

SYLLABUS

DATE OF LAST REVIEW:	02/2013
CIP CODE:	12.0505
SEMESTER:	Departmental Syllabus
COURSE TITLE:	Customer Service
COURSE NUMBER:	CULN0180
CREDIT HOURS:	1
INSTRUCTOR:	Departmental Syllabus
OFFICE LOCATION:	Departmental Syllabus
OFFICE HOURS:	Departmental Syllabus
TELEPHONE:	Departmental Syllabus
PREREQUISITES:	None
EMAIL:	KCKCC issued email accounts are the official means for electronically communicating with our students.

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, <http://kckccbookstore.com/>, for the required texts for your particular class.

COURSE DESCRIPTION: This course will teach the students about the importance of customer service to a business and how to obtain consistent quality service the ensures a profit for the business. Students may receive a national certification after successfully completing the ManageFirst exam.

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

COURSE OUTLINE:

- I. The Importance of Customer Service to Your Business
 - A. What is customer service?
 - B. Impact of customer service.
 - C. Making a positive impression

- D. Completing the cycle
- II. Basic Concepts for High-Quality Customer Service
 - A. Who is the customer?
 - B. High-quality customer service
 - C. Systems management approach
 - D. The service-profit chain
- III. Identifying Customer Expectations
 - A. Identifying internal and external expectations
 - B. Obtaining feedback from internal and external customers
- IV. Ensuring Consistent Service Value
 - A. Proper and effective communication with the customer
 - B. Guest satisfaction through suggestive selling
 - C. Managing the pace and flow of service
- V. Ensuring profit
 - A. Proper procedures for accepting payment
 - B. Security issues dealing with credit or debit card payments
 - C. Point-of-sale issues affecting profit
 - D. To-go, delivery, drive-through orders

EXPECTED LEARNER OUTCOMES:

- A. Explain the importance and factors that affect quality customer service to a restaurant or foodservice operation.
- B. Understand the tools and methods for identifying customer expectations and feedback.
- C. Explain the factors that ensure consistent service value.
- D. Describe how to ensure profits in the foodservice establishment.

COURSE COMPETENCIES:

Explain the importance and factors that affect quality customer service to a restaurant or foodservice operation.

- 1. Explain the importance of customer service to a restaurant or foodservice operation.
- 2. Differentiate between hospitality and service.
- 3. List and explain the impact of customer service.
- 4. Identify the relationship between customer satisfaction and customer loyalty.
- 5. Define moments of truth.
- 6. Identify the cycle.

Understand the tools and methods for identifying customer expectations and feedback.

- 7. Define and distinguish between internal and external customers.
- 8. Explain the high-quality customer service system.
- 9. Describe the systems management approach.
- 10. Describe the service-profit chain and how it relates to the high-quality customer service system.
- 11. Identify ways to staff properly to ensure prompt, friendly, and courteous customer service.
- 12. Explain the importance of determining customers' expectations.
- 13. List the tools and methods for identifying customer expectations and feedback.
- 14. Explain the importance of gathering feedback from customers.
- 15. List the types of feedback to be obtained from internal and external customers.

- Explain the factors that ensure consistent service value.*
16. Ensure proper and effective communication with the customer.
 17. Maximize guest satisfaction through suggestive selling.
 18. Ensure that products are served promptly, as ordered, and to standards.
 19. Manage the pace and flow of service.
 20. Ensure satisfactory resolution of customer complaints.

- Describe how to ensure profits in the foodservice establishment.*
21. Demonstrate the proper use of payment procedures.
 22. Describe security issues dealing with credit or debit card payment.
 23. Explain point-of-sale issues affecting profit.
 24. Explain operational and cost-control issues for to-go, delivery and drive-through orders.

ASSESSMENT OF LEARNER OUTCOMES:

Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:

This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student's progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college's policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

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All enrolled students at Kansas City Kansas Community College are subject to follow all rules, conditions, policies and procedures as described in both the Student Code of Conduct as well as the Student Handbook. All Students are expected to review both of these documents and to understand their responsibilities with regard to academic conduct and policies. The Student Code of Conduct and the Student Handbook can be found on the KCKCC website.