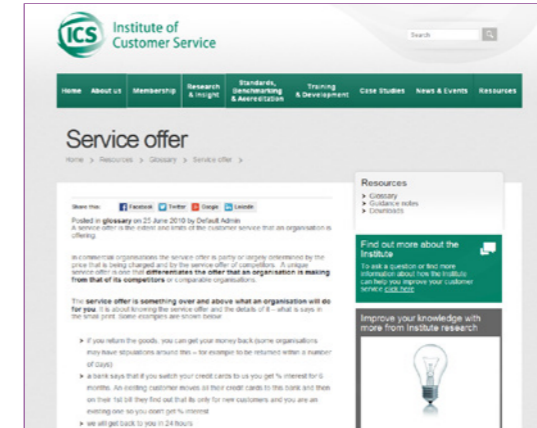
Cost: £55 (discount offered for bulk purchases, contact Tribal directly)

Format: Activity workbook

http://www.network-publishing.co.uk/index.php?option=com_content&task=view&id=389&Itemid=784#coursecontent

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Institute of Customer Service Glossary



This resource provides a definition of customer service language and terminology, in particular for the service offer. The web page also provides access to research documents and new letters on customer service issues across business sectors.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

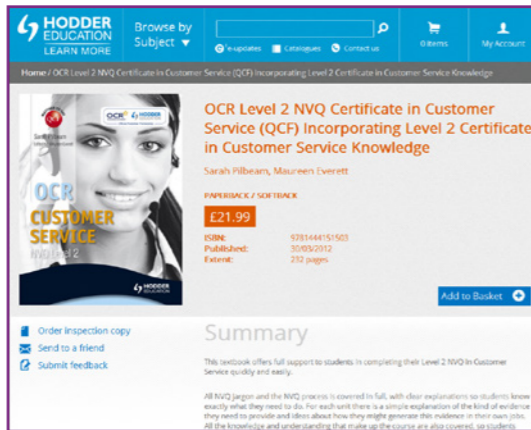
Cost: Free

Format: Website

<http://www.instituteofcustomerservice.com/1848-4153/Service-offer.html>

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Customer Service Knowledge Textbook



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Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

Cost: £21.99

Format: Activity workbook

<https://www.hoddereducation.co.uk/Product?Product=9781444151503>

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Features and Benefits



This resource describes the difference between a feature and a benefit.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

Cost: Free

Format: Video

<http://www.youtube.com/watch?v=L2TUi4kNW0I>

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SWOT Analysis



This resource contains different templates to use when analysing customer service.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

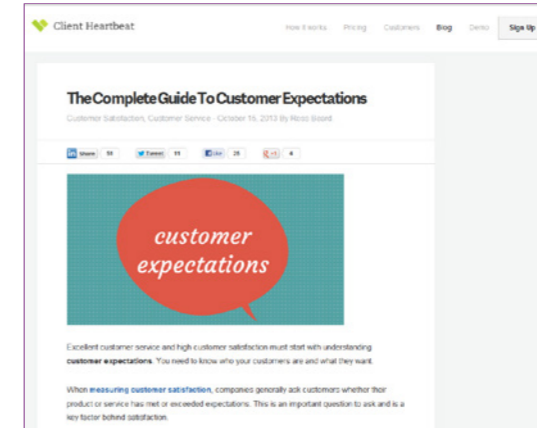
Cost: Free

Format: PowerPoint slides

<http://www.slideshare.net/showeet/swot-analysis-free-powerpoint-charts-4753318>

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at resourcesfeedback@ocr.org.uk

A Guide to Customer Expectations



This resource explains how customer expectations are formed and managed, including links to customer retention strategies and case studies of companies that have exceeded customer expectations.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

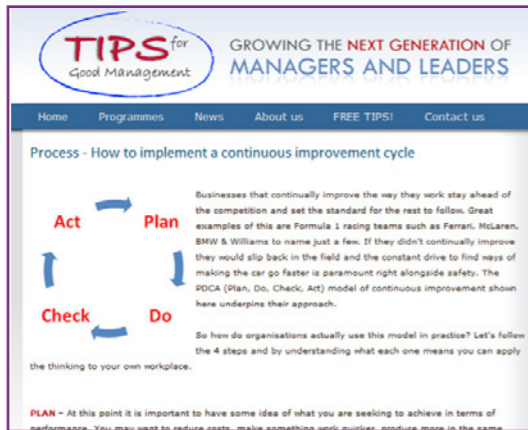
Cost: Free

Format: Blog

<http://blog.clientheartbeat.com/customer-expectations/>

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Continuous Improvement Cycle



This resource explains how to apply the continuous improvement cycle to business problems.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

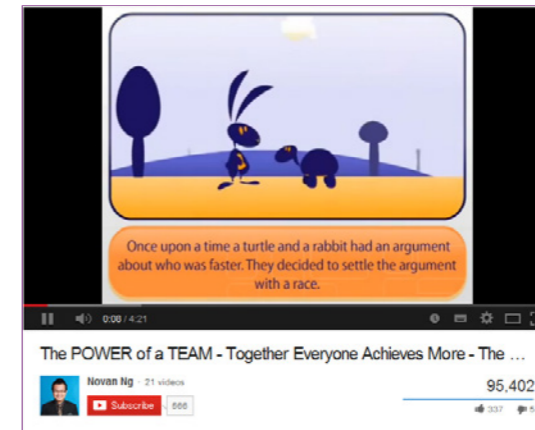
Cost: Free

Format: PDF

<http://www.tipsfgm.co.uk/free-tips/process-how-to-implement-a-continuous-improvement-cycle.htm>

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Teamwork



This resource puts a different slant on the story of the Rabbit and the Turtle to demonstrate how team work can improve performance. An interesting starting point for discussion.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

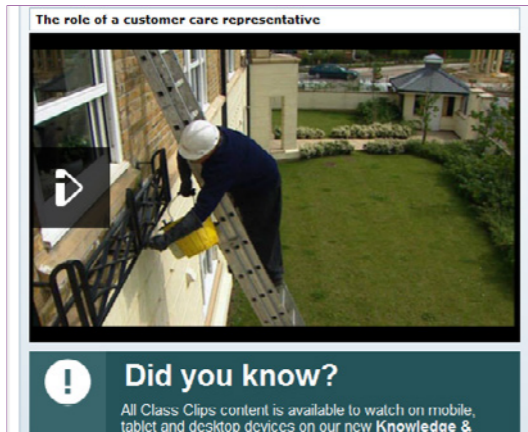
Cost: Free

Format: Video

<http://www.youtube.com/watch?v=xevQ2yTyK9Y>

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The Role of a Customer Care Representative



This resource follows a business owner as he reviews the customer care in his organisation, with interesting results.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

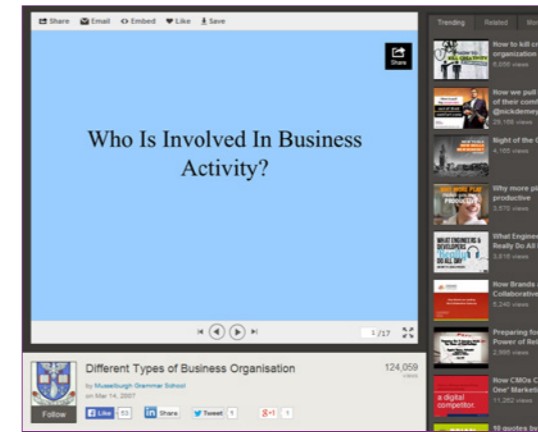
Cost: Free

Format: Video

<http://www.bbc.co.uk/learningzone/clips/the-role-of-a-customer-care-representative/7498.html>

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Sectors: Public, Private and Voluntary (Third)



This resource is a short Power Point Presentation explaining the difference between business sectors.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 4 – Understand the principles of customer service delivery in different sectors

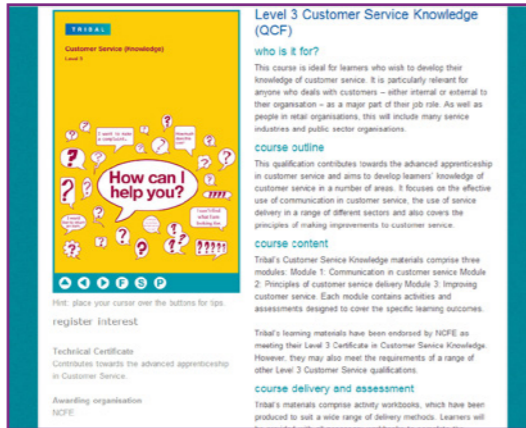
Cost: Free

Format: PowerPoint slides

<http://www.slideshare.net/BusEd/different-types-of-business-organisation>

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Tribal Customer Service (Knowledge) Level 3



An activity workbook for Module 2 – Principles of Customer Service. Activity workbooks including an assessment which allows learners to complete a portfolio of evidence and demonstrates achievement of all learning outcomes associated with each module.

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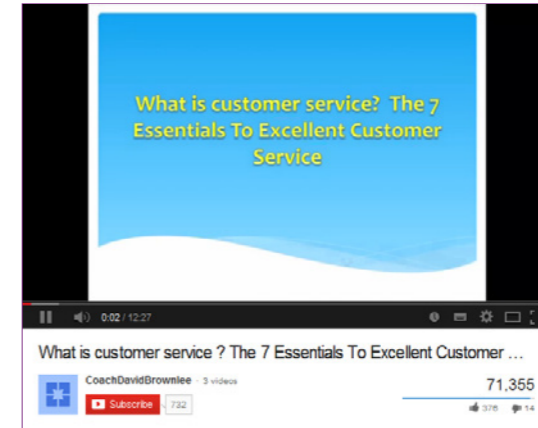
Cost: £55 (discount offered for bulk purchases, contact Tribal directly)

Format: Activity workbook

http://www.network-publishing.co.uk/index.php?option=com_content&task=view&id=389&Itemid=784#coursecontent

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Customer Service Essentials



A video on the 7 essentials of excellent customer service for a business.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: Free

Format: Video

http://www.youtube.com/watch?v=tn0veQ7_stI

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Problem Solving Tools



These resources cover different models for analysing and solving problems.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: Free (membership available to access additional support and coaching)

Format: Website

http://www.mindtools.com/pages/article/newPPM_89.htm

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Trading Standards – Sale of Goods Act Hub



This resource provides guidance on the Sale of Goods Act including videos, quizzes, downloadable scenarios, training materials and registration for regular email updates.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

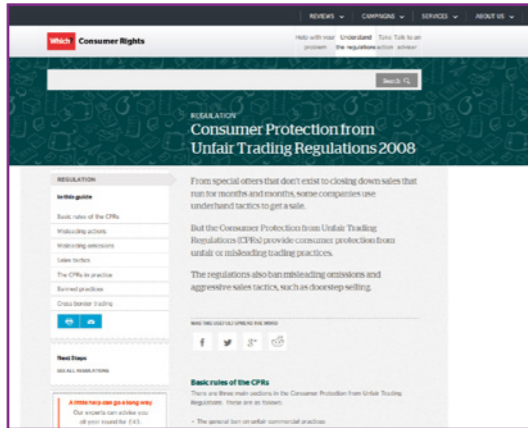
Cost: Free

Format: Website

<http://sogahub.tradingstandards.gov.uk/>

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Consumer Rights



This resource contains easy to understand information on the Consumer Protection from Unfair Trading Regulations 2008. The resource has typical consumer problems and resolutions, and links to related regulations.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: Free (membership available to access additional support and coaching)

Format: Website

http://www.which.co.uk/consumer-rights/regulation/consumer-protection-from-unfair-trading-regulations-2008/?gclid=CKfYi-nzxrwCFU_KtAodoA8AHA

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Data Protection Toolkits and Videos



This resource gives information on data protection and freedom of information legislation, with access to downloadable posters, stickers and postcards on data protection, training videos and sector guides.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: Free

Format: Website and videos

http://ico.org.uk/for_organisations/training

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Equality and Diversity – Reviewing a Policy



This resource describes how small businesses could monitor and review the equality policy, and take action to promote both equality and diversity in the workplace.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: Free

Format: PDF

http://www.acas.org.uk/media/pdf/j/3/Delivering_Equality_and_diversity-accessible-version-July-2011.pdf

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Health and Safety Toolbox



This resource provides advice and guidance on most aspects of health and safety at work.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

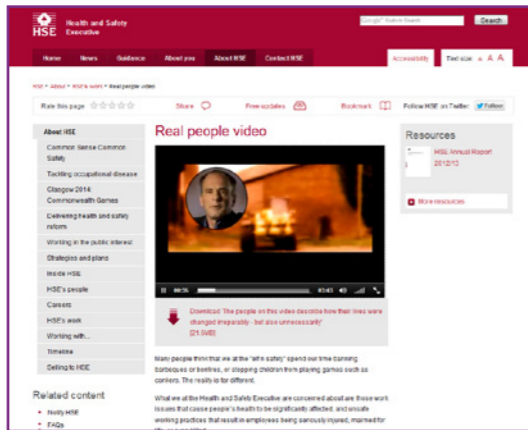
Cost: Free

Format: Website

<http://www.hse.gov.uk/toolbox/>

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The Impact of Poor Health and Safety



The short video covers some of the myths around health and safety, and real people explain how their lives have been affected by poor health and safety practice.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

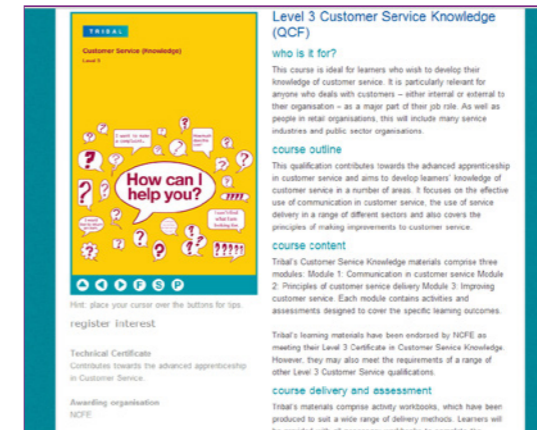
Cost: Free

Format: Video

<http://www.hse.gov.uk/aboutus/realpeople.htm>

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Tribal Customer Service (Knowledge) Level 3



An activity workbook for Module 3 – Improving Customer Service. Activity workbooks including an assessment which allows learners to complete a portfolio of evidence and demonstrates achievement of all learning outcomes associated with each module.

Supports: OCR Level 3 Certificate in Principles of Customer Service
Unit 5 – Understand the principles of making improvements to customer service

Cost: £55 (discount offered for bulk purchases, contact Tribal direct)

Format: Website

http://www.network-publishing.co.uk/index.php?option=com_content&task=view&id=389&Itemid=784#coursecontent

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Email: vocational.qualifications@ocr.org.uk

