

**BOT 154.2 Course Outline as of Fall 2014****CATALOG INFORMATION**

Dept and Nbr: BOT 154.2 Title: CUST SERV SKILLS

Full Title: Customer Services Skills for Business

Last Reviewed: 3/3/2008

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0.50	Lecture Scheduled	0.50	17.5	Lecture Scheduled	8.75
Minimum	0.50	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	0.50		Contact Total	8.75
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 17.50

Total Student Learning Hours: 26.25

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: BOT 87.25

**Catalog Description:**

Quality customer service is the foundation upon which an organization's success and profits are built. This course will especially help the front-line employee acquire specific skills in dealing effectively with customers and clients to gain new business and retain business relationships.

**Prerequisites/Corequisites:****Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: Designed for employees in business offices. Develop skills to deal effectively with customers and clients to gain new business and retain business relationships. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

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:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

**COURSE CONTENT**

**Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Identify and apply the basics of quality customer service
2. Apply proper telephone techniques
3. Identify customer needs
4. List reasons for poor service
5. Discuss the customer's perception
6. Develop a retention plan

**Topics and Scope:**

1. Quality customer service
  - a. Everyone's responsibility
  - b. Importance of the telephone in your organization
  - c. Proper telephone techniques
2. Understanding customer needs
  - a. What your customer wants
  - b. Attitude is your key
  - c. Quality customer service defined
3. Managing the customer's perception
  - a. Case study and exercise
  - b. Action plan for better service
4. Developing superior customer service programs
5. Customer retention
  - a. Developing customer retention programs
  - b. Retention through customer service marketing
  - c. Retention through recovery
  - d. Retention through training
  - e. Retention through rapport and effective communication
  - f. Ways to keep your customers

## Assignment:

Quizzes on course information  
Case studies  
Written retention plan  
Group discussion on topics

## 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.

Written homework

Writing  
10 - 45%

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

Homework problems, Quizzes, Exams, Analyzing case studies, discussion topics, eval.

Problem solving  
20 - 40%

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

None

Skill Demonstrations  
0 - 0%

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

Multiple choice, True/false

Exams  
15 - 30%

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

Self-evaluation reports

Other Category  
15 - 30%

## Representative Textbooks and Materials:

Beyond Customer Service, Gerson, Crisp Publication, 1998. (classic)