

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 <u>resourcesfeedback@ocr.org.uk</u>.

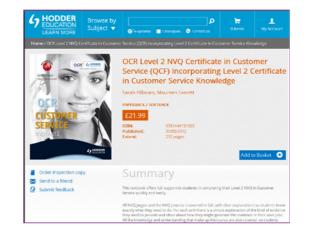
We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

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

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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







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**

Oxford Cambridge and RS



PPRENTICESHIP

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





## Advantages and Disadvantages of Non-verbal Communication

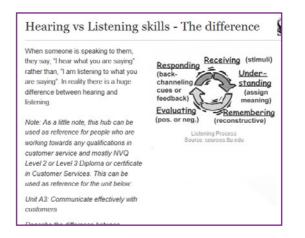


A concise overview of the top ten advantages and disadvantages of non-verbal communication.

Supports:	OCR Level 3 Certificate in Principles of Customer Service	
	Unit 3 – Understand the use of communication in customer service	
Cost:	Free	
Format:	Website	
<u>http://thebu</u>	isinesscommunication.com/advantages-and-disadvantages-of-non-verbal-	
	communication/	
If you know of any resources that you think should appear here or if you identify broken links please let us know. We		

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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







#### **10 Tips to Effective listening**



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

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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#### **Questioning Techniques**

Oxford Cambridge and R

<ul> <li>Essential skills for an excellent of</li> </ul>		Join the Mind Tools Chill
Home Join Neusletter	Corporate Products TeelAlt© Blog More Resources - Stor	
The are here - Home - Communication	on Skille - Coveringing Techniques	1
C. Leadership Skills	E Stars 375 Sars 75 ¥ Faset 358 Email 373	Free eNewslette
C Team Management	Questioning Techniques	Land new career skills
Strategy Tools		week, plus get our Communicate & Your
Problem Solving	Asking Questions Effectively	Workbook, fee when yo subscribe!
O Decision Making	Carbose in partners wet is a	
Project Management	popular truth, often soid in relation to compare systems. I	< For Name
C Time Monogement	you gut the wrong information in, you'l get the arrang	Lored 1
Stress Management	information cut. The same	
O Communication Skills	communications in general P you ank the unset our risks	Salestile O
Creativity Techniques	answer, or all least not quite   40 400 (130 hol(72))	
C Learning Skills	what you're hoping for Last hos to all herse question, with other Versions & Arry Turken	and the second se
Career Salls	Asking the right question is at the heart of effective communications and	Develop Excepti
My Learning Plan	communications and information exchange. Ory using the right questions in a periodae situation, you improve a whole energy of communications skills the scample, you can gather bet information and lease move; you can build stronger relationships, manage people effectively and help others to learn too.	Presentation Ski
	So have are some common questioning bechniques, and when (and when not) to them.	Parallel and Salah Salah Salah
	Open and Closed Questions	
Or Sadd 200 Hot Sads	A closed question usually receives a single word or very short, factual answer. For example, "Are you therapy". The answer is "Yies" or "No.", "Where do you law?" It inswer is generally the name of your town or your address.	
	Open questions sticl larger answers. They closely login with what, why, how, A open question asks the respondent for his or har knowledge, openin an feelings, ma <sup>2</sup> and "describe" can also be used in the same way as open questions. Here is note examine:	Tel Contra a series

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:	Website and video

http://www.mindtools.com/pages/article/newTMC\_88.htm







#### **Apple's 5 Steps of Service**



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

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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#### **Barriers to Effective Communication**



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

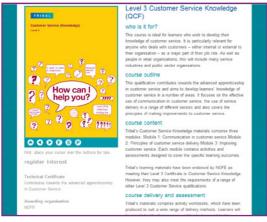
Supports:	OCR Level 3 Certificate in Principles of Customer Service	
	Unit 3 – Understand the use of communication in customer service	
Cost:	Free	
Format:	Blog	

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





#### **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=38 9&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





## **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 4 – Understand the principles of customer service delivery in			
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Cost:	£21.99		
Format:	Actvity workbook		

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

#### **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=L2TUi4kNW0l







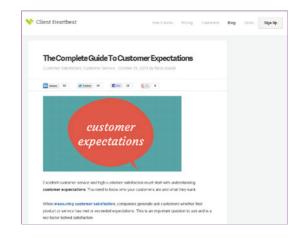


This resource contains different templates to use when analysing customer service.

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://ww	ww.slideshare.net/showeet/swot-analysis-free-powerpoint-charts-4753318	

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#### **A Guide to Customer Expectations**



APPRENTICESHIP

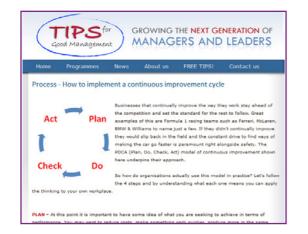
This resource explains how customer expectations are formed and managed, including links to customer retention strategies and case studies of companies that have exceeded customer expectations.

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/



#### **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.t	ipsfgm.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







#### 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. <u>html</u>

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# Sectors: Public, Private and Voluntary (Third)



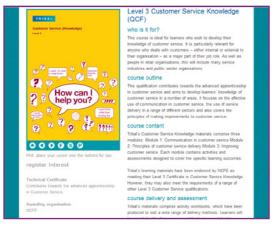
This resource is a short Power Point Presentation explaining the difference between business sectors.

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





#### **Tribal Customer Service (Knowledge)** Level 3

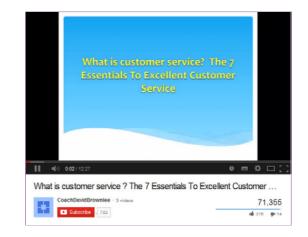


An activity workbook for Module 2 – Principles of Customer Service. Activity workbooks including an assessment which allows learners to complete a portfolio of evidence and demonstrates achievement of all learning outcomes associated with each module.

Supports:	OCR Level 3 Certificate in Principles of Customer Service
	Unit 4 – Understand the principles of customer service delivery in
	different sectors
Cost:	£55 (discount offered for bulk purchases, contact Tribal directly)
Format:	Activity workbook
http://www.r	network-publishing.co.uk/index.php?option=com_content&task=view&id=38
	9&Itemid=784#coursecontent

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#### **Customer Service Essentials**



PPRENTICESHIP

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\_stl



Oxford Cambridge and R<sup>4</sup>



#### **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

Goods Act	,	noncting the lash   Topinined   For a	andoners   In session   in practice   Quick o	piz   FAQs   Register
The Sale of Goods Act (S provides comprehensive on the Sale of Goods Act and business support on Ra control remains come dura 2014 when new reg	guidance for retailers panisations, rt until 13 ubtilings	AT BUTTE	Sign up to receive regular update these regulations	a about
that effect how you sail if in to effect. More informat found on the with taking and promotional ma- tra particle is strated ones use	ion can be	at a Glañes	An easy reference flow diagram to through the relevant regulations t you.	guilde you hut apply to
light) or in downraid in a rately of below). You can perfit and solution broading, copy and pusite into pour documents or discernisade the informa your members or staff. Register to receive regular spidates regulations.	t your own existing website or den directly in	EXPLAINED	Detailed guide to the regulations i understand format.	n an easy to
Video box orien the vote part to prime	• View all	silverre tettik grantionigna	Simplified guidance on the Sale of for sharing with your outcomers.	Goods Act
Doumloads area	• Vow at	IN SESSION	A selection of training materials fo your colleagues.	r you and

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/

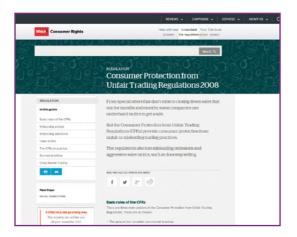


Oxford Cambridge and R<sup>4</sup>



PPRENTICESHIP

#### **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		
If you know of any resources that you think should appear here, or if you identify broken links please let us know. We		

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#### **Data Protection Toolkits and Videos**

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About the ICO texes and events Enforcement Concerns	Guidance You can see a full A-2 list in our <u>subtract index</u> . While a bond asoy? You can active prime <u>automations</u> (including leafing and proof) have of durgs.	
Joba Young people	Training videos You can watch all of our othe protection and frances of alremation lines as au- <u>"variant drawn or on our grounds</u> . Serve of our popular training videos here accompanying scripts and viewer rolles, realiable to download below.	
	Drik Bould Housing in autoesent ICO prior	on - Back from the

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



## Oxford Cambridge and RS

#### **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	

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

#### **Health and Safety Toolbox**



PPRENTICESHIP

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

OCR Level 3 Certificate in Principles of Customer Service	
ents to	

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







#### 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=38		
	9&Itemid=784#coursecontent	





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click on a resource to go to the appropriate page.

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- Hearing and Listening
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- Barriers to effective communication
- Tribal Customer Service (Knowledge) Level 3

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- Customer Service Knowledge Textbook
- Features and Benefits
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- Continuous Improvement Cycle
- Teamwork
- The Role of a Customer Care Representative
- Sectors: Public, Private and Voluntary (third)
- Tribal Customer Service (Knowledge) Level 3

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- Health and Safety Toolbox
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- Tribal Customer Service (Knowledge) Level 3

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#### Contact us

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

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