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Management (MGMT) 1545 Customer Service (.5 Unit) CSU  
[formerly Management 19]

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended

Total Hours: 8 hours lecture

Catalog Description: This course is designed to provide the student with certain key skills and attitudes in order to effectively meet the needs of customers. The student will be introduced to the concept of internal and external customers, customer satisfaction and customer retention. Topics will also include communicating with customers, developing a positive attitude, handling complaints and sales skills.

Type of Class/Course: Degree Credit

Text: Performance Research Associates. *Delivering Knock Your Socks Off Service*, 5<sup>th</sup> ed., illustrated by John Bush, AMACOM, 2012.

Course Objectives:

By the end of the course, a successful student will be able to:

1. demonstrate key skills in order to effectively meet customer needs,
2. practice positive communication and listening techniques,
3. examine the key elements of outstanding customer service including reliability, assurance, tangibles, empathy, and responsiveness,
4. select techniques to handle complaints from customers in a positive way,
5. differentiate between the key elements of customer satisfaction and customer retention
6. analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions, and
7. utilize problem solving techniques in dealing with supervisory situations.

Course Scope and Content:

- Unit I            Fundamental Principles
- A. Examine the Unbreakable Rule in Customer Service
  - B. Explore the 5 elements in exceptional customer service
  - C. Explain why the customer is always the customer
- Unit II            How to Deliver Quality Customer Service



- A. Create trust
- B. Identify skills in a good listener
- C. Ask intelligent questions
- D. Exhibit excellent telephone etiquette
- E. Techniques to reach across generations

- Unit III            Communication Techniques
- A. Communicate across functions in the business
  - B. Provide good service as good selling
  - C. Effective use of e-mail
  - D. Explore the value of “thank you”

- Unit IV            Problem Solving
- A. Examine the axioms of service recovery
  - B. How to perform effective service recovery
  - C. Effectively work with the most challenging customers

- Unit V            Self-preservation in Customer Service
- A. Master the art of calm
  - B. Remain the consummate professional
  - C. Use the “Competence Principle” for self-improvement

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 1 hour per week outside regular class time doing the following:

1. Analyze case problems
2. Obtain articles from outside publications
3. Critical thinking activities
  - a. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions
  - b. Utilize problem solving techniques in dealing with supervisory situations

Methods of Instruction:

1. Lecture
2. Individual and group problem solving
3. Case analysis
4. Class discussion and participation
5. Role playing and classroom simulations

Methods of Evaluation:

1. Writing assignments, including:
  - a. written homework from chapters
  - b. group reports
  - c. topic paper written under American Psychological Association (APA) style guide
  - d. chapter critical analysis reflections



- e. case studies
  - f. scenarios
  - g. simulations
2. Problem-solving demonstrations, including:
    - a. exams
    - b. homework problems
    - c. case study recommendations and solutions
  3. Other summative examinations using combinations of:
    - a. multiple choice questions
    - b. matching items
    - c. true/false questions
    - d. short answer questions
    - e. fill in the blank responses
  4. Participation including:
    - a. role-playing and group activities
    - b. oral presentations and demonstrations
    - c. discussion responses
    - d. scenario reflections
  5. Projects including:
    - a. multimedia presentations
    - b. business scenario responses
    - c. action plans
    - d. formal written reports
    - e. portfolios
    - f. community service projects
    - g. building new case studies

Supplemental Data:

TOP Code:	050630: Management Development and Sup
SAM Priority Code:	C: Clearly Occupational
Distance Education:	Online; Offline
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	1: Program Applicable



Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	NO
Eligible for Pass/No Pass:	C: Pass/No Pass
Taft College General Education:	NONE