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| **Minor Award Name** | Customer Service |
| **Minor Award Code** | 5N0972 |
| **Level** | 5 |

**Suggested resources to support delivery:**

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| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| Customer service | Book  Presentation | This book is a comprehensive textbook for the customer service programme.  This presentation presents a comprehensive overview of all aspects of the customer service programme. | Author: Suzanne Twomey  Author: Loryn Acquino | Gill and Macmillian  <http://www.gillmacmillan.ie/customer-service/customer-service/customer-service-in-ireland>  **ISBN:** 9780717152605  <http://www.slideshare.net/loryn_aquino/customer-service-training1?qid=ce558a20-a6a3-441b-bc55-e1e1cba5e559&v=default&b=&from_search=2> |
| Quality customer service | Presentation | This presentation focuses on quality customer service, the key skills required to deal with customers and how to deal with different types of customer behaviour. | Author: Aldrin Bibon | <http://www.slideshare.net/dringem/managing-customer-service-11851738?qid=ce558a20-a6a3-441b-bc55-e1e1cba5e559&v=default&b=&from_search=51> |
| Types of customers | Presentation  Presentation  Presentation  Article | Learners should be able to differentiate between the different types of customers and their needs. This presentation explains the difference between internal and external customers.  This presentation focuses on the needs of customers and what their motives are when purchasing goods or services.  This presentation outlines the different types of customers and their characteristics. It also offers some tips on dealing with the different behaviours presented by customers. .  This IPA article on the concept of the internal customer in the public service is very detailed but it presents an overview of this customer in Ireland. | Author: Candece McAlister  Author: Guillaume T Mbenoun  Author: Sagina Sailanawata  Institute of Public Administration | <http://www.slideshare.net/candecemcalister/ext-in-t-g?qid=19ea2af4-72e7-456d-a269-e3817986e843&v=default&b=&from_search=2>  <http://www.slideshare.net/thierrymbenoun1/types-of-customers-and-their-needs?qid=fa2f4a2a-10b0-4d8a-bdcf-1c264e62e7f3&v=qf1&b=&from_search=1>  <http://www.slideshare.net/SaqinaSailanawala/types-of-customers?qid=fa2f4a2a-10b0-4d8a-bdcf-1c264e62e7f3&v=qf1&b=&from_search=4>  <http://www.ipa.ie/pdf/cpmr/CPMR_DP_24_Developing_Effective_Internal_Customer_Service_Ethos.pdf> |
| Rating Standards | Book | There are numerous systems for measuring quality service. This chapter gives a comprehensive overview. For specific vocational information learners should refer to their regulatory bodies and industry associations. | Author: Suzanne Twomey | Chapter 5 – Quality Service in  Customer Service in Ireland  Gill and Macmillian  <http://www.gillmacmillan.ie/customer-service/customer-service/customer-service-in-ireland>  **ISBN:** 9780717152605 |
| Consumer legislation & regulatory agencies | Website  Website  Website  Website | The citizens information website has an extensive link to legislation relevant to consumers in Ireland.  The handling of consumer data is covered by the Data Protection Acts 1988 and 2003  Freedom of Information legislation.  The citizens information website has an extensive link to the agencies involved in consumer protection in Ireland.  Competition and Consumer Protection Commission  Consumer Association of Ireland | Citizens Information  Data Protection Commissioner  Central Policy Unit of the Department of Public Expenditure and Reform  Citizens Information  Competition and Consumer Protection Commission  Consumer Association of Ireland | <http://www.citizensinformation.ie/en/consumer_affairs/>  <https://www.dataprotection.ie/documents/guidance/A_Guide_to_Your_Rights_web_version.pdf>  <http://foi.gov.ie/about/>  <http://www.citizensinformation.ie/en/consumer_affairs/consumer_protection/consumer_rights/consumer_protection_organisations.html>  <http://www.consumerhelp.ie/index.jsp?p=0&n=100>  <http://thecai.ie/> |
| Communications Skills | Powerpoint Presentation  Powerpoint Presentation  Article | These presentations introduce the communication skills required in daily life and the workplace.  These tips focuses on meeting the communication needs of customers of all abilities | exploreHR.org  Author: Rajiv Bajaj  Centre for Excellence in Universal Design -National Disability Authority | <http://pptclub.blogspot.ie/2014/10/pptclub-developing-effective-communication-skills-powerpoint-presentation.html><http://pptclub.blogspot.ie/2014/11/pptclub-organizational-communication-powerpoint-presentation.html> <http://universaldesign.ie/Technology-ICT/Digital-TV-equipment-and-services/guidelines-for-digital-tv-equipment-and-services/Customer-Service/Use-appropriate-means-to-communicate-with-customers/> |
| Customer Service Skills | Article  Article  Workbook  Activity Worksheet  Presentations | This article captures many of the skills required in looking after the customer. It contains reference to customer service case studies.  This article focuses on the procedures to be followed when dealing with customers on the telephone.  This workbook requires the learner to observe their behaviour and review their actions when dealing with customers  This list of activities will provide ideas for role plays and scenarios for use in class. They can be adapted to an Irish concept.  These presentations examine the impact of technology on the delivery of customer service. | DECISION magazine  Customer Service Excellence Ireland  Apropos Productions Ltd  Authors: Darryl S. Doane Rose D. Sloat  Author: Jevin Sackett  Die Socialisten | <http://www.decisionmagazine.co.uk/Int%20pdf's/Looking%20after%20the%20customer.pdf>  <http://www.cseireland.ie/10-tips-on-customer-communication-for-irish-financial-sector/>  <http://www.aproposltd.com/free/customerserviceworkbook>  <https://downloads.hrdpressonline.com/files/7320080417163054.pdf>  <http://www.slideshare.net/jevinsackett/its-personal-customer-service-in-the-selfie-age>  <http://www.slideshare.net/socialisten/social-customer-service-the-essentials-free-ebook-54092341?qid=ce558a20-a6a3-441b-bc55-e1e1cba5e559&v=default&b=&from_search=52> |
| Customer Service Documents | Book  Book | The chapters in these books present templates for documents used in communicating with customers. | Authors: John Scott and Catherine FoxAuthor: [Shirley Taylor](http://www.pearsoned.co.uk/bookshop/Results.asp?iCurPage=1&Type=1&Author=Shirley+Taylor&Download=1&SearchTerm=Shirley+Taylor) | Chapter 4 – in English and Communications for Business Students Gill and Macmillian  http://www.gillmacmillan.ie/communications-uni ISBN: 9780717140343Model Business Letters, Emails and Other Business Documents Pearson Education  ISBN: 9780273751939  http://www.pearsoned.co.uk/bookshop/detail.asp?item=100000000247913 |
| Customer Service Strategy, Plan and policies | Website article  Website article  Website article | This article outlines the importance of taking into consideration the needs of all customers when designing a customer service strategy, plan and policies.  This customer service action plan is a good example of what should be taken into consideration when developing a customer service plan.  This article focuses on the key components of a customer service plan. | Centre for Excellence in Universal Design -National Disability Authority  Citizens Information  Edward Lowe Foundation | <http://universaldesign.ie/Technology-ICT/Digital-TV-equipment-and-services/guidelines-for-digital-tv-equipment-and-services/Customer-Service/Develop-universal-customer-service-policies-and-procedures/>  <http://www.citizensinformationboard.ie/about/strategy/about_customer_2.0.html>  <http://edwardlowe.org/digital-library/how-to-create-a-customer-service-plan/> |

**Useful Books**

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| Name | Author | Publisher |
| Customer Services | Suzanne Twomey | Gill and Macmillian  <http://www.gillmacmillan.ie/customer-service/customer-service/customer-service-in-ireland>  **ISBN:** 9780717152605 |
| Understanding the Customer | Hilary Kenny | Londubh Books  <http://communicationsclinic.ie/understanding-the-customer-hilary-kenny/>  **ISBN:** 978-1-907535-06-2 |
| Consumer Behaviour: A Practical Approach | Elaine K. Harris | Pearson/Prentice Hall  <http://www.pearsonhighered.com/educator/product/Customer-Service-A-Practical-Approach/9780132742399.page>  ISBN-10: 013274239X |
| Consumer Behaviour | Margaret Linehan | Gill and Macmillian  <http://www.gillmacmillan.ie/marketing-uni/marketing-uni/consumer-behaviour>  **ISBN:** 9780717144563 |
| Effective Communication | Nicholas Harvey | Gill and Macmillian  <http://www.gillmacmillan.ie/communications>  ISBN: 9780717159765 |
| English & Communications for Business Students | John Scott and Catherine Fox | Gill and Macmillian  http://www.gillmacmillan.ie/communications-uni  ISBN: 9780717140343 |
| Model Business Letters, Emails and Other Business Documents | [Shirley Taylor](http://www.pearsoned.co.uk/bookshop/Results.asp?iCurPage=1&Type=1&Author=Shirley+Taylor&Download=1&SearchTerm=Shirley+Taylor) | Pearson Education  ISBN: 9780273751939  http://www.pearsoned.co.uk/bookshop/detail.asp?item=100000000247913 |
| This Business of Writing | Terry Prone and Kieran Lyons | http://communicationsclinic.ie/this-business-of-writing-terry-prone/ |

**Other resources**

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| **Name** | **Contact Information** |
| Slideshare | <http://www.slideshare.net> |
| Skillshare | <https://www.skillshare.com> |
| FETAC Resources | <http://www.fetacresources.com/fetacresources/> |
| International Literacy Association - Lesson Plans | <http://www.readwritethink.org/classroom-resources/lesson-plans/> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| National Council for Curriculum and Assessment (NCCA) | [www.ncca.ie](http://www.ncca.ie) |
| Quality and Qualifications Ireland (QQI) | <http://www.qqi.ie/> |
| Further Education Support Service (FESS) | [www.fess.ie](http://www.fess.ie) |
| Scoil Net | [www.scoilnet.ie](http://www.scoilnet.ie) |
| Teachers CPD | <http://teachercpd.ie/> |
| Centre for Excellence in Universal Design (CEUD) established by the National Disability Authority (NDA) | <http://universaldesign.ie/About-Us/> |
| Customer Service Excellence Ireland | <http://www.cseireland.ie> |

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| **MOOCs (Massive Online Open Courses)** | |
| Free access to online courses  Search regularly for new courses and new start dates  Online courses delivered mainly by Universities and Colleges worldwide.  Useful to search regularly for new courses and new start dates. Most courses are free. Charge often applies if assessment and certification is required.  Provide excellent CPD for individuals or resources that can support teaching and learning. | What is a MOOC?  <https://www.youtube.com/watch?v=eW3gMGqcZQc>  Providers of MOOCs  e.g.  <https://www.mooc-list.com/>  <https://www.coursera.org/>  <https://www.udemy.com/>  <https://alison.com/learn/customer-service>  <https://www.canvas.net/>  <http://www.lynda.com/>  <http://www.open.edu/>  <http://www.extension.harvard.edu/open-learning-initiative>  <https://www.uclaextension.edu/pages/search.aspx?c=free+courses>  <http://oyc.yale.edu/> |