Number: MGMT G155  
TITLE: Customer Service

ORIGINATOR: Alice Rivera  
FORMERLY KNOWN AS: Customer Service for the 21st Century

CROSS LISTED COURSE:

SEMESTER UNITS: 3.0  
HRS LEC: 54.0  
HRS LAB: 0.0  
CONTACT HRS TOTAL: 54.0

STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
This course teaches students skills, strategies, and techniques for developing, improving, and delivering quality customer service to attract new customers, retain existing customers, and increase overall profitability within an organization.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
Business  
Management  
Marketing

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  
LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

Associate of Arts: Liberal Arts: Emphasis in Business and Technology(Associate in Arts)  
Business Administration(Certificate of Achievement)  
Energy Auditor(Certificate of Achievement)  
Energy Efficiency and Renewable Energy Degree(Associate in Arts)  
Retail Management and Entrepreneurship(Associate in Arts)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. List, discuss, and/or demonstrate the various ways of meeting and exceeding the needs and expectations of a diverse customer base as well as identifying ways to enhance customer loyalty.

2. Identify the challenges and importance of providing outstanding customer service by describing six skills required to provide customer-focused service to both internal and external customers.

3. Demonstrate an ability to communicate effectively, solve problematic situations, and make knowledgeable decisions related to customer service issues.

COURSE OBJECTIVES:
1. Define customer service and identify methods of delivering exemplary customer service to attract new customers, retain existing customers, and increase overall business profitability.
2. List, discuss, and demonstrate the various ways of meeting and exceeding customer needs and expectations.
3. Respond effectively to resolving customer problems as well as know how to avoid, minimize, and deal with conflict situations.
4. Increase job performance through good time-management, problem-solving, and decision-making skills.
5. Communicate more effectively with customers and co-workers.
6. Better assist customers with diverse backgrounds, hearing and vision disabilities, mobility impairments, and age differences.
7. Develop techniques to enhance customer loyalty.

COURSE CONTENT:

LECTURE CONTENT:

A. Customer Service
   1. Importance and challenges of delivering exemplary customer service
   2. Key elements of outstanding customer service
   3. Reasons why customer service is so rare
   4. Enhancing customer relationships
   5. Cost of losing a customer
   6. Service recovery and retention

B. Internal and external customers
   a. Customer diversity
   b. Customer expectations
   c. Customer interaction
   d. Customer loyalty

C. Technology and customer service

D. Team Building
   1. Importance of teamwork and team commitment
   2. Characteristics of effective teams
   3. Roles of team members
   4. Common team problems and how to deal with them
   5. Personality assessments as a team-building and customer-service tool

E. Attitude
   1. Types of attitudes
   2. Maintaining a positive attitude
   3. Primary causes of bad attitudes
   4. Attitude adjustments

F. Problem Solving and Decision Making
   1. Problem-solving process and approaches
   2. Blocks to problem solving
   3. Decision-making techniques
4. Steps in the decision-making process

G. Conflict Resolution
   1. Conflict styles
   2. Causes of conflict
   3. Steps for conflict resolution
      a. Customer-related
      b. Work-related
      c. Personal

H. Workplace Communication
   1. The communication process
   2. Methods of communication
      a. Verbal
      b. Non-verbal
      c. Telephone
   3. Fundamentals of communicating with customers
   4. Obstacles to effective communication
   5. Listening
      a. Power listening
      b. Barriers to effective listening

I. Stress Management
   1. Workplace and personal stress
      a. Causes of stress
         1. Internal stressors
         2. External stressors
      b. Consequences of stress
         1. Physical
         2. Emotional
         3. Behavioral
      c. Costs of stress
   2. Managing stress
      a. Stress management tips and techniques
      b. Coping with the challenging customer

J. Managing organizational change
   1. Anne Riches' 4 stages of change
      a. Disbelief and denial
      b. Anger and blame
      c. Reluctant acceptance
      d. Commitment
   2. Changes in the corporate culture
      a. Understanding change
      b. Reactions to change
      c. Resistance to change
      d. Accepting change
      e. Creating change
      f. Maintaining change

K. Time management
   1. Benefits of good time management
   2. Self-diagnosis: Where does your time go?
   3. Time wasters and what to do about them
      a. Workplace time wasters
      b. Self-generated time wasters
   4. Time management tips and techniques
      a. Planning
      b. Goal setting
      c. "To do" lists
METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:
D. Hybrid:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Text
Websites
Handouts

Out-of-class Assignments

Writing Assignments

Role playing on how one would deliver exceptional customer service, problem solve situational cases dealing with difficult customers, and analyze video/DVD case studies.

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

The entire course centers around critical-thinking, problem-solving, and decision-making activities as they relate to building teams, making attitude adjustments, solving customer problems, making active and effective decisions, avoiding and resolving conflict, communicating effectively, minimizing and managing stress, balancing schedules, and fostering ethical behaviors.

Required Writing, Problem Solving, Skills Demonstration:

Role playing on how one would deliver exceptional customer service, problem solve situational cases dealing with difficult customers, and analyze video/DVD case studies.

TEXTS, READINGS, AND RESOURCES:

TextBooks:


LIBRARY:
Adequate library resources include:

Comments:

Attachments:

Attached Files