



THREE RIVERS COMMUNITY COLLEGE

Course Of Study Outline

Spring, 2011

Principles of Customer Service

11949, BMK K123+

Tu, Th: 9:30 A.M. - 10:45 A.M.

3 Credits

Instructor: **Gary Tobias**

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: Skills for Success, 4th edition. McGraw-Hill/Irwin, New York, NY: 2009.

Additional readings and web-based assignments may 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%	<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.

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 apprised 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.



ACADEMIC INTEGRITY POLICY

Academic integrity is essential to a useful education. Failure to act with academic integrity severely limits a person's ability to succeed in the classroom and beyond. Furthermore, academic dishonesty erodes the legitimacy of every degree awarded by the college. In this class and in the course of your academic career, present only your own best work; clearly document the sources of the material you use from others; and act at all times with honor.

DISABILITIES POLICY

At TRCC, we are committed to the goal of achieving equal educational opportunity and full participation for people with disabilities. No qualified person will be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity at TRCC. Students with a documented disability are encouraged to investigate

the supportive services and accommodations made available to them by TRCC. Services are strictly confidential and may include individualized accommodations, advising, advocacy, counseling, technical assistant and referral information.

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.

MILESTONES

On the second meeting of this class, you will be provided a detailed listing of course milestones and their corresponding dates.

dated January 20, 2011

Principles of Customer Service Milestones
 Lucas, Robert W. Customer Service: Building Successful Skills for the Twenty-first
 Century, 4th edition. McGraw-Hill/Irwin, New York, NY: 2009.
 Spring, 2011

Date	Ch.	Focus	Notes
01/20		Course Overview (Syllabus)	Class Begins
01/25	01	The Customer Service Profession	
01/27		"	
02/01	02	Contributing to the Service Culture	
02/03			No Class
02/08		"	Sample Quiz
02/10	03	Verbal Communication Skills	Quiz 01
02/15		"	
02/17	04	Nonverbal Communication Skills	
02/22		"	
02/24			Exam 01
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03/01	04	"	
03/03	05	Listening to the Customer	
03/08		"	
03/10	06	Customer Service and Behavior	Quiz 02
03/15			No Class
03/17			No Class
03/22	06	"	
03/24	07	Service Breakdowns & Service Recovery	
03/29		"	
03/31			Exam 02
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04/05	08	Customer Service in a Diverse World	
04/07		"	
04/12	09	Customer Service Via Technology	
04/14		"	Quiz 03
04/19	10	Encouraging Customer Loyalty	
04/21		"	
04/26		"	
04/28			In-class workshop
05/03			In-class workshop
05/05			Project Presentations
05/10			Project Presentations
05/12			In-class review
05/17			Exam 03
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05/22			Graduation Commencement
05/27			Grades available in the web