



**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 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.

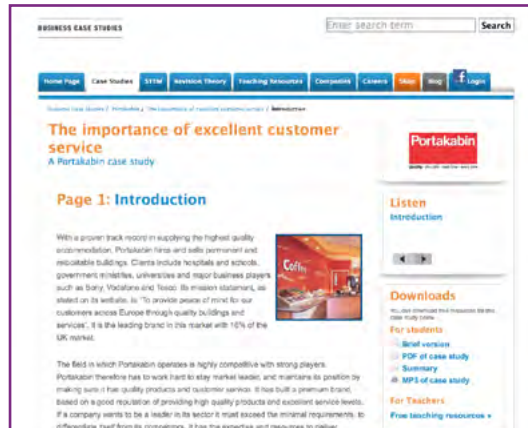
To give us feedback on, or ideas about the OCR resources you have used, email resourcesfeedback@ocr.org.uk

OCR Resources: the small print

OCR's resources are provided to support the teaching of OCR specifications, but in no way constitute an endorsed teaching method that is required by the Board and the decision to use them lies with the individual tutor. Whilst every effort is made to ensure the accuracy of the content, OCR cannot be held responsible for any errors or omissions within these resources.

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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://businesscasestudies.co.uk/portacabin/the-importance-of-excellent-customer-service/introduction.html#axzz3AIAfrvIZ>

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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

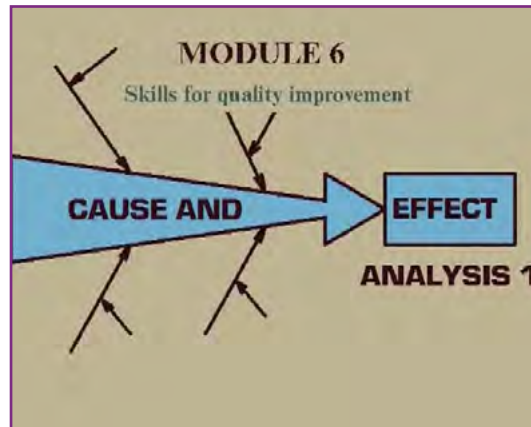
Cost: £25.73 (order direct with Amazon)

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

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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>

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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_kDXoAQ

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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

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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>

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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/>

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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.gov.uk/government/uploads/system/uploads/attachment_data/file/284442/oft1008.pdf

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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/>

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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 Diploma in Customer Service
Unit 2 – Understand the customer service environment

Cost: Free

Format: Website and videos

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

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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-customer-experience/517813756/>

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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>

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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://www.marketingdonut.co.uk/marketing/direct-marketing/your-mailing-list/customer-segmentation-an-essential-checklist>

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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: OCR Level 3 Diploma in Customer Service
Unit 3 – Understand customers and customer retention

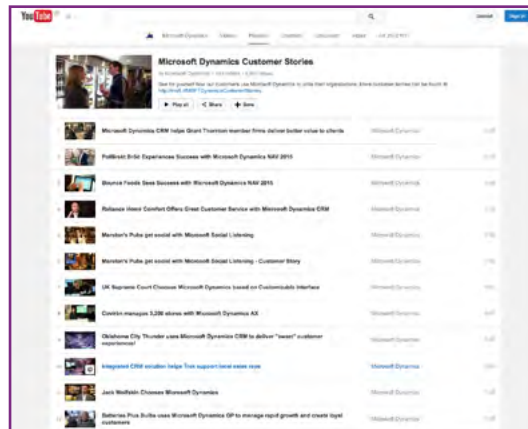
Cost: Free

Format: Video

<https://www.youtube.com/watch?v=7me7mjvTiTI>

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Microsoft Dynamics customer stories



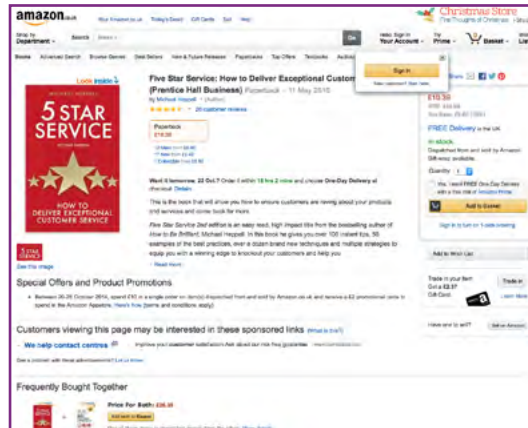
The link gives access to Meet the Experts Live! Webinar: Exploring New Trends In Customer Service and includes videos of customers' experiences using Microsoft Dynamics CRM programme.

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

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5 star service – how to deliver exceptional customer service



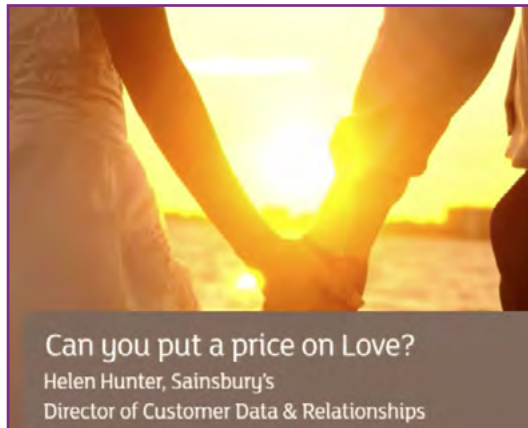
The book includes examples of best practice, techniques and strategies to attract and retain customers.

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

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

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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

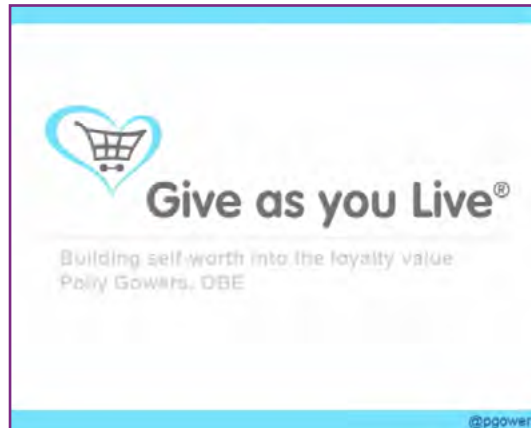
Cost: Free

Format: Video

<https://www.youtube.com/watch?v=qPR3GvizOPA>

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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>

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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

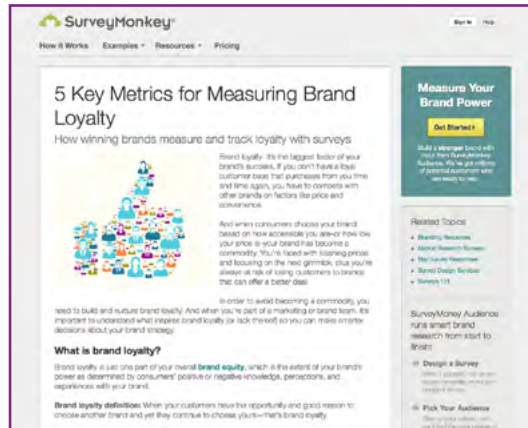
Cost: Free

Format: Article

<http://www.iacquire.com/blog/quantitative-data-analysis-techniques-for-data-driven-marketing-2>

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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

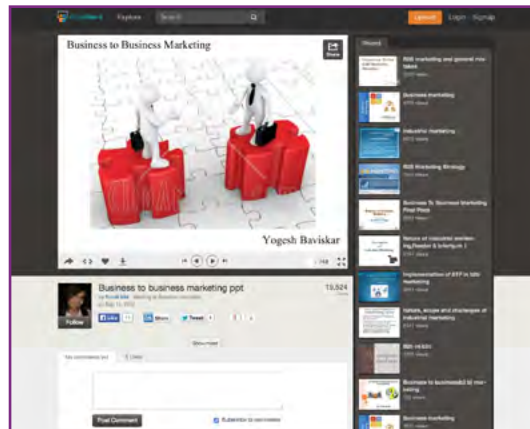
Cost: Free

Format: Web page

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

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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>

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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/>

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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>

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Health and safety advice pack for smaller firms



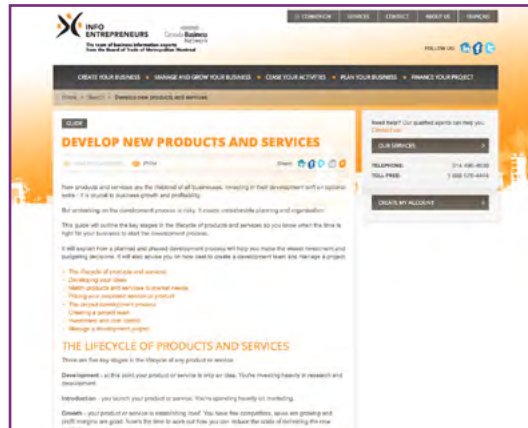
ROSPA provides advice and information on the requirements of health and safety legislation.

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.rosipa.com/occupationsafety/adviceandinformation/
smallfirmshealthandsafety/advicepack/](http://www.rosipa.com/occupationsafety/adviceandinformation/smallfirmshealthandsafety/advicepack/)

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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 business

Cost: Free

Format: Website

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

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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>

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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>

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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 business
Cost: Free
Format: Video

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

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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

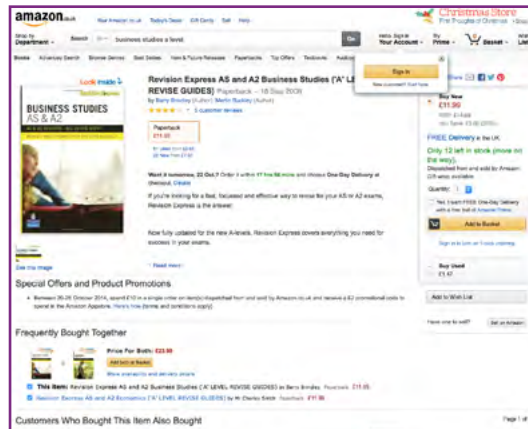
Cost: Free

Format: Video

<https://www.youtube.com/watch?v=aHqoDAGHko4>

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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 business

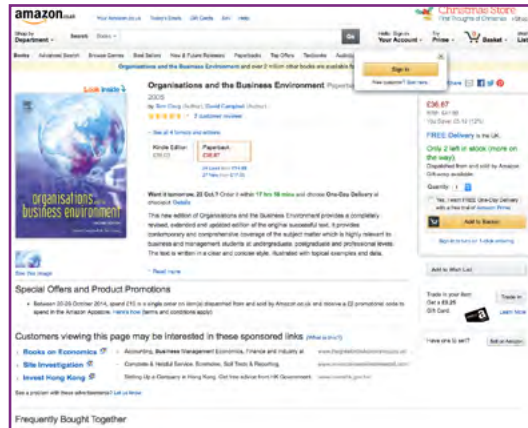
Cost: £11.99

Format: Book ISBN-13: 978-1408206508

http://www.amazon.co.uk/Revision-Express-Business-Studies-REVISE/dp/1408206501/ref=sr_1_7?ie=UTF8&qid=1409134708&sr=8-7&keywords=business+studies+a+level

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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 business

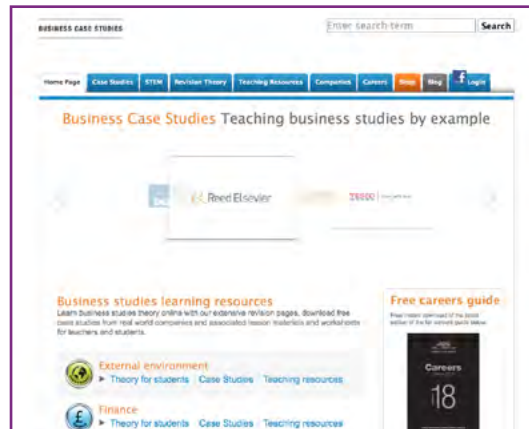
Cost: £36.87

Format: Book ISBN-13: 978-0750658294

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

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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

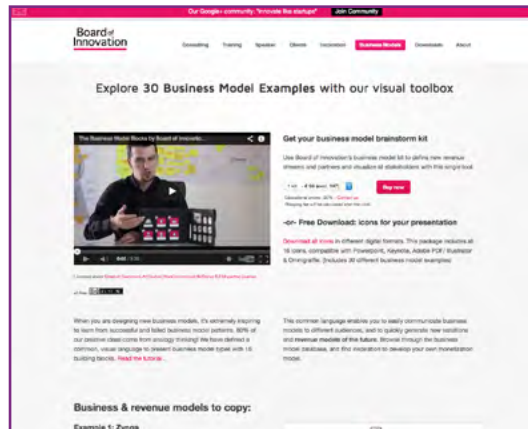
Cost: Free

Format: Webpage

<http://businesscasestudies.co.uk>

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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

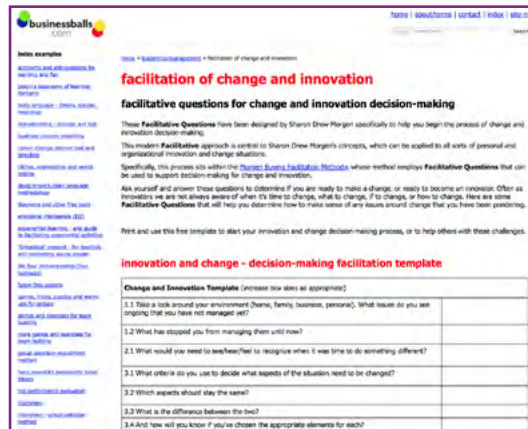
Cost: Free

Format: Webpage

<http://www.boardofinnovation.com/business-revenue-model-examples/>

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Planning innovation and change



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>

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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 business

Cost: Free

Format: Webpage

<http://business.wales.gov.uk/growing-business/welsh-government-support-1/support-innovation-0>

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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/>

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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>

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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 business

Cost: Free

Format: Webpage

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

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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

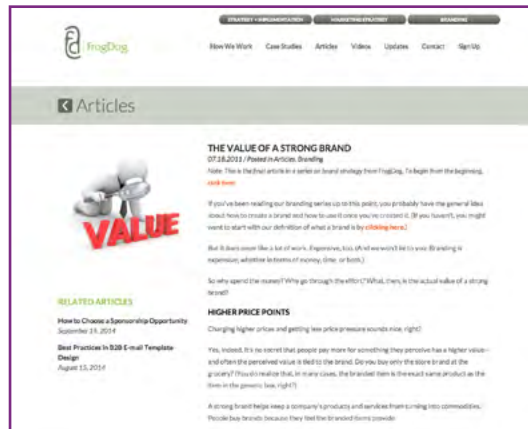
Cost: Free

Format: YouTube video

<https://www.gov.uk/market-research-business>

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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/>

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

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/>

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

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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.

Supports: OCR Level 3 Diploma in Customer Service
Unit 5 – Principles of business

Cost: Free

Format: e-newsletter

<http://www.customerservicemanager.com/about-csm.htm>

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

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Unit 2 – Understand the customer service environment

- Portacabin - the importance of excellent customer service as a competitive tool
- Failure mode and effect analysis: 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

- Transforming the customer experience
- Tommy Cooper helps with customer segmentation.....just like that!
- Customer segmentation: an essential checklist
- CRM (Customer Relationship Management)
- Microsoft Dynamics customer stories
- 5 star service – how to deliver exceptional customer service
- Sainsbury's – how do you measure customer loyalty ROI
- How retailers can use charity to increase customer loyalty
- Quantitative data analysis techniques using Excel spreadsheet tools
- Techniques for measuring brand loyalty using surveys

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Unit 5 – Principles of business

- Business to business marketing (B2B)
- B2B marketing challenges
- Business support
- Health and safety advice pack for smaller firms
- The business model canvas
- Guide to develop new products and services
- Cutting edge technology in rural Ireland
- BBC Bitesize - sources of finance
- What is market research?
- How to do basic market research
- Business studies
- Organisations and the business environment
- Business case studies
- Innovative business models
- Planning innovation and change
- Support for business innovation
- Innovation and risk
- Financial analysis
- Budgeting and forecasting
- The value of market research
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- Marketing and sales: the customer (1)
- Marketing and sales: the customer (2)



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