

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Customer Service
COURSE NUMBER	BUSN 2253
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	52.0401
CREDIT HOURS	2
CONTACT HOURS/WEEK	Class: 2
PREREQUISITES	None
COURSE PLACEMENT	Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION

This course is designed to build and maintain critical skills necessary to be a dynamic and successful service professional. Students will gain insight on customer behavior and attitudes and will develop strategies to create positive customer relationships.

Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program

PROGRAM LEARNING OUTCOMES

Office Assistant PLOs

1. Perform basic essential office tasks using a variety of office equipment and technology.
2. Display basic quality written and oral communication skills in a variety of settings.
3. Demonstrate positive customer service skills in an office environment.

Administrative Office Professional CERT PLOs

1. Perform advanced essential office tasks using a variety of office equipment and technology.
2. Display advanced quality written and oral communication skills in a variety of settings.

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Customer Service
 - A. The Profession
 1. The Customer Service Profession
 2. Contributing to a Service Culture
 - B. Skills for Success
 3. Verbal Communication Skills
 4. Nonverbal Communication Skills
 5. Listening to the Customer
 - C. Building and Maintaining Relationships
 6. Customer Service and Behavior
 7. Service Breakdowns and Service Recovery
 8. Customer Service in a Diverse World
 9. Customer Service via Technology
 10. Encouraging Customer Loyalty

COURSE LEARNING OUTCOMES AND COMPETENCIES

Upon successful completion of this course, the student will:

A. Be able to describe ways to create customer satisfaction including responsiveness, reliability, empathy, and tangible service.

1. Be able to define customer service.
2. Be able to describe factors that have impacted the growth of the service sector in the United States.
3. Be able to explain the elements of a service culture.
4. Be able to define service strategy.

B. Be able to identify specific behaviors that create a positive memorable customer service experience.

5. Be able to explain the importance of effective communication in customer service.
6. Be able to recognize the elements of effective two-way interpersonal communication.

C. Be able to describe ways to create customer satisfaction internally and externally.

7. Be able to define nonverbal communication
8. Be able to recognize various nonverbal cues and their effect on customers.

9. Be able to describe why listening is important to customer service.
10. Be able to define the four steps in the listening process.

D. The student will be able to identify barriers to using customer service skills and create a plan of action to overcome barriers.

11. Be able to explain what behavioral styles are and why you should be concerned with them.
12. Be able to identify four key behavioral styles and the roles they play in customer service.
13. Be able to define what a service breakdown is.
14. Be able to recognize different types of difficult customers and effectively deal with them.
15. Be able to describe some of the characteristics that make people unique.
16. Determine actions for dealing with various types of people.

E. Be able to describe factors to enhance quality customer service.

17. Be able to recognize the extent to which customer service is facilitated by the effective use of technology.
18. Be able to use technology to enhance service delivery capabilities.
19. Be able to explain customer relationship management and its importance to quality service.
20. Be able to describe the provider's responsibility for establishing and maintaining positive customer relationships.

ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.

