I. Description of Course:

1. Department/Course: BSM - 110K
2. Title: Customer Service
3. Cross Reference:
4. Units: 0.5
   Lec Hrs: 0.5
   Lab Hrs:  
   Tot Hrs: 9.00
5. Repeatability: No
6. Grade Options: Pass/No Pass (CR)

12. Catalog Description:
    This course covers key skills and attitudes necessary to effectively meet the customer's needs. Students will be introduced to concepts and appropriate techniques for dealing with internal and external customers, enhancing customer satisfaction, and ensuring positive communication. This course is part of a Customer Service Academy workforce readiness program.

13. Class Schedule Description:
    This course covers key skills and attitudes necessary to effectively meet the customer's needs.

14. Counselor Information:
    This course is part of a Customer Service Academy workforce readiness program that teaches students best practices for the importance of values and ethics in the workplace.

II. Student Learning Outcomes

The student will:

1. Identify and define outstanding customer service.
2. Differentiate among internal and external customers.
3. Demonstrate key skills in order to effectively meet customer needs and provide outstanding customer service.
4. Examine the key elements of outstanding customer service including reliability, assurance, tangibles, empathy, and responsiveness.
5. Differentiate among the key elements of customer satisfaction and customer retention.

III. Course Content:

A. What is Customer Service?
   1. Why customer service is important.
   2. Why we need it.
   3. What's the difference between good customer service and outstanding customer service.

B. Who Are Your Customers?
1. Defining Internal customers
2. Identifying internal customers
3. Serving internal customers
4. External customers
5. Team effort in customer service

C. Key Elements of Outstanding Customer Service
   1. Reliability
      a. Keep your promise to customers
         i. Corporate promises
         ii. Personal promises
      b. What do you do if you break a service promise?
         i. Apologize
            i. Sincere
            ii. Timely
            iii. Personal
         ii. Give something extra
         iii. Experiential learning activity
   2. Assurance
      a. Listen to customers
         i. Body language
      b. Know your job description and product and service
      c. Know your company
      d. Be a problem solver
   3. Tangibles
      a. Physical location
      b. Items you hand out to the public
      c. Employee appearance
   4. Empathy
      a. Customers don't care what you know until they know that you care
      b. Use empathetic phrases
   5. Responsiveness
      a. Respond to customers in a timely manner
      b. Acknowledge customers who are waiting

D. Customer Expectations
   1. What do we expect as customers?
   2. What do our customers expect?
      a. What baggage do customers bring with them?
      b. What unrealistic expectations do customers have?
   3. Experiential learning activity

E. Customer Retention
   1. The importance of customer service and customer loyalty
   2. The value of long term customers
   3. Why customers leave

IV. Course Assignments:
A. Reading Assignments
   1. Selected readings from the Textbook to Identify and define outstanding customer service.
   2. Current articles in newspapers, magazines, and business periodicals to show differentiation among internal and external customers
   3. Examine the key elements of outstanding customer service including reliability, assurance, tangibles, empathy, and responsiveness using materials handed out in class

B. Projects, Activities, and other Assignments
   1. Using case problems to determine facts, identify reasons, and apply the concepts learned in making decisions about Customer Service.
   2. Role playing that exposes students to several Customer service situations which utilize problem solving techniques they learn during class.

C. Writing Assignments
   1. Written scenario analysis for a Customer Service Action Plan
   2. Journal entries on how student applied techniques learned in class to various environments including the workplace and at home.

V. Methods of Evaluation:
   A. Create an action plan that details the meaning of how to differentiate among internal and external customers. (SLO#2)
   B. Journal entries that demonstrate key skills in order to effectively meet customer needs and provide outstanding customer service. (SLO#1,SLO#3)
   C. Short term paper that shows how to recognize the differentiation among the key elements of customer satisfaction and customer retention. (SLO#4, SLO#5)

VI. Methods of Instruction:
   A. Lecture
   B. Laboratory
   C. Discussion
   D. Seminar
   E. Collaborative Learning
   F. Distance Learning

VII. Textbooks:
   Recommended
         ISBN: 978-0931961830

   Supplemental

VIII. Supplies: