

CATALOG INFORMATION

Dept and Nbr: HOSP 51

Title: INTRO CUSTOMER SERVICE

Full Title: Introduction to Customer Service

Last Reviewed: 2/11/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	3.00	6	Lecture Scheduled	18.00
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 36.00

Total Student Learning Hours: 54.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
Introduction to principles and techniques for delivering outstanding customer service in the beverage, restaurant, and hotel industries. Covers the attributes of customer service-oriented businesses and basic customer service skills. Includes one or more on site observations.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Introduction to principles and techniques for delivering outstanding customer service in the beverage, restaurant, and hotel industries. Covers the attributes of customer service-oriented businesses and basic customer service skills. Includes one or more on site observations. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2000	Inactive:	Fall 2015
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course, the student will be able to:

1. Discuss the importance of customer service to a successful business.
2. Analyze the attributes of a customer service oriented business.
3. Assess customer needs and effectively utilize good customer service skills to achieve customer satisfaction.
4. Apply effective telephone skills in a customer service setting.
5. Recognize and describe how to avoid stress and burnout in a customer service job.
6. Evaluate the effectiveness of various customer service techniques.

Topics and Scope:

- I. Introduction
 - A. The importance and goals of outstanding customer service
 - B. 3 C's of customer service
 1. Customization
 2. Contact
 3. Convenience
 - C. A new perspective on potential customers
 1. External customers
 2. Internal customers
 - D. Evaluating personal level of customer service delivery
 - E. Attributes of a good customer service provider
 1. Show a desire to serve
 2. Step outside yourself
 3. Take responsibility for your mistakes
 4. Take action
- II. Attributes of a customer service oriented business

- A. The kinds of "Wow" factors good companies use
- B. Ways to deliver "Wows"
- C. Examples of companies' best "Wow" factors
- III. Customer Service Keys
 - A. Right attitude
 - B. Understand the customer's needs
 - C. Communicate clearly
 - D. Reach agreement
 - E. Check understanding
 - F. Take action
 - G. Build on satisfaction
- IV. Customer Service Skills
 - A. How to handle an unhappy or difficult customer
 - B. How to handle complaints
 - C. "Guest First"
 - D. Customer input and evaluation
 - E. Steps to great customer service
- V. Telephone Skills
 - A. The effect of your voice
 - B. Telephone effectiveness
 - C. How to answer a call
 - D. How to transfer a call
 - E. How to take an accurate message
- VI. Avoiding Stress and Burnout
 - A. Coping with frustration
 - B. Controlling your environment
 - C. Strategies for avoiding stress and burnout
- VII. A Customer Service Oriented Company Culture
 - A. Industry examples
 - B. Benefits
 - 1. Loyal customers
 - 2. Enthusiastic employees
 - 3. Thriving business

Assignment:

Representative assignments:

1. Reading: 5-15 pages per week.
2. Answer discussion questions at the end of each chapter of reading.
3. Role play: customer service scenarios; telephone skills.
4. Visit one business to observe customer service policies and practices. Write a 1-2 page report evaluating customer service quality and present findings orally in class.
5. Customer service plan: using the above findings, write a 1-2 page plan for improving customer service. Present orally in class.
6. Research a company, including mission statement, "Wow" factors, customer service policies and procedures. Write a 2-3 page analysis, with documentation, of company's culture as it relates to customer service.
7. Final exam.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Reports; customer service plan

Writing
30 - 50%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Chapter questions

Problem solving
10 - 20%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Role playing

Skill Demonstrations
10 - 20%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Short answer

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Oral report

Other Category
5 - 10%

Representative Textbooks and Materials:

Gee, Jeff and Val Gee. Super Service: Seven Keys to Delivering Great Customer Service Even When You Don't Feel Like It Even When They Don't Deserve It. McGraw-Hill, 2002.
Instructor prepared materials.