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| **Minor Award Name** | **Customer Service** |
| **Minor Award Code** | **6N0697** |
| **Level** | **6** |

**Suggested resources to support delivery:**

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| --- | --- | --- | --- | --- |
| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| **Principles and Practice of Customer Service** | Book | **Customer Service in Ireland**  Book contents: *The Customer is your Business; Communications; On the Telephone; Teamwork; Quality Service; Market Research; Case Study; Dealing with Difference; Consumer Legislation; Preparing a Customer Programme; Customer Service & Technology* | Suzanne Twomey  ISBN: 9780717152605 | <http://www.gilleducation.ie/customer-service/customer-service/customer-service-in-ireland> |
| Book | **Customer Service: A Practical Approach**  Book contents: *Principles, Technology, Communications, Strategy etc. Online Resources include Instructor manual, a test bank and downloadable presentations.* | Elaine K. Harris  ISBN: 9780132742399 | <https://www.pearsonhighered.com/program/Harris-Customer-Service-A-Practical-Approach-6th-Edition/PGM197833.html> |
| Case Study | The importance of customer service   * A Homebase case study | Businesscasestudies.co.uk | [http://businesscasestudies.co.uk/homebase/the-importance-of-customer-service/#axzz4BOx9leHl](http://businesscasestudies.co.uk/homebase/the-importance-of-customer-service/%23axzz4BOx9leHl) |
| Website Article | The Principles Of Great Customer Service | TCii Strategic and Management Consultants | <http://www.mondaq.com/x/174432/Customer+Relationship+Management/The+Principles+Of+Great+Customer+Service> |
| Guide | Principles Of Good Customer Service   * Improving customer service * Principles of good customer service * Meeting customers' expectations * Measuring customer service * Creating a customer service program * Improving customer service - case study video | Queensland Government | <https://www.business.qld.gov.au/business/running/customer-service/improving-customer-service/customer-service-principles> |
| Video | Improving Customer Service - Case Study Video | Maria Theodotou of T&M Cabinets | <https://www.business.qld.gov.au/business/running/customer-service/improving-customer-service/improving-customer-service-case-study-video> |
| **Principles of Customer Service in**  **Domestic & Global Organisations** | Book | Best Practice Guide for Customer Service Professionals Chapter 3: Customer Service in Different Organisations | Stephanie Edwards  ISBN**-**10: 0954874412 | <https://www.amazon.com/Practice-Customer-Service-Professionals-Guides/dp/0954874412> |
| Online PDF Booklet | Domestic Brand - How to Provide Customer Service Excellence | Failte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/How_to_Provide_Customer_Service_Excellence.pdf> |
| PowerPoint Slideshow | Global Brands - 10 Unforgettable Customer Service Stories | Help Scout | <http://www.slideshare.net/helpscout/customer-service-stories?qid=9528563c-909d-47cb-ad14-dbe0a9c7dea6&v=&b=&from_search=42> |
| **How Organisational Policies and Quality Assurance Systems**  **Enhance Customer Service** | Book | Crowning the Customer  ISBN: 9781847174505 | Fergal Quinn | <http://www.obrien.ie/crowning-the-customer> |
| Journal | Effect of Quality Information, Quality System and Quality Service to Customer Satisfaction and Customer Loyalty | Heni Indrawati Schwake, Eko Ganis Sukoharsono, , Siti Ragil Handayani | <http://www.docfoc.com/effect-of-quality-information-quality-system-and-quality-service-to-customer> |
| Website Article | Definition of Quality Assurance in Customer Service | Bert Markgraf, Demand Media | <http://smallbusiness.chron.com/definition-quality-assurance-customer-service-39829.html> |
| Online PDF booklet | Customer Satisfaction & Quality Assurance | Casio | <http://world.casio.com/file/csr/pdf/report_2010/50_56E.pdf> |
| Document | Example of Organisational Customer Service Policy | CDET | *Click this link and choose the second search result entitled ‘Customer Service Policy Guidelines CDET’*  <https://www.google.co.th/search?q=cdet.org.uk%20Customer%20Service%20Policy%20Guidelines&rct=j>  *Or copy and paste the URL below into Chrome or IE browser and it will automatically open in Word.*  <http://www.cdet.org.uk/images/RA_SUpporting_Documentation/Customer_Service_Policy_Guidelines.doc> |
| Website Article | Organisational Standards for Customer Service | CSE Ireland | <http://www.cseireland.ie/organisational-standards-customer-service/> |
| Website Article | Definition of Quality Assurance in Customer Service | Bert Markgraf, Demand Media | <http://smallbusiness.chron.com/definition-quality-assurance-customer-service-39829.html> |
| PowerPoint Slideshow | Using Quality Control to Build and Improve Customer Service | Mubeena.net | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open in PowerPoint.*  [www.mubeena.net/docs/002.ppt](file:///C:\Users\noelenesharkey@cmetb.ie\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\KYHMAOAZ\www.mubeena.net\docs\002.ppt) |
| **Key Elements of Consumer Legislation** | Book | Customer Service in Ireland Chapter 9: Consumer Legislation | Suzanne Twomey ISBN: 9780717152605 | <http://www.gilleducation.ie/customer-service/customer-service/customer-service-in-ireland> |
| Website | Consumer Protection Law - How Does it Apply to Me and My Business? | CCPC.ie | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open the appropriate site Or hold control and click the link.*  <http://ccpc.ie/compliance-business/consumer-protection-law-how-does-it-apply-me-and-my-business> |
| PowerPoint Slideshow | Protecting the Consumer | PDST.ie | *Copy and paste the following URL into the Chrome or IE browser and it will automatically download and open in PowerPoint.*  [pdst.ie/sites/default/files/Protecting%20the%20Consumer.ppt](file:///\\CETB-FPSRV\OfficeFolders$\FESS\Phase%203%20Resource%20List\Submitted%20Resource%20List\1st%20Submission\Customer%20Service6N0697Resource%20List.docx) |
| Website | Consumer Protection Law - How Does it Apply to Me and My Business? | Competition and Consumer Protection Commission | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open the appropriate site or hold control and click the link.*  <http://ccpc.ie/compliance-business/consumer-protection-law-how-does-it-apply-me-and-my-business> |
| Online PDF Booklet | Consumer Law and Your Rights | Business2000.ie | <http://www.business2000.ie/pdf/pdf_11/nca_11th_ed.pdf> |
| Government Legal Website | SALE OF GOODS AND SUPPLY OF SERVICES ACT, 1980 | The Electronic Irish Statute Book | <http://www.irishstatutebook.ie/eli/1980/act/16/enacted/en/html> |
| **Formal Processes & Associated Organisations Available to**  **Customers Seeking Protection** | Website | Consumer Protection Organisations | Citizens Information | <http://www.citizensinformation.ie/en/consumer_affairs/consumer_protection/consumer_rights/consumer_protection_organisations.html> |
| Website | Consumer Protection: Consumer Rights/Consumer Complaints/Pricing/Product Safety & Labelling | Citizens Information | <http://www.citizensinformation.ie/en/consumer_affairs/consumer_protection/> |
| Website | Consumers’ Association of Ireland | CAI | <http://thecai.ie/> |
| Website | Small Claims Court | Courts.ie | <http://www.courts.ie/Courts.ie/library3.nsf/pagecurrent/781D7D5227918A618025715C004CAEF3?opendocument&l=en&p=110> |
| Online PDF Booklet | Consumer Rights When Shopping | Consumer Help | <http://www.consumerhelp.ie/media/7.Yourrightswhenshopping1.pdf> |
| PowerPoint Slideshow | Consumer Protection | PDST.ie | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open in PowerPoint.*  [cmsnew.pdst.ie/sites/default/files/Consumer%20Protection.ppt](file:///\\CETB-FPSRV\OfficeFolders$\FESS\Phase%203%20Resource%20List\Submitted%20Resource%20List\1st%20Submission\Customer%20Service6N0697Resource%20List.docx) |
| **Organisational Chart** | Website Article | The Pros & Cons of 7 Popular Organisational Structures | Erik Devaney | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open the relevant site.*  [http://blog.hubspot.com/marketing/team-structure-diagrams#sm.001epczby19n4fbqzye1qjmobt5k0](http://blog.hubspot.com/marketing/team-structure-diagrams%23sm.001epczby19n4fbqzye1qjmobt5k0) |
| Case Study | How roles and functions contribute to organisational performance | Businesscasestudies.co.uk | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open the relevant case study page.*  [http://businesscasestudies.co.uk/tarmac/how-roles-and-functions-contribute-to-organisational-performance/#axzz4Bafnmdaq](http://businesscasestudies.co.uk/tarmac/how-roles-and-functions-contribute-to-organisational-performance/%23axzz4Bafnmdaq) |
| Case Study | Roles, responsibilities and career development: A British Gas case study | Businesscasestudies.co.uk | *Copy and paste the following URL into the Chrome or IE browser and it will automatically open the relevant case study page.*  [http://businesscasestudies.co.uk/british-gas/roles-responsibilities-and-career-development/introduction.html#axzz4Bafnmdaq](http://businesscasestudies.co.uk/british-gas/roles-responsibilities-and-career-development/introduction.html%23axzz4Bafnmdaq) |
| Website & Software Facility | Explanatory Article on types of charts and to make your own organisational chart | Lucidchart.com | <https://www.lucidchart.com/pages/what-is-an-organizational-chart> |
| PowerPoint Slide Show | Organisation Structure of 10 Companies | Reva Institute of Technology & Management | <http://www.slideshare.net/agrawall/companies-structure> |
| **How the Principles of Customer Service Influence Strategic Planning** | Online PDF Booklet | Developing an Effective Customer Service Strategy | aspa.gov | <http://www.aspa.gov.al/images/Strategic_Planning.pdf> |
| Case Study | Customer service as a strategy  A Parcelforce Worldwide case study | Businesscasestudies.co.uk | <http://businesscasestudies.co.uk/parcelforce-worldwide/customer-service-as-a-strategy/introduction.html#axzz4BOxiDpqp> |
| Case Study | An integrated approach to Customer Service: A Gala Group case study | Businesscasestudies.co.uk | <http://businesscasestudies.co.uk/gala-group/an-integrated-approach-to-customer-service/#axzz4BP0QL820> |
| Case Study | Developing a customer focused sales strategy: A MFI Furniture Group case study | Businesscasestudies.co.uk | <http://businesscasestudies.co.uk/mfi-furniture-group/developing-a-customer-focused-sales-strategy/changing-customers-expectations.html#axzz4BOyAciNy> |
| Online PDF Booklet | The Business Impact Of Customer Experience - Age of the Customer | Forrester.com | <http://solutions.forrester.com/Global/FileLib/Forr_Perspective_/Forrester-Perspective-CX-2.pdf> |
| Tutorial | Customers and the Organization - examples of how customers impact the company. Customer Service and Marketing | Knowthis.com | <http://www.knowthis.com/managing-customers/customers-and-the-organization> |
| PowerPoint Slideshow | Customer Service Strategy | Yodhia Antariksa | <http://www.slideshare.net/nusantara99/customer-service-strategy?qid=9528563c-909d-47cb-ad14-dbe0a9c7dea6&v=&b=&from_search=21> |
| Case Study | The Employee-Customer-Profit Chain at Sears | Anthony J. RucciSteven P. KirnRichard T. Quinn | <https://hbr.org/1998/01/the-employee-customer-profit-chain-at-sears> |
| Blog | How Customer Service Impacts The Success Of Your Business | Ross | <http://blog.crowdspring.com/2013/05/small-business-customer-service/> |
| **How Market Research Can Assist Development of Customer Service**  **Strategies** | Case Study | Market Research to Improve the Customer Experience - DAA | Business2000 | <http://www.business2000.ie/pdf/pdf_13/daa_13th_ed.pdf> |
| Website Article | Transforming Market Research into Customer Satisfaction and Retention | William K. Pollock | <http://www.s4growth.com/publications/articles/22.cfm> |
| Guide | Choosing the right customer research methods | Queensland Government | <https://www.business.qld.gov.au/business/starting/market-customer-research/researching-customers/right-customer-research-methods> |
| Audio/Visual Tutorials | Marketing Research Fundamentals | lynda.com/ Cheryl Ladd | <https://www.lynda.com/Business-Skills-tutorials/Marketing-Research-Fundamentals/193712-2.html> |
| PowerPoint Slideshow | Customer Service Strategy &Customer Experience | Anand Subramaniam | <http://www.slideshare.net/anandsubramaniam/customer-service-strategy-amp-customer-experience> |
| **Communication Skills and Technologies to Meet the Needs of Diverse**  **Customers** | Book | Customer Service in Ireland -Chapter 2, 8 and 12 | Suzanne Twomey ISBN: 9780717152605 | <http://www.gilleducation.ie/customer-service/customer-service/customer-service-in-ireland> |
| Instructors Manual (Word Document) | Customer Service, Skills for Success | Novella : Robert W Lucas | [novella.mhhe.com/olc2/dl/579165/lucas4customerservice\_im\_ch08\_final.doc](file:///\\CETB-FPSRV\OfficeFolders$\FESS\Phase%203%20Resource%20List\Submitted%20Resource%20List\1st%20Submission\Customer%20Service6N0697Resource%20List.docx) |
| Slideshow PDF | Customer Service in a Diverse World | Robert W Lucas | <https://monsieursaiful.files.wordpress.com/2013/07/lucas_custserv5e_ppt_ch08.pdf> |
| Slideshow PDF | Customer Service via Technology. | Robert W Lucas | <http://www.docfoc.com/-2012-by-robert-w-lucas-chapter-9-customer-service-via-technology> |
| e-Book | E-customer service: The role of technology in delivering customer service | Dr Nichola Robertson | <http://www.docfoc.com/e-customer-service-the-role-of-technology-in-delivering-customer-service> |
| Case Study | Using call centres to deliver customer solutions: A BUPA case study | Businesscasestudies.co.uk | <http://businesscasestudies.co.uk/bupa/using-call-centres-to-deliver-customer-solutions/introduction.html#axzz4BOydmjzB> |
| Case Study | Client servicing in a customer-focused organisation: An Equitable Life Assurance Society case study | Businesscasestudies.co.uk | <http://businesscasestudies.co.uk/equitable-life-assurance-society/client-servicing-in-a-customer-focused-organisation/introduction.html#axzz4BOzr1TXJ> |
| Managing Customers Tutorial | Technologies: Online Chat/RSS Feeds/  Wireless Data Access/Text Messaging/Internet Telephone Support  /Intelligent Call Routing | Knowthis.com | <http://www.knowthis.com/managing-customers/technologies-online-chat> |
| Blog | Customer Diversity: Providing Great Customer Experience Across Cultures | Julia Lewis | <http://www.providesupport.com/blog/customer-diversity/> |
| Online PDF Booklet | Meeting diverse needs to improve access and customer care | James Caspell Tower Hamlets Homes | <http://www.towerhamletshomes.org.uk/pdf/Item%202%20-%20Access%20and%20customer%20care%20to%20meet%20diverse%20needs.pdf> |
| **A Tool to Measure Customer Satisfaction in Industry** | Online PDF Booklet | How to measure customer satisfaction | HM Government | <http://www.ccas.min-financas.pt/documentacao/how-to-measure-customer-satisfaction> |
| Online Survey Templates | Survey templates to measure Customer satisfaction | Survey Monkey | <https://www.surveymonkey.com/mp/customer-satisfaction-surveys/> |
| PowerPoint Slideshow | Why measure customer satisfaction.ppt - SaferPak | Saferpak.com | <http://www.saferpak.com/csm_articles/Why%20measure%20customer%20satisfaction.ppt> |
| Book | Modern Analysis of Customer Surveys: with Applications using R | Ron Kenett, Silvia Salini. ISBN: 978-0-470-97128-4 | <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0470971282.html> |
| PowerPoint Presentation | Understanding and Measuring Customer Satisfaction | Powershow.com | <http://www.powershow.com/view/40818-Mjk0M/Understanding_and_Measuring_Customer_Satisfaction_powerpoint_ppt_presentation> |
| Blog | How to Measure Customer Satisfaction | Tom Smith | <http://www.insightsfromanalytics.com/blog/bid/391487/How-to-Measure-Customer-Satisfaction> |
| Blog Post | Why bother with Customer Service Measurement? | CSEI | <http://www.cseireland.ie/bother-customer-service-measurement/> |
| **Manage the Needs of Customers Within a Specialised Industry/ Vocational Area** | Book | Managing Customer Relationships: A Strategic Framework  ISBN: 978-0-470-42347-9 | Don Peppers, Martha Rogers | <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0470423471.html> |
| PowerPoint Slideshow | Managing Customer Expectations | Faakor Fiadzigbey, HR Practitioner | <http://www.slideshare.net/faxlove/managing-customer-expectations> |
| Website Article | Industry Area: Education  Customer Service in Higher Education: Finding a Middle Ground | Ricky L. Boyd | <https://dus.psu.edu/mentor/2012/06/customer-service-in-higher-education/> |
| PowerPoint Slideshow | Industry Area: Retail  Customer Relationship Management in Retail | Warrington College | *Hold Control and click this link Or copy and paste the URL into the Chrome or IE browser and choose the first search result.*  [**https://www.google.co.th/?gws\_rd=cr&ei=Yj6YV9j3OMHUvATFpavoDw#q=https:%2F%2Fwarrington.ufl.edu%2Fcenters%2Fretailcenter%2Fdocs%2F...%2Fretailcustomerrelatiosnhipmgt.pp**](https://www.google.co.th/?gws_rd=cr&ei=Yj6YV9j3OMHUvATFpavoDw#q=https:%2F%2Fwarrington.ufl.edu%2Fcenters%2Fretailcenter%2Fdocs%2F...%2Fretailcustomerrelatiosnhipmgt.pp) |
| Journal | Industry Area: Life Insurance  A Study on Service Quality Perceptions and Customer Satisfaction in Private Sector Life Insurance Companies | International Journal on Recent and Innovation Trends in Computing and Communication  Docfoc.com | <http://www.docfoc.com/a-study-on-service-quality-perceptions-and-customer-satisfaction-in-private-sector-life-insurance-companies> |
| Website Article | Industry Area: Banking  How Banks Can Stay On Top of Customer Expectations | Ross Wainwright | <http://www.banktech.com/infrastructure/how-banks-can-stay-on-top-of-customer-expectations/a/d-id/1296854?> |
| Online PDF Booklet | Vocational Area: Tourism  Managing Customer Relationships | Failte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Managing-Customer-Relationships-Guide.pdf> |
| **Teamwork in Customer Care** | Book | Customer Service in Ireland Chapter 4: Teamwork | Suzanne Twomey ISBN: 9780717152605 | <http://www.gilleducation.ie/customer-service/customer-service/customer-service-in-ireland> |
| Website Article | Customer service requires teamwork in order to be effective | Singapore Team Building | <http://singaporeteambuilding.com/teambuilding/customer-service-teamwork.htm> |
| Website Article | Teamwork is key to good service | Richard Branson | <http://www.livemint.com/Opinion/7YM3vJtJECZcv6zJNNWmWJ/Teamwork-is-key-to-good-service.html> |
| Webinar | Teamwork in Customer Service | Charlie BoyleCustomer Service Excellence Ireland | <http://www.belbin.ie/belbin-webinar-series-teamwork-customer-service/> |
| PowerPoint Slideshow | Internal customers and team work | Chandani Kanthi Basnayake | <http://www.slideshare.net/kanthibas/internal-customers-and-team-work> |
| Workbook | Work With Others to Improve Customer Service | City & Guilds | <http://cdn.cityandguilds.com/ProductDocuments/Business_Skills/Customer_Service_and_Contact_Centre/4430/4430_Level_2/Additional_documents/Downloadable_logbook_units/4430-313_L2_Logbook_downloadable_unit_v1.pdf> |
| Video Case Study | Avaya Wins Customer Trust Through Teamwork & Customer Service | Networkcomputing.com | <http://www.networkcomputing.com/infrastructure/sponsored-video-avaya-wins-customer-trust-through-teamwork-customer-service> |
| **Customer Service Programme for Staff** | Book | Customer Service in Ireland Chapter 10 & Chapter 11 | Suzanne Twomey ISBN: 9780717152605 | <http://www.gilleducation.ie/customer-service/customer-service/customer-service-in-ireland> |
| Guide | Creating a customer service program | Queensland Government | <https://www.business.qld.gov.au/business/running/customer-service/improving-customer-service/creating-customer-service-program> |
| Online PDF Booklet | Sample of a Customer Service Programme | Cork University Press | <http://corkuniversitypress.typepad.com/cork_university_press/files/10_min_Customer_Service_Progamme.pdf> |
| Online PDF Booklet | Operational Standards of Performance | Failte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Operational-Standards-of-Performance.pdf> |
| Online PDF Booklet | Developing an Effective Internal Customer Service Ethos | IPA | <http://www.ipa.ie/pdf/cpmr/CPMR_DP_24_Developing_Effective_Internal_Customer_Service_Ethos.pdf> |
| Online PDF Booklet | Exceptional Front Line Customer Service in Higher Education | Julie A. Selander | <http://www.hartnell.edu/sites/default/files/Library_Documents/governance/professional_development/Documents/Exceptional%20Front%20Line%20Customer%20Service%20Powerpoint.pdf> |
| Online PDF Booklet | Developing an Effective Internal Customer Service Ethos | The IPA  Joanna O’Riordan  Peter C. Humphreys | <http://www.ipa.ie/pdf/cpmr/CPMR_DP_24_Developing_Effective_Internal_Customer_Service_Ethos.pdf> |
| PowerPoint Slideshow | Managing People for Service Advantage | C lovelock & J Wirtz | *Copy and paste the following URL into the Chrome or IE browser and it will automatically download and open in PowerPoint*.  [www.bus.iastate.edu/stevekim/Service%20Marketing/docs/Chapter\_11.ppt](file:///C:\Users\noelenesharkey@cmetb.ie\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\KYHMAOAZ\www.bus.iastate.edu\stevekim\Service%20Marketing\docs\Chapter_11.ppt) |

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| **Recommended Reading:** | |
| Crowning the Customer | Fergal Quinn ISBN: 9781847174505 |
| Customer Service in Ireland | Suzanne Twomey ISBN: 9780717152605 |
| Customer Service: A Practical Approach | Elaine K. Harris ISBN: 9780132742399 |
| Best Practice Guide for Customer Service Professionals | Stephanie Edwards ISBN-10: 0954874412 |
| Modern Analysis of Customer Surveys: with Applications using R | Ron Kenett, Silvia Salini. ISBN: 978-0-470-97128-4 |
| Managing Customer Relationships: A Strategic Framework | Don Peppers, Martha Rogers ISBN: 978-0-470-42347-9 |
| Customer Service Skills for Success | Robert W Lucas ISBN:0073397113 |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| Consumer Help | Helpline National: 01 402 5555 |
| Citizens Information | Phone Service: 0761 07 4000 |
| Ombudsman | 01-639 5600 |
| Small Claims Court | 01 888 6000 |
| Customer Service Excellence Ireland | 085 761 6749 |
| Com Reg | 01 804 9668 |
| Competition and Consumer Protection Commission | 01 402 5500 |
| Law Society of Ireland | <https://www.lawsociety.ie/lawinfo/Areas-of-Law/Consumer/> |
| National Council for Curriculum and Assessment (NCCA) | <http://www.ncca.ie/en/> |
| Quality and Qualifications Ireland (QQI) | [http://www.qqi.ie/](http://www.qqi.ie/%20) |
| Book Resources: Customer Service: A Practical Approach, Elaine K. Harris - downloadable presentations, instructors manual and tests. | <https://www.pearsonhighered.com/program/Harris-Customer-Service-A-Practical-Approach-6th-Edition/PGM197833.html> |
| Further Education Support Service (FESS)Customer Service Level 4 & Level 5 Support Resources | <http://www.fess.ie/resource-library/subject-specific-resources#Level4> |

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| **MOOCs (Massive Online Open Courses)** | |
| Free access to Customer Service online courses | <https://www.mooc-list.com/tags/customer-service?static=true> |
| Lynda.com: Customer Service Fundamentals with Jeff Toister | <https://www.lynda.com/Business-Skills-tutorials/Customer-Service-Fundamentals/151583-2.html> |
| Free Customer Service Training Online Course | <http://www.thetrainingbank.com/customer-focus/online-training/the-basics/> |
| Alison.com Free Certified Customer Service Courses | <https://alison.com/learn/customer-service> |
| TED Talks | <http://www.ted.com/search?q=customer+service> |
| Customer Service Training Games | <https://www.businesstrainingworks.com/training-resources/five-free-customer-service-training-games> |
| List of Free Online Customer Service Classes and Lessons | <http://study.com/articles/List_of_Free_Online_Customer_Service_Classes_and_Lessons.html> |
| Key Customer Service Topic Videos | <https://www.bonfiretraining.com/resources/videos> |
| Free Customer Services Course (level 1) | <http://www.bolc.co.uk/free-online-customer-service-training.html> |
| YouTube tutorials | <https://www.youtube.com/results?search_query=customer+service> |