

LEVEL 3 DIPLOMA IN CUSTOMER SERVICE 10380 Resources Link October 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>.

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Portacabin - the importance of excellent customer service as a competitive tool



A case study of Portacabin, including links to the organisation's customer feedback, products and services, case studies of different products, video wall and home page.

Supports:	OCR Level 3 Diploma in Customer Service Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Web page with hyperlinks to organisations website
http://busine	esscasestudies.co.uk/portakabin/the-importance-of-excellent-customer-service/ introduction.html#axzz3AIAfrvIZ
	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@ccrorg.uk





Failure mode and effect analysis: FMEA from theory to execution (second edition)



A book on the use of FMEA with a section specifically dedicated to its use to identify the cause of service failures and possible corrective action.

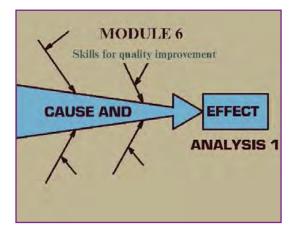
Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	£25.73 (order direct with Amazon)
Format:	Book – Kindle edition

http://www.amazon.co.uk/Failure-Mode-Effect-Analysis-Execution-ebook/dp/B004NNV5LI/ ref=sr_1_6?ie=UTF8&qid=1412597786&sr=8-6&keywords=failure+mode+effect+analysis



APPRENTICESHIP

Cause and effect analysis – fishbone diagram



A short video explaining the process of cause and effect analysis, and its benefits.

Supports:	OCR Level 3 Diploma in Customer Service Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=LovSknc3oXM
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 <u>resourcesfeedback@ocr.org.uk</u>	



What is the 5 whys approach?



A video presentation on the use of the 5 whys technique which is used to understand the underlying root causes of a particular problem.

Supports:	OCR Level 3 Diploma in Customer Service Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=1f1_kXDXoAQ
,	f 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 <u>resourcesfeedback@ocr.org.uk</u>



APPRENTICESHIP

Service profit chain



An overview of the service profit chain; how each part of it is dependent on the other parts to achieve profitability.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Web page
	http://www.1000ventures.com/business_guide/im_s-p_chain.html
lf you knov	v 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



BBC3 – secrets of the superbrands (food)



One of a series of documentaries on how super brands are perceived by consumers. The presenter visits major companies to investigate how brands are developed in order to promote business values, customer loyalty, market share and profitability.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Video

https://www.youtube.com/watch?v=zgQPZV31cAU





What is good customer service – 2 models for success



An article covering 2 customer service models used in the retail sector. The article describes why a poor customer experience is common in the retail sector and identifies ways of improving it.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Web page
	http://www.moneycrashers.com/what-is-good-customer-service/
lf 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 <u>resourcesfeedback@ocr.org.uk</u>





Consumer Protection from Unfair Trading Regulations 2008



A guide to the trading practices banned under the regulations.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	Free
Format:	PDF
https://www	v.gov.uk/government/uploads/system/uploads/attachment_data/file/284442/ oft1008.pdf
,	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





Business companion – trading standards law explained



The HUB provides guidance on how the Sale of Goods Act impacts on businesses and consumers. The guidance includes training materials, quick quizzes, checklists and scenarios.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Website
	http://sogahub.tradingstandards.gov.uk/
	f any resources that you think should appear here, or if you identify broken links please let us know. We vould also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at <u>resourcesfeedback@ocr.org.uk</u>





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 Diploma in Customer Service Unit 2 – Understand the customer service environment
Cost:	Free
Format:	Website and videos
	http://ico.org.uk/for_organisations/training
If you know o	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





Transforming the customer experience



A video presentation on how customer empowerment is transforming the customer experience through social media and mobile technology.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Video

http://www.aol.co.uk/video/dx3-renny-monaghan-on-transforming-the-customerexperience/517813756/





Tommy Cooper helps with customer segmentation.....just like that!



A short article and video giving a fun introduction to the concept of segmentation.

Supports:	OCR Level 3 Diploma in Customer Service	
	Unit 3 – Understand customers and customer retention	
Cost:	Free	
Format:	Article and video	
http://www.hootmarketing.co.uk/blog/tommy-cooper-helps-customer-segmentation-just- like		
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





Customer segmentation: an essential checklist



The checklist provides a series of questions to ask to identify an organisation's different types of customers.

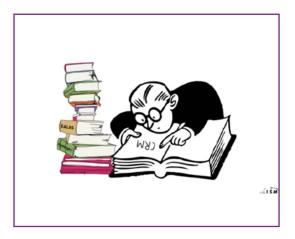
Supports:	OCR Level 3 Diploma in Customer Service
	Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Web page
http://w	ww.marketingdonut.co.uk/marketing/direct-marketing/your-mailing-list/ customer-segmentation-an-essential-checklist
	of any resources that you think should appear 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





CRM (Customer Relationship Management)



A video explaining CRM and how it is used to organise, automate and integrate the marketing, sales and customer service components of a business.

Supports: Cost:	OCR Level 3 Diploma in Customer Service Unit 3 – Understand customers and customer retention Free
Format:	Video https://www.youtube.com/watch?v=7me7mjvTiTl
•	f any resources that you think should appear here, or if you identify broken links please let us know. We vould also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at <u>resourcesfeedback@ocr.org.uk</u>





Microsoft Dynamics customer stories

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The link gives access to Meet the Experts Live! Webinar: Exploring New Trends In Customer Service and includes videos of customers' experiences using Microsoft Dynamics CRM programme.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Webinar and videos

https://www.youtube.com/playlist?list=PLRvH_Jgj96NmH5SaB9Kkhw6L0tx5sDfFw



5 star service – how to deliver exceptional customer service



The book includes examples of best practice, techniques and strategies to attract and retain customers.

OCR Level 3 Diploma in Customer Service
Unit 3 – Understand customers and customer retention
£10.39
Book ISBN-13: 978-0273734383
Į

http://www.amazon.co.uk/Five-Star-Service-Exceptional-Customer/dp/0273734385





Sainsbury's – how do you measure customer loyalty ROI



Helen Hunter, director of customer data and relationship, delivers a presentation at the Retail Bulletin's 5th Customer Loyalty Conference 2014 on Sainsbury's strategy for using customer data to measure customer behaviour and loyalty.

Supports:	OCR Level 3 Diploma in Customer Service Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=qPR3GvizOPA
	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





How retailers can use charity to increase customer loyalty



Building a socially responsible concept through online charity donations. Polly Gowers - Give As You Live at the Retail Bulletin's 5th Customer Loyalty Conference 2014.

Supports:	OCR Level 3 Diploma in Customer Service Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=tvk13agKK3g
,	f any resources that you think should appear here, or if you identify broken links please let us know. We vould also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at <u>resourcesfeedback@ocr.org.uk</u>





Quantitative data analysis techniques using Excel spreadsheet tools



An article explaining how to use a range of techniques for analysing data using Microsoft Excel.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Article
http://ww	w.iacquire.com/blog/quantitative-data-analysis-techniques-for-data-driven- marketing-2
	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





Techniques for measuring brand loyalty using surveys



An article from Survey Monkey suggesting 5 metrics for measuring brand loyalty.

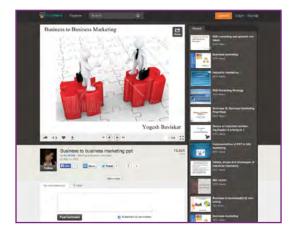
Supports:	OCR Level 3 Diploma in Customer Service
	Unit 3 – Understand customers and customer retention
Cost:	Free
Format:	Web page

https://www.surveymonkey.com/blog/en/5-key-metrics-measuring-brand-loyalty/





Business to business marketing (B2B)



The PowerPoint presentation covers the characteristics of business to business marketing (B2B).

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Slide share

http://www.slideshare.net/sukkumall/business-to-business-marketing-ppt





B2B marketing challenges



An overview of ten challenges facing B2B marketers and links to further resources to help with those challenges.

Supports	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Blog
	http://www.lbdga.com/blog/10-biggest-b2b-marketing-challenges/



APPRENTICESHIP

Business support



A section of the UK Government's website contains a wealth of information on business finance and support, including legal obligations such as taxes, business rates, registration, employer contractual responsibilities, etc.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	Website
	https://www.gov.uk/browse/business
If you know o	f any resources that you think should appear here, or if you identify broken links please let us know. We

'e would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at





Health and safety advice pack for smaller firms



ROSPA provides advice and information on the requirements of health and safety legislation.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	Website – documents available to download, email or print
	http://www.rospa.com/occupationalsafety/adviceandinformation/ smallfirmshealthandsafety/advicepack/



The business model canvas



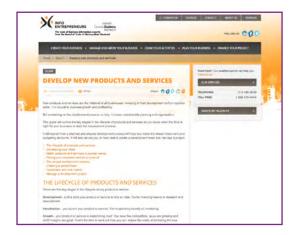
The downloadable tool covers a 6 step approach to business model innovation. The website includes links to other information and resources on business innovation.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Website and PRF documents
	http://blog.business-model-innovation.com/tools/
	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





Guide to develop new products and services



The guide outlines the process for developing a new product or service. The key stages covered are the initial idea, investment, cost control and project management.

Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:FreeFormat:Website

http://www.infoentrepreneurs.org/en/guides/develop-new-products-and-services/#5



Cutting edge technology in rural Ireland



BBC Business News report and video on Dairymaster, one of Ireland's most successful stories of entrepreneurial innovation. The page contains links to other stories of business innovation.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Website
	http://www.bbc.co.uk/news/business-28545273
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





BBC Bitesize - sources of finance



Learner guides on all aspects of finance in business. The guides include videos, downloadable scripts, a glossary and testing pages.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Video
	http://www.bbc.co.uk/education/guides/zmj7tfr/video



APPRENTICESHIP

What is market research?



A brief overview of market research from the experience of a young person.

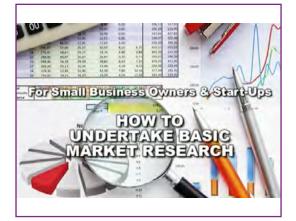
Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:FreeFormat:Video

https://www.youtube.com/watch?v=q-xZ3eAN0PQ





How to do basic market research



A video covering the reasons for, and benefits of, market research. The presenter explains the five main areas of research.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=aHqoDAGHko4
,	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





Business studies



This is one example of many Business Studies A Level revision guides. They are succinct and cover topics such as the business environment, marketing, finance and people. Amazon allows you to look inside and see a substantial amount of text before buying.

Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:£11.99Format:Book ISBN-13: 978-1408206508

http://www.amazon.co.uk/Revision-Express-Business-Studies-REVISE/dp/1408206501/ref=s r 1 7?ie=UTF8&gid=1409134708&sr=8-7&keywords=business+studies+a+level





Organisations and the business environment



This text book is aimed at graduates and is written clearly and concisely. It has chapters covering business markets and includes tutor resources, slides, data charts and case studies.

Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:£36.87Format:Book ISBN-13: 978-0750658294

http://www.amazon.co.uk/Organisations-Business-Environment-Tom-Craig/ dp/0750658290



APPRENTICESHIP

Business case studies



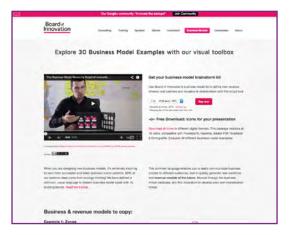
The Times 100 Business Case Studies has six categories: the external environment, finance, marketing, operations, people and strategy. Each has a section on theory followed by a number of real case studies and teaching resources. It includes examples of good practice from real companies.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://businesscasestudies.co.uk
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	





Innovative business models



This website has a toolkit to sell but provides a free sample of four different business models. A further 26 models may be downloaded if you tweet an advertisement for the tool.

Supports:	OCR Level 3 Diploma in Customer Service	
	Unit 5 – Principles of business	
Cost:	Free	
Format:	Webpage	
http://www.boardofinnovation.com/business-revenue-model-examples/		
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		





Planning innovation and change

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property languages of hearings		
tody informer - Deers station	facilitative questions for change and innovation decision-making	
And the property states	These Facilitative Questions have been designed by Sharon Drew Morgen specifically to help you begin the process of change a innovation decision making.	NÎ.
and damps served baland	This modern Facilitative approach is central to Sharon Drew Morgan's concepts, which can be applied to all sorts of personal and organizational innovation and change situations.	
After expension and week	Specifically, this process sits within the <u>thereen Burnay facilitation Methods</u> whose method employs Facilitative Questions that or be used to support decision-making for change and innovation.	in,
And the sector sectors	Ask yourself and answer these questions to determine if you are ready to make a change, or ready to become an innovator. Often innovators we are not always aware of when it's time to change, what to change, if to change, or how to change, Here are some	
Reports and allow The Anti-	Rectilitative Questions that will help you determine how to make sense of any assessment change that you have been ponders	×9.
eperantial liae too, ' and much	Print and use this free template to start your innovation and change decision-making process, or to help others with these challeng	es.
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the floor processing Close	innovation and change - decision-making facilitation template	
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ame, this cases and were as for the test	1.1 Take a look around your environment (home, family, business, personal). What issues do you see	
BACKAR AND DESCRIPTION OF REAL	ongoing that you have not managed yet?	_
the party and the party of	1.2 What has stopped you from managing them until new?	
and another reported	2.1.What you'd you need to see thear,"eet to recognize when it was time to do something different?	
and some the property lines	3.1 What offer is do you use to decide what aspects of the situation need to be changed?	
Southern Committee or	3.2 Which aspects should stay the same?	
Colores	3.3 What is the difference between the two?	

Sharon Drew Morgan has devised a series of questions which guide you through a process of innovation and change management. This website is written in plain English, with many free templates to download and links to a wide range of related topics.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage

http://www.businessballs.com/innovationdecisionmakingfacilitation.htm





Support for business innovation



Business Wales offers support for business innovation and new businesses in Wales. In England and Northern Ireland some support is offered via the Local Authority.

Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:FreeFormat:Webpage

http://business.wales.gov.uk/growing-business/welsh-government-support-1/supportinnovation-0



APPRENTICESHIP

Innovation and risk



In this article, Leslie White from Croydon Consulting, explains the link between innovation and risk, and how to manage the risk.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage

http://riskychronicles.wordpress.com/2010/09/16/innovation-and-risk/





Financial analysis



A 5 minute video overview of financial analysis – one of many useful resources from the SME Toolkit.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	Web video
	http://www.smetoolkit.org/smetoolkit/en/content/55652
,	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



Budgeting and forecasting



Another useful resource from the SME toolkit with business forms and e-learning tutorials.

Supports:OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of businessCost:FreeFormat:Webpage

http://www.smetoolkit.org/smetoolkit/en/category/916/Budgeting-Forecasting





The value of market research



The GOV.UK website links to a YouTube video with advice on how you can carry out market research for your business and reach more customers.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	YouTube video
	https://www.gov.uk/market-research-business
,	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



The value of a strong brand



This Frog Dog article discusses the value of a strong brand with links back to a guide on how to create a brand.

Supports:	OCR Level 3 Diploma in Customer Service
	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage

http://frog-dog.com/the-value-of-a-strong-brand/





Marketing and sales: the customer (1)



It is impossible to understand the principles of business, marketing and sales without reference to the customer. In this Wordpress blog, Myra Golden writes about inspirational customer service with examples from real companies.

Supports:	OCR Level 3 Diploma in Customer Service Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://myragolden.wordpress.com/



Marketing and sales: the customer (2)



Learners can subscribe to this free e-newsletter and receive regular articles about good practice in customer service delivery. There are links to interesting archived articles.

CR Level 3 Diploma in Customer Service
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http://www.customerservicemanager.com/about-csm.htm



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 FMEA from theory to execution (second edition)
- Cause and effect analysis fishbone diagram
- What is the 5 whys approach?
- Service profit chain
- BBC3 secrets of the superbrands (food)
- What is good customer service 2 models for success
- Consumer Protection from Unfair Trading Regulations 2008
- Business companion trading standards law explained
- Data protection toolkits and videos

Unit 3 – Understand customers and customer retention

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- How retailers can use charity to increase customer loyalty
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- Techniques for measuring brand loyalty using surveys



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- Business case studies

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- Marketing and sales: the customer (1)
- Marketing and sales: the customer (2)

APPRENTICESHIP

ocr.org.uk/apprenticeships



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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.

Telephone: 02476 851509 Email: vocational.qualifications@ocr.org.uk





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