

CATALOG INFORMATION

Dept and Nbr: HOSP 103

Title: CUSTOMER RELATIONS

Full Title: Customer Relations

Last Reviewed: 4/23/2013

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:**  
Customer service is a vital element in sales and marketing of all companies, small and large. Principles and techniques for delivering outstanding customer service in the beverage, restaurant, retail and hotel industries through personal and shared experiences, role playing, group activities and research. Service is all about customer relationships.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Customer service is a vital element in sales and marketing of all companies, small and large. Principles and techniques for delivering outstanding customer service in the beverage, restaurant, retail and hotel industries through personal and shared experiences, role playing, group activities and research. Service is all about customer relationships. (Grade or P/NP)  
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Not Certificate/Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

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

1. Compare customer service programs and industry standards
2. Define excellent customer relations
3. Demonstrate customer relations communication skills
4. Analyze the challenges of customer service
5. Manage conflicts with co-workers and customers

### **Topics and Scope:**

- I. Definitions of Customer Relations
  - a) What is customer relations?
  - b) Preventative vs. Reactive approach
  - c) Proactive service
  - d) Integrity
  - e) Empathy
  - f) Sympathy
  - g) Compassion
- II. Current Customer Service Programs and Industry Standards
  - a) Analyze the attributes of a customer service oriented business
  - b) Trends
  - c) Best Practices
  - d) Evaluate the effectiveness of various customer service techniques
- III. Excellent Customer Relations
  - a) Attitudes and Servitude
  - b) First Impression
  - c) Assessing customer service needs
  - d) Observation

- e) Read and interpret verbal & non-verbal communication
- f) Rating a signature service component
- g) Cost of losing customers and effect on reputation
- h) Techniques for exceeding customers' expectations

#### IV. Professional Image

- a) Manners
- b) Telephone etiquette
- c) Grooming
- d) Work area
- e) Tone of voice
- f) Thank you letters

#### V. The Challenges of Customer Service

- a) Power of perception
- b) Understanding of expectations
- c) Inter-cultural aspects

#### VI. Managing Conflict with Co-Workers

- a) How internal conflict affects the customer
- b) The four conflict traps and how to avoid them

#### VII. Customer Satisfaction and Problem Resolution

### Assignment:

1. Weekly reading assignments (approximately 10-20 pages)
2. Journal of customer service observations - daily diary
3. Weekly company profile papers
4. Class discussion and group work
5. Role playing activities
6. 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.

Weekly profiles and journal
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Writing 15 - 25%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Group work
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Problem solving 5 - 15%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Role playing activities
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Skill Demonstrations 35 - 55%
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**Exams:** All forms of formal testing, other than skill performance exams.

Final Exam

Exams  
10 - 15%

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

Class discussions

Other Category  
5 - 15%

**Representative Textbooks and Materials:**  
Customer Service: A Practical Approach; Elaine Harris; 6th Ed. 2012