

Module Title:	Customer Service in Practice
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	The content will be delivered in the form of lectures and workshops. Classroom activities will be interactive calling upon the learner's own experience to contribute to the learning process. Modelling best practice will be demonstrated through case studies, guest speakers and use of video examples. There will be a strong emphasis on gaining skills through class-based activities and assessments.
Module Aim:	The module is designed to develop appropriate knowledge, skills and attitude in the learner to implement good customer service policies and practices in any type of organisation.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Recognise the role that customer service plays in gaining competitive advantage and achieving organisational success.
LO2	Demonstrate and implement best practice in customer service both personally and through technology and apply policies and procedures in an organisational setting.
LO3	Explain contemporary issues such as equality and the empowerment of consumers with an awareness of relevant legislation and supporting organisations.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Introduction to Customer Service • Why Customer service is important • The customer at the heart of the business. • What is good customer practice • Internal and External customers • Characteristics of effective customer contact staff • Handling complaints and challenging customers.
Quality in Service • What is quality? • How is it measured? • TQM • CRM • Customer loyalty • Standards of Excellence • Codes of practice
Best Practice in Customer Service • Multiple case examples across diverse industries in B2B and B2C contexts, nationally and internationally.
Customer Service Through Technology • Telephone service • E service • Social media and other platforms • Exploring emerging platforms to add value in service delivery.
Dealing with Difference • What is discrimination and how to avoid it in customer service. • Equality legislation and supporting organisations e.g. IHREC, WRC
Consumer Empowerment • Consumer legislation • Organisations which support consumers e.g. CCPC, Ombudsman, Small Claims Court and Data Protection Commission.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Individual	1,3	60.00	n/a
Project	Group	1,2	40.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	1.50
Independent Learning	15 Weeks per Stage	2.97
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	2	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	2	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	2	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	2	Mandatory
CW_BWBUS_C	Higher Certificate in Business	2	Mandatory

Discussion Note:	Module changed during ADF process in March 2021
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