

A6CS: Customer Service

Module Code:	A6CS
Long Title	Customer Service APPROVED
Title	Customer Service
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	JONATHAN BRITTAIN
Module Author:	JONATHAN BRITTAIN
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate specialised knowledge of the principles and practice of customer service towards internal, external, corporate and individual customers, within domestic and global organisation settings.
LO2	Evaluate the practice, procedures, systems and boundaries to deliver effective customer service such as customer charter policies, complaints procedures, and relevant quality rating systems.
LO3	Summarise key elements of Irish consumer legislation (extending to comparisons with similar legislation in key international financial markets), such as third party formal processes and associated organizations or bodies available to customers seeking protection, representation and redress.
LO4	Use a range of communication skills and technologies to meet the needs of internal and external stakeholders, to include a variety of listening methods and strategies to respond to complaints and to resolve any difficulties arising.
LO5	Critique a customer service programme for staff, to include operational standards for frontline personnel and prepare an appropriate written or oral presentation directed to a specialised/non specialised audience.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction • Introduction to Customer Service & Best Practice • The Role of Customer Service in the Organisation for Competitiveness & Customer Loyalty • The Role of Customer Contact Staff in the Organisation			
Quality Service • Organisational Chart, Mission Statements & Customer Charters and Customer Oriented Organisations • Practice of Quality Customer Service • How is Customer Service Monitored in the Organisation • Codes & Standards of Practice • Designing Operational Standards for Frontline Staff			
Customer Service Communication • Communication & the Customer • Written Communication • Telephone Etiquette & Communication			
Third Party Customer Protection Bodies, Legislation & Regulations • Introduction to Customer Protection Bodies (Financial Regulation) • Customer Protection Legislation • Financial Services Ombudsman • European & International Legislation & Regulation			
Technology & Customer Service • Technology & Customer Service • Customer Relationship Management • Assessing Digital Platforms for Customer Service			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Formative Assessment	% of total:	Non-Marked
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	Yes		
Assessment Description: Formative assessment will be provided to learners through the use in class practical assessments and role plays in line with the theory/frameworks/practice under discussion/being taught at that time. These assessments will not count towards students' final grades, but will be invaluable to the successful completion of summative assessments. Provision of individual feedback will be provided subsequently or online through Moodle.			
Assessment Type:	CA 1 (0380)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Continuous Assessment 1 is worth 50%. It will comprise of a comprehensive report which will necessitate students to evaluate the customer service orientation and practice of an appropriate service firm, deriving its adherence to its own customer charter, legislation and regulations. Students will undertake preliminary benchmarking and primary research of all relevant customer service platforms and processes to deduce whether it meets best practice or more creative strategies and approaches need to be employed. (LO1, LO2, LO3, LO4, LO5)			
Assessment Type:	CA 2 (0390)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,4
Non-Marked:	No		
Assessment Description: Continuous Assessment 2 is worth 50% and will comprise of a series of in class workshops where students will be tested on their acumen and demonstration of customer service principles and practice, i.e. telephone role plays; customer face to face role plays; and written communication activities			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Learners will have 26 hours a semester of college-based classroom contact (2 hours per week). Of these, 16 hours will be whole-class lectures with the remaining 8 hours being dedicated to practical sessions/other tutor supervised learning activities. There are 13 week teaching timetabled within each semester, with a 'reading week' approximately half way through this period in which there will be no formal classes but in which learners will be engaged in tutor supervised independent learning	26	Every Week	26.00
Workbased learning	No Description	20	Every Week	20.00
Independent Learning Time	No Description	66	Every Week	66.00
Directed Learning	Directed e-learning	13	Every Week	13.00
Total Weekly Contact Hours				59.00

Module Resources	
<i>Recommended Book Resources</i>	
Twomey, S. (2012), Customer Service in Ireland, 3rd. Gill Education.	
<i>Supplementary Book Resources</i>	
Harris, E.K. (2014), Customer Service: Pearson New International Edition: A Practical Approach, Pearson Education.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	