



# THREE RIVERS COMMUNITY COLLEGE

Course Of Study Outline

Fall, 2009

## Principles of Customer Service

31158, BMK K123+

Tu, Th: 8:00 A.M. - 9:15 A.M.

3 Credits

Instructor: **Gary Tobias**

Cell Phone: 608-5269

Office Hours: upon request

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%	<u>18%</u>	72%
- Class participation, attendance, and group contribution	14%	14%	
- Term project	14%	<u>14%</u>	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.

## A good summary of what customer service is ... <sup>1</sup>

*The customer* is the most important person in any business.

*The customer* is not dependent on us -- we are dependent on the customer.

*The customer* is not an interruption of our work -- the customer is the reason for our work.

*The customer* does us a favor when he or she calls -- we are not doing the customer a favor by serving.

*The customer* is part of our business -- not an outsider.

*The customer* is not a cold statistic -- he or she is a flesh-and-blood human being with feelings and emotions like our own.

*The customer* is not someone to argue with or match wits with.

*The customer* is a person who brings us his or her wants -- it is our job to fill those wants.

*The customer* is deserving of the most courteous and attentive treatment we can provide.

*The customer* is the lifeblood of every business.

1. Lucas, Robert W. Customer Service: Building Successful Skills for the Twenty-first Century, 3rd edition. McGraw-Hill/Irwin, New York, NY: 2005, pp. 388-389.

Personal Data

Please write your name. All other responses are optional.

Name: \_\_\_\_\_

Home and or Cell Phone: \_\_\_\_\_

Field of Study (Major):  
\_\_\_\_\_

Student Status: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

Educational Goal(s): 2-year \_\_\_\_\_ 4-year \_\_\_\_\_ other \_\_\_\_\_  
\_\_\_\_\_

Do you work or have you worked in customer service? If so, where, doing what?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Work Status: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

Does anyone in your family work in customer service, please explain:

\_\_\_\_\_  
\_\_\_\_\_

Do you frequent some customer service environments more than others? If so, which ones and why?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_