



Module Descriptor

Customer Service

Award Type: Minor
Award Level: 4
Award Code: 4N1989
Validation Date: 6th June 2012

Revision 1.0

Module Descriptor

Purpose: The purpose of this award is to provide effective customer service within a range of commercial and voluntary environments. Learners will attain a level of competence that will enable them to operate independently under general supervision.

Module Duration: 100 hours

Learning Outcomes: By the end of this module, the learner will be able to:

1. Describe the principles of successful Customer Service and its impact on organisational success.
- 2 Describe the different types of customers that organisations may have and the range of needs that may exist for the differing customer types
3. Explain a range of customer service activities typically undertaken in organisations and evaluate the effectiveness of those activities
4. Summarise the key customer service roles within typical organisations and describe the activities that are typically undertaken by each role
5. Explain the importance of effective teamwork in a customer service setting and demonstrate effective participation in team/group based customer care activities.
6. Outline the range of communication skills required to be effective in a customer service environment
7. Demonstrate effective handling of customer interactions and complaints, that ensure positive general and specific outcomes for the customer

Key Learning Points

Learning Outcome 1: Describe the principles of successful Customer Service and its impact on organisational success

Key Learning Points

- Define the term 'Customer Service'.
- Explain why good customer service is essential for an organisation to succeed.
- Outline the consequences of poor standards of customer care
- Describe the benefits to employees/volunteers for providing good customer service.
- Discuss, using examples of own personal interactions with customer service personnel, the effect of good and bad customer service
- Describe effective ways of setting reasonable customer expectations
- Distinguish between what the customer wants and what the customer needs
- Summarise the purpose of the following:
 - The Sale of Goods and Supply of Services Act 1980
 - Consumer Protection Act 2007
 - Financial Regulator
 - Consumer Association of Ireland
 - National Consumer Agency

Learning Outcome 2: Describe the different types of customers that organisations may have and the range of needs that may exist for the differing customer types

Key Learning Points

- Define the term 'Customer', distinguishing between internal and external customers and between actual/current and potential customers
- Identify the customers of a number of commercial organizations
- Identify the customers of a number of non-commercial organizations
- Describe the differing nature of customer needs depending on the customer type
- Identify specific needs that may exist for some customers (mobility/disability, language and so on)

Learning Outcome 3: Explain a range of customer service activities typically undertaken in organisations and evaluate the effectiveness of those activities

Key Learning Points

- Identify the three main channels of communication with customers and give examples of typical customer service activities for each:
 - Direct personal contact
 - Telephone contact
 - Written contact

- Describe typical customer service activities:
 - Creating policies and procedures to support customer service teams
 - Creating Customer Charters
 - Handling customer enquiries
 - Handling customer complaints
 - Processing customer documentation
 - Reporting on customer issues and problem resolutions
 - Written and verbal communication with customers
- Evaluate, using case studies and personal investigation, the performance of commercial and non-commercial organisations in their provision of customer service

Learning Outcome 4: Summarise the key customer service roles within typical organisations and describe the activities that are typically undertaken by each role

Key Learning Points

- Describe the roles of the following personnel in customer service:
 - Retail assistant
 - Telephone/call handling personnel
 - Customer Service Desk personnel
 - Receptionist
 - Administrators
 - Supervisors/Managers
 - Customer Service Manager
 - Sales staff/managers
 - Technical/Service staff
- Differentiate between key roles in terms of typical responsibilities and level of decision making authority

Learning Outcome 5: Explain the importance of effective teamwork in a customer service setting and demonstrate effective participation in team/group based customer care activities.

Key Learning Points

- Define what is meant by 'teamwork', giving examples of handover from one team to another in a customer care setting
- Describe the negative impact on customer care when there is not effective teamwork between individuals and teams working to meet customer needs.
- Evaluate, using case studies, where failures in teamwork have led to poor customer care
- Participate actively in group discussion to develop procedures that ensure there is effective teamwork during customer service activities.

Learning Outcome 6: Outline the range of communication skills required to be effective in a customer service environment

Key Learning Points

- Describe the communication skills required to provide quality customer care:
 - Personal behaviour
 - Welcoming and helpful attitude
 - Appropriate language
 - Positive body language; eye contact, smiling and so on
 - Active listening
 - Use of open questions to elicit information
 - Paraphrasing and summarising for confirmation of understanding
- Demonstrate effective 'meet and greet' activity with customer
- Demonstrate making an effective customer care telephone call
- Create an email response to a customer query
- Demonstrate effective use of text messaging to inform customers of changes to expected service availability
- Create a letter to a customer to advise them of changes to the way in which business will be conducted with them

Learning Outcome 7: Demonstrate effective handling of customer interactions and complaints, that ensure positive general and specific outcomes for the customer

Key Learning Points

- Interpret and act upon organisation policies, procedures and information documentation to determine the appropriate course of action in a range of customer interactions
- Draw up appropriate responses to a range of customer complaints using organisation policies, procedures & information documentation
- Create reports on outstanding customer complaints or queries in a concise and complete manner
- Communicate clearly with other team members in order to reach a positive outcome for customers
- Identify specific actions that may need to be taken to meet the specific needs of individual or customer groups
- Analyse case studies to demonstrate a clear understanding of where decision making responsibility lies in the customer care chain and to judge when it is appropriate to escalate issues to a higher level

Assessment Specification

Award Title	Customer Service
Award Type	Minor
Award Code:	4N1989
Credit Value :	10

Assessment	Duration	Assessment Details	Weighting	Stage at which assessment takes place
CW1	N/A	Customer Service Roles, Activities and Principles	22%	During Module
CW2	N/A	Morningside Case Study	15%	During Module
CW3	N/A	Team Based Activity - Participation and Evaluation	18%	During Module
CW4	N/A	Evaluating the Performance of Customer Service Staff	10%	During Module
CW5	N/A	Handling Customer Correspondence	22%	During Module
CW6	N/A	Demonstrate Handling Customer Complaints and Queries	13%	During Module

Award Classifications

Grades	Standards
Pass	50 - 64%
Merit	65 - 79%
Distinction	80 -100%

Suggested Learning Methodologies

- Worksheets
- Brainstorming
- Group work
- Discussion
- Internet research
- Case studies
- Private study

Specific Module Requirements

The following is a recommended list. The list is not definitive as some of the items listed may not be essential in order to run the course. Items other than those listed may also be acquired for the course at the discretion of the Manager.

Access to email account

Access to mobile phone for texting

Access to letter-writing materials

Customer Service desk (desk, chair, telephone, writing materials)

Flip charts, markers, A4 paper, pens

Suggested Learning Resources

LR1: Principle of Customer Service

LR2: Summary of Sales of Goods Act 1980 and Sales of Goods and Supply of Services Act 1983

LR4: Customer Types

LR5: Catering for Specific Customer Needs

LR6: Sample Customer Care Policy for VestaView

LR7: Sample Customer Complaint Form

LR8: Sample Customer Satisfaction Questionnaire

LR9: Teamwork Case Study

LR10: Template for evaluation of customer service personnel

LR11: Telephone Tips and Techniques

LR12: Sample letter of response to a customer complaint.
LR13: Sample customer service shift handover log.

Recommended by: _____
Manager Training Policy Development and Support

Approved by: _____
Director Training Policy Development and Support