



# **LEVEL 2 DIPLOMA IN CUSTOMER SERVICE 10379**

**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](mailto: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.

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**OCR Resources: the small print**

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## The little BIG things – develop internal customers



A short presentation from customer service guru, Tom Peters, on how internal customers rely on each other.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Video

[https://www.youtube.com/watch?v=9qEgeS\\_v4ls](https://www.youtube.com/watch?v=9qEgeS_v4ls)

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## The internal customer is as important as the external one



The view of Karan Berry, General Manager, Marriott, and how it is developed in the employees.

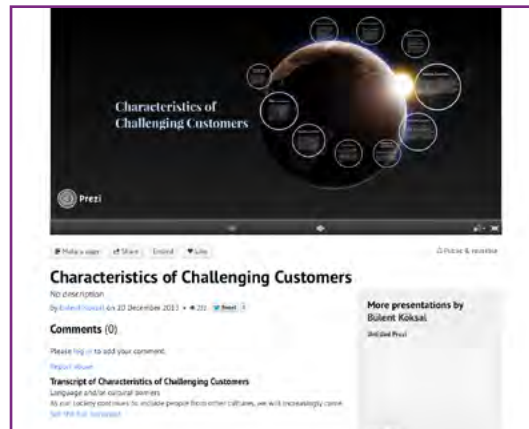
Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Video

<https://www.youtube.com/watch?v=DSEgbQJ0DvE>

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# Characteristics of challenging customers



An interactive slide detailing the characteristics of 10 challenging customer groups.  
A transcript is available.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers

**Cost:** Free

**Format:** Slide presentation with transcript

[http://prezi.com/xj-bzqa5-1a\\_/characteristics-of-challenging-customers/](http://prezi.com/xj-bzqa5-1a_/characteristics-of-challenging-customers/)

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# Dealing with an angry visitor



A short interactive scenario for learners to test their ability to deal effectively with a dissatisfied hotel guest.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers

**Cost:** Free

**Format:** Interactive webpage

<http://www.nln.ac.uk/?p=LO&req=%7BDCEFA4AE6-D679-4216-9BE2-3C57D4E4AD80%7D>

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## Apple's 5 steps of service



A short video presentation by Carmine Gallo on Apple's approach to customer service.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Video

<http://www.youtube.com/watch?v=GEhsoXxp-E4>

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## Richard Branson reveals his customer service secrets



Review by communications coach, Carmine Gallo, of 7 valuable customer service lessons learnt in a day with Richard Branson and the Virgin America team.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Video

<https://www.youtube.com/watch?v=Fy4lYDN1gz4>

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## Customer satisfaction



A discussion with Colin Bate, Sales Director of Unipart Automotive and the importance of customer satisfaction in building brand loyalty and satisfaction to develop loyalty.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Streamed live programme

<https://www.youtube.com/watch?v=ZzYZZgGS3hE>

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## Mobile websites – 3 reasons you must have one



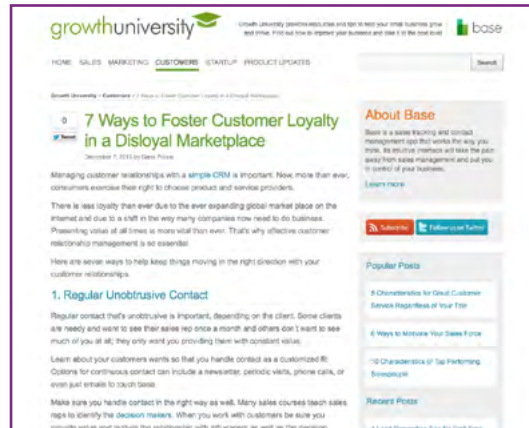
A short presentation to small business owners of the impact of mobile technology on attracting customers.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers  
Cost: Free  
Format: Video

<https://www.youtube.com/watch?v=1fu52cBz5Fg>

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# 7 Ways to foster customer loyalty in a disloyal marketplace



A short article outlining 7 ways to retain customer loyalty.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 2 – Understand customers

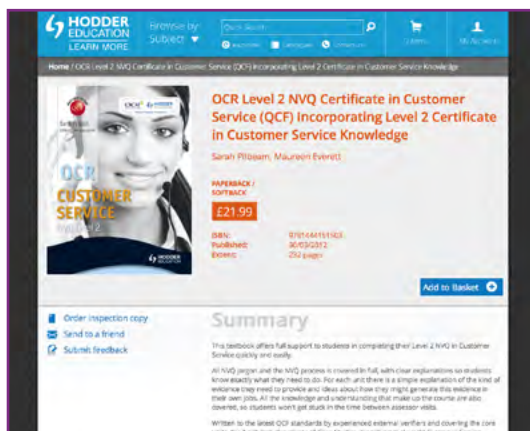
**Cost:** Free

**Format:** Web page

<https://www.futuresimple.com/blog/foster-customer-loyalty-marketplace/>

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# OCR Level 2 NVQ Certificate in Customer Service (QCF) Incorporating Level 2 Certificate in Customer Service Knowledge



A text book with information and activities on communicating effectively and dealing with diverse customer groups.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

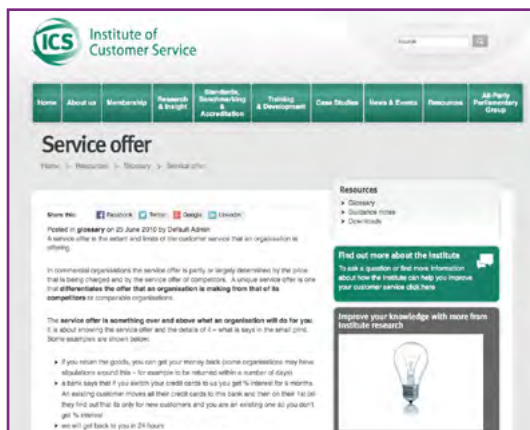
Cost: £21.99

Format: Text Book

<https://www.hoddereducation.co.uk/Product?Product=9781444151503>

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# Institute of Customer Service glossary



This resource provides a definition of customer service language and terminology. The web page also provides access to research documents and newsletters on customer service issues across business sectors.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

**Cost:** Free

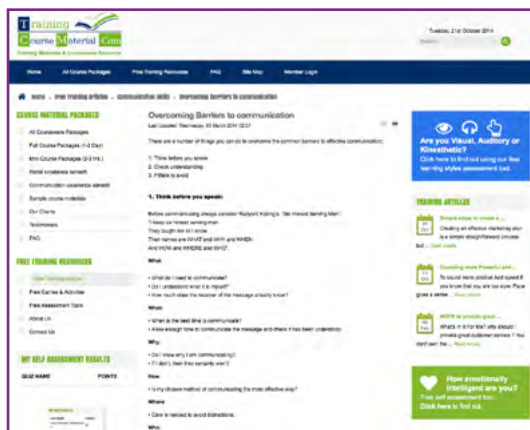
**Format:** Web page

<http://www.instituteofcustomerservice.com/1848-4153/Service-offer.html>

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# Overcoming barriers to communication



A resource covering the principles of Rudyard Kipling's 'Six Honest Service Men' and how to apply these in communication with other people.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

**Cost:** Free

**Format:** Web page – printable document

<http://www.trainingcoursematerial.com/free-training-articles/communication-skills/overcoming-barriers-to-communication>

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## Distance selling HUB



The HUB provides guidance on regulations that affect the buying and selling of goods and services via the internet, phone, mail order, email, interactive TV or text. The guidance includes training materials, quick quizzes, checklists and scenarios.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

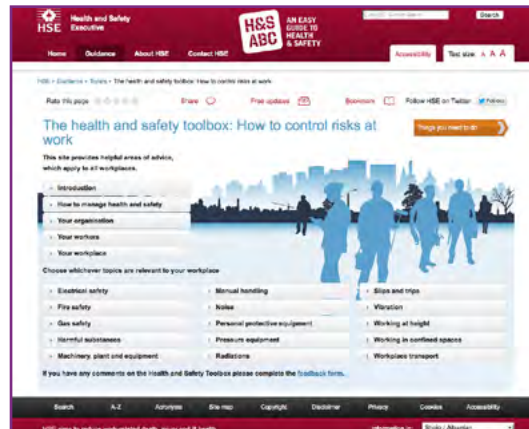
Cost: Free

Format: Website

<http://dshub.tradingstandards.gov.uk/>

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## Health and safety toolbox



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

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

**Cost:** Free

**Format:** Website

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

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# Consumer Protection from Unfair Trading Regulations 2008



A guide to the trading practices banned under the regulations.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service  
Cost: Free  
Format: PDF

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/284442/oft1008.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/284442/oft1008.pdf)

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## Questioning skills



A training package to develop effective questioning skills, which are important to identify customer needs and expectations of the service or product offered by an organisation.

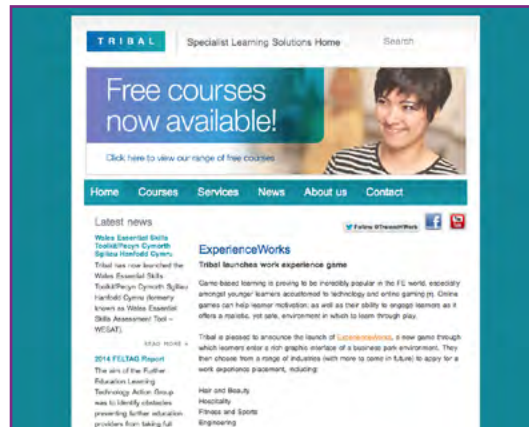
Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service  
Cost: £53 + VAT (order direct from Trainer Bubble)  
Format: Training package

<http://www.ksl-training.co.uk/free-resources/customer-service/understanding-customer-needs-and-expectations/>

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## Tribal – Level 3 Customer Service Knowledge



An activity workbook for module 1 communication in customer service and module 2 principles of customer service delivery. Activity includes assessment of each module which allows learners to complete a portfolio of evidence and demonstrate achievement of all learning outcomes associated with each module.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

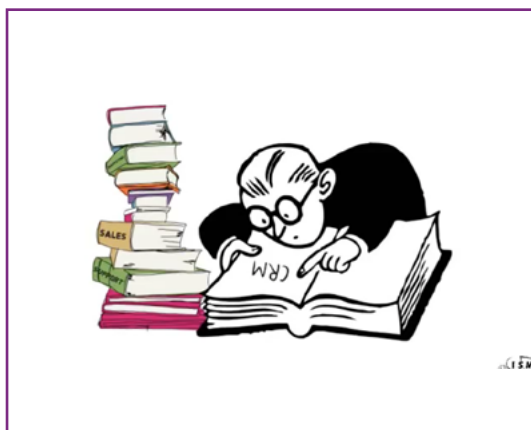
**Cost:** £55 (discounted for bulk purchases, contact Tribal directly)

**Format:** Activity workbooks

<http://www.network-publishing.co.uk/index.php>

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# CRM (customer relationship management)



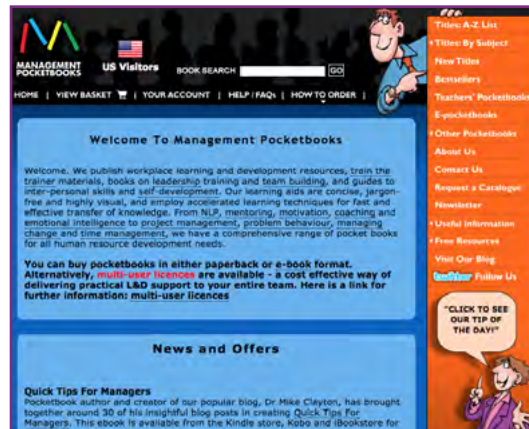
A video explaining the basics of CRM.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service  
Cost: Free  
Format: Video

<https://www.youtube.com/watch?v=7me7mjvTiTl>

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# Handling complaints pocketbook



A quick guide to why people complain, including how a good strategy turns a complaint into a compliment.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 3 - Principles of customer service

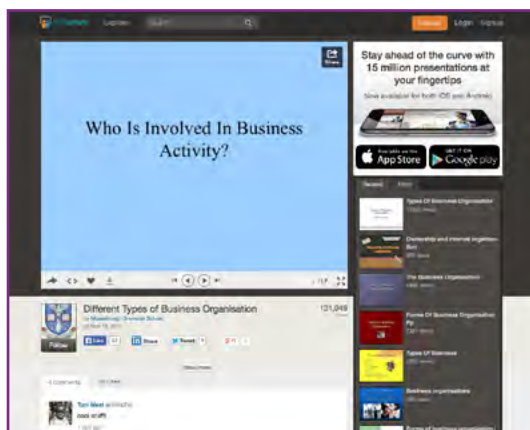
Cost: £8.99

Format: Book (order direct from Management Pocket) ISBN: 9781870471916

<http://www.pocketbook.co.uk/>

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## Sectors: public, private and voluntary (third)



This resource is a short PowerPoint presentation explaining the difference between business sectors.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** PowerPoint presentation

<http://www.slideshare.net/BusEd/different-types-of-business-organisation>

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# Legal structures for social enterprises at a glance



A rough guide to the legal structures most commonly associated with social enterprises.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** PDF and Word versions are available from the website

<http://www.socialfirmsuk.co.uk/resources/library/legal-structures-social-enterprises-glance>

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# Legal structures for voluntary and community groups



A guide to the various legal structures suitable for community groups.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

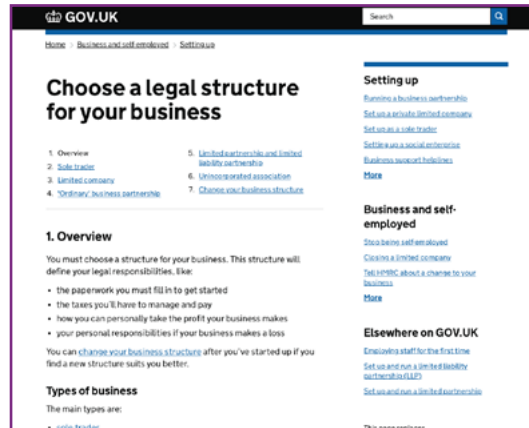
**Cost:** Free

**Format:** Website

<http://www.vawcvs.org/online-advice/legal-structures>

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# Choosing a legal structure for a new business



This website gives an overview of the various legal structures that apply to different types of businesses.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

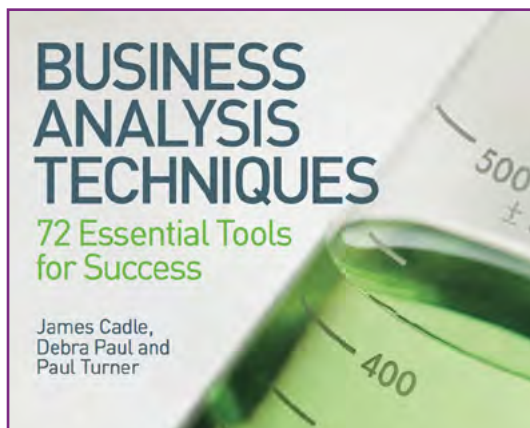
Cost: Free

Format: Website

<https://www.gov.uk/business-legal-structures/overview>

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## Business analysis techniques



A Chartered Institute of IT publication on 72 tools to use when analysing the business environment and its performance.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations  
Cost: Free  
Format: PDF

<http://bcs.org/upload/pdf/business-analysis-techniques.pdf>

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## 7 step problem solving

**Are you facing a  
challenging situation at  
work? Ed Muzio, author of  
“Make Work Great”  
explains a 7 step solution to  
effective problem solving.**

An easy to follow explanation of business improvement techniques that could be used for effective problem solving.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** Video

<https://www.youtube.com/watch?v=bZXDGQSuF9I>

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## SWOT analysis (1)



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

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

Cost: Free

Format: PowerPoint slides

<http://www.slideshare.net/showeet/swot-analysis-free-powerpoint-charts-4753318>

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# Difference between public, private, voluntary and non-profit-making organisations



This website explains how customer relations differ between different organisational types.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

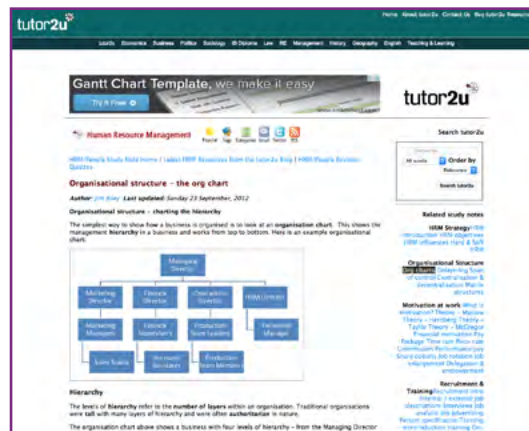
Cost: Free

Format: Webpage

<https://www.instituteofcustomerservice.com/1848-4144/Private-SectorPublic-Sector-Voluntary-Sector-and-Non-profit-making-sector.html>

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# Organisational charts



A simple introduction to organisational hierarchy and charts.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

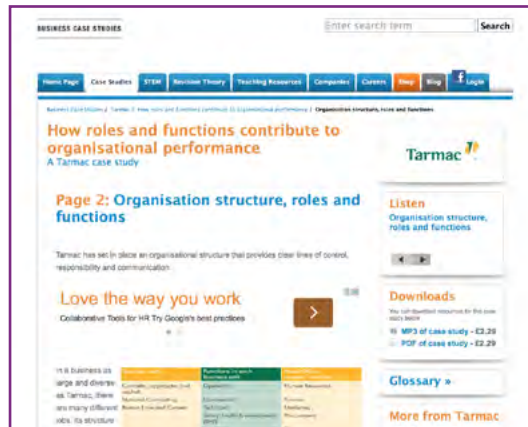
Cost: Free

Format: Webpage

[http://www.tutor2u.net/business/people/org\\_chart.asp](http://www.tutor2u.net/business/people/org_chart.asp)

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# Functions and hierarchy within an organisation



This Times 100 business case study for Tarmac shows the functions and hierarchy within the organisation. Learners can sign up for the e-newsletter. There are numerous other case studies and teaching resources available – a great source of good business practice from real companies.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** Webpage with audio, MP3 and PDF downloads

<http://businesscasestudies.co.uk/tarmac/how-roles-and-functions-contribute-to-organisational-performance/organisation-structure-roles-and-functions.html>

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# Business organisation, departments and functions



This GCSE Business Studies webpage explores organisational structures that are based not just on functions (marketing, finance, HR etc,) but around a product, geography or the market. It has quizzes to facilitate interactive learning.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** Interactive webpage

[http://www.tutor2u.net/business/gcse/organisation\\_business\\_departments.htm](http://www.tutor2u.net/business/gcse/organisation_business_departments.htm)

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# Types of business organisation



This GCSE Business Studies revision guide presents information in a colourful, visual way, summarising key points in user-friendly language.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** £4.95

**Format:** Paperback ISBN-13: 978-1847623140

<http://www.amazon.co.uk/GCSE-Business-Studies-Revision-Guide/dp/184762314X>

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# Internal and external factors affecting the business environment (1)



This GCSE Business Studies website gives a clear overview of the factors affecting the business environment. The site has links to a wide range of business studies resources including interactive games.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

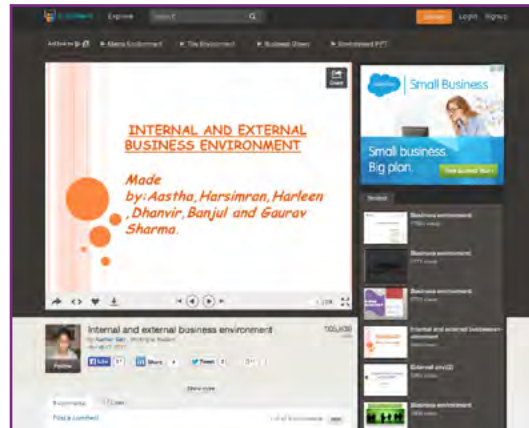
**Cost:** Free with links to subscription-based resources

**Format:** Webpage

[http://www.tutor2u.net/business/gcse/external\\_environment\\_introduction.htm](http://www.tutor2u.net/business/gcse/external_environment_introduction.htm)

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## Internal and external factors affecting the business environment (2)



This 19-slide presentation developed by students gives definitions and an overview of factors affecting the business environment.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

Cost: Free

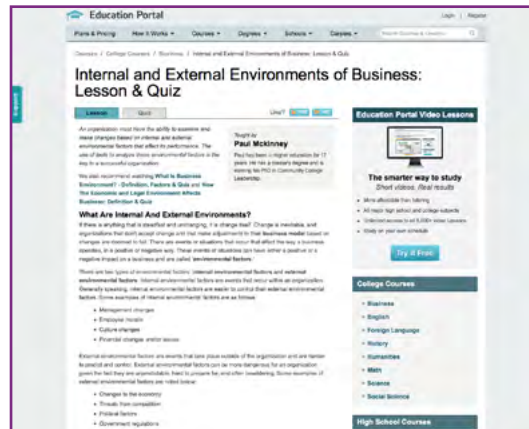
Format: Web presentation

<http://www.slideshare.net/aasthasahi/internal-and-external-business-environment>

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# Internal, external influences and change



This US educational website supports college courses in business. This lesson focuses on factors influencing business, using a SWOT analysis and the importance of adapting to the changing environment. It is followed by video clips and quizzes. There are links to other topics.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** Webpage with interactive video

<http://education-portal.com/academy/lesson/internal-and-external-environments-of-business-lesson-quiz.html>

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## SWOT analysis (2)



This webpage explains SWOT, PEST analysis and Porter's Five Forces Model. It gives examples of completed SWOT analyses and a free downloadable template. It has links to other related topics. This website covers business theory and may provide a stretch for level 2 learners, however it is accessible and written in plain English.

Supports: OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

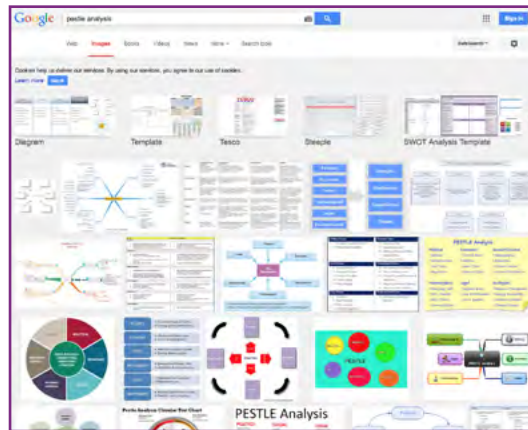
Cost: Free

Format: Webpage

<http://www.businessballs.com/swotanalysisfreetemplate.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 listed here. Please contact us at [resourcesfeedback@ocr.org.uk](mailto:resourcesfeedback@ocr.org.uk)

## Images of SWOT and PESTLE analyses



Useful images of completed SWOT and PESTLE analyses which highlight the different formats and information they contain.

**Supports:** OCR Level 2 Diploma in Customer Service  
Unit 4 – Understand employer organisations

**Cost:** Free

**Format:** Google images webpage

[https://www.google.co.uk/search?q=pestle+analysis&rlz=1C1CHFX\\_en-GBGB451GB451&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ei=KcD5U6WZB5Oy7AaN\\_oCgDg&ved=0CD AQsAQ&biw=1366&bih=667](https://www.google.co.uk/search?q=pestle+analysis&rlz=1C1CHFX_en-GBGB451GB451&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ei=KcD5U6WZB5Oy7AaN_oCgDg&ved=0CD AQsAQ&biw=1366&bih=667)

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## Unit 2 – Understand customers

- The little BIG things – develop internal customers
- The internal customer is as important as the external one
- Characteristics of challenging customers
- Dealing with an angry visitor
- Apple's 5 steps of service
- Richard Branson reveals his customer service secrets
- Customer satisfaction
- Mobile websites – 3 reasons you must have one
- 7 Ways to foster customer loyalty in a disloyal marketplace

## Unit 3 - Principles of customer service

- OCR Level 2 NVQ Certificate in Customer Service (QCF) Incorporating Level 2 Certificate in Customer Service Knowledge
- Institute of Customer Service glossary
- Overcoming barriers to communication
- Distance selling HUB
- Health and safety toolbox
- Consumer Protection from Unfair Trading Regulations 2008
- Questioning skills
- Tribal – Level 3 Customer Service Knowledge
- CRM (customer relationship management)
- Handling complaints pocketbook

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## **Unit 4 – Understand employer organisations**

- Sectors: public, private and voluntary (third)
- Legal structures for social enterprises at a glance
- Legal structures for voluntary and community groups
- Choosing a legal structure for a new business
- Business analysis techniques
- 7 step problem solving
- SWOT analysis (1)
- Difference between public, private, voluntary and non-profit-making organisations
- Organisational charts
- Functions and hierarchy within an organisation
- Business organisation, departments and functions
- Types of business organisation
- Internal and external factors affecting the business environment (1)
- Internal and external factors affecting the business environment (2)
- Internal, external influences and change
- SWOT analysis (2)
- Images of SWOT and PESTLE analyses



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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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