THREE RIVERS COMMUNITY COLLEGE
Course Of Study Outline
Spring, 2007

Principles of Customer Service
10869, BMK K123+
Tu, Th: 12:30 P.M. - 1:50 P.M.
3 Credits

Instructor: Gary Tobias
Home Phone: 889-9531
Cell Phone: 608-5269

Office Hours: upon request

## COURSE DESCRIPTION

This course is the study of the principles and practices involved in providing excellent customer service. Students learn effective verbal and nonverbal communication techniques, professional customer service behaviors, problem solving and the monitoring and measuring of customer service.
Delivery of customer service by telephone, in person, by mail and via the Internet are studied.

## TEXT

Lucas, Robert W. Customer Service: Building Successful Skills for the Twenty-first Century, 3rd edition. McGraw-Hill/Irwin, New York, NY: 2005.

Additional readings and web-based assignments will be required. Materials will be provided by the instructor.

## COURSE OBJECTIVES AND LEARNING OUTCOMES

Using various learning activities and outcomes measurements, each student will accomplish the following outcomes by completing this course.

a. Demonstrate a mastery of the basic principles, concepts, practices and terminology of customer service.
b. Develop an awareness of the importance of excellence in customer service for long term business success in the competitive, 21st Century marketing environment.
c. Develop an understanding of the methods and mechanics of delivering excellent customer service using various communication media.
d. Develop strategies for overcoming barriers to effective communication based on cultural diversity, physical and psychological factors.
e. Demonstrate a grasp of the appropriate behaviors, professional demeanor and negotiation skills which are an integral part of the delivery of customer service.
f. Use technology including Internet resources for research, examples and information relating to customer service.
g. Discuss career opportunities in the field of customer service.
h. Participate in the decision processes of customer service strategy by creating and presenting a simulation of a customer service plan of action.

## COURSE REQUIREMENTS

The student will be responsible for attendance, classroom participation, written and oral assignments, three quizzes, two mid-semester exams, a term project (prepared and presented by small groups of about three students each) and a final exam.

The course work may consist of assigned reading material, group discussions and decisions, analyses of cases, Internet searches, video examples, lectures, and use of student experience to illustrate concepts and examples within the customer service environment.

The term projects will consist of small student-groups developing Customer Service Action Plan simulations using learning from this course.

## GRADING POLICY

Final grade determination will consist of the following factors:

- 3 quizzes 6% each 18%
- 2 mid-semester exams 18% each 36%
- Final exam 18% 18%

72%

- Class participation, attendance, and group contribution 14% 14%
- Term project 14% 14%

28%

100%

Absence from a quiz will result in a zero grade on that quiz.

Failure to attend class on the day of your group's scheduled presentation will result in a zero grade for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

## ABSENCE POLICY

Excessive absence or failure to participate meaningfully in class discussions and decisions will result in the lowering of the final class participation grade. Arriving late or leaving early from class will count as
a
partial absence (1/4, 1/2, etc.) Keep the instructor appraised of your circumstances as they pertain to this course of instruction -- just as you would keep an employer or professional associates informed.

## COLLEGE WITHDRAWAL POLICY

All college withdrawals are to be conducted in accordance with current college directives. Contact the Registrar's Office for specific directions
and
applicable documentation.

## TERM PROJECT

Each student will receive a separate assignment sheet detailing the requirements for the term project. It will be distributed during the second half of the term and it will include due dates. You will be assigned to a group chosen by the instructor.

CLASS PARTICIPATION

Each class meeting, each student is encouraged to submit pertinent articles, Internet printouts and examples throughout the term to illustrate elements of customer service currently being studied. The contributions made to the class discussions from these examples will favorably effect the student's class participation grade. These examples can be from popular media and do not need to be from professional journals or sites.

dated January 20, 2007

Principles of Customer Service Milestones
Lucas, Robert W. Customer Service: Building Successful Skills for the Twenty-first
Century, 3rd edition. McGraw-Hill/Irwin, New York, NY: 2005. Spring, 2007

| Date | Ch. | Focus | Notes |
|---|---|---|---|
| 01/23 | | Course Overview (Syllabus) | Class begins |
| 01/25 | 1 | What Is Customer Service? | |
| 01/30 | 2 | Contributing ... Customer Service Culture | |
| 02/01 | | " | Sample Quiz (take-home) |
| 02/06 | 3 | Positive Verbal Communication | |
| 02/08 | | " | Quiz 01 |
| 02/13 | 4 | Nonverbal Communication ... | |
| 02/15 | | " | |
| 02/20 | 5 | Listening to the Customer | |
| 02/22 | | | Exam 01 (Ch. 1-5) |
| 02/27 | 6 | Customer Service and Behavior | |
| 03/01 | | " | |
| 03/06 | 7 | Handling Difficult Customer Encounters | |
| 03/08 | | " | |
| 03/13 | 8 | Customer Svc in a Diverse World Quiz 02 | |
| 03/15 | | " | |
| 03/20 | | | No Class |
| 03/22 | | | No Class |
| 03/27 | 9 | Customer Service via Technology | |
| 03/29 | 10 | Managing Your Stress | |
| 04/03 | | | Exam 02 (Ch. 6-10) |
| 04/05 | | Managing Your Stress (continued) | |
| 04/10 | 11 | Managing Your Time | |
| 04/12 | 12 | Encouraging Customer Loyalty | |
| 04/17 | | " | |
| 04/19 | 13 | Service Recovery | Quiz 03 |
| 04/24 | 14 | Focusing on the Future | |
| 05/01 | | | Guest Speaker |

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|---|---|
| 05/03 | Exam 03 (Ch. 10-14) |
| 05/08 | Project |
| Presentations | |
| 05/10 | Project |
| Presentations | |