

**HOSP 51 Course Outline as of Fall 2015****CATALOG INFORMATION**

Dept and Nbr: HOSP 51 Title: CUSTOMER SERVICE

Full Title: Customer Service

Last Reviewed: 2/11/2014

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 1.00 | Lecture Scheduled     | 1.00 | 17.5         | Lecture Scheduled  | 17.50 |
| Minimum | 1.00 | Lab Scheduled         | 0    | 2            | Lab Scheduled      | 0     |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 1.00 |              | Contact Total      | 17.50 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

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:**

Introduction to principles and techniques for delivering outstanding customer service. Covers the attributes of customer service-oriented businesses and development of appropriate customer service skills.

**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. Covers the attributes of customer service-oriented businesses and development of appropriate customer service skills. (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:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion, students will be able to:

1. Emphasize the importance of customer service in a customer oriented business or organization.
2. Analyze the attributes necessary to provide excellent customer service.
3. Assess customer needs and effectively utilize good customer service skills to achieve customer satisfaction.
4. Apply effective communication skills in a customer service setting.
5. Recognize and describe how to deal with difficult customers.
6. Evaluate the effectiveness of various customer service techniques.

### **Topics and Scope:**

- I. Definition of Customer Service
- II. Excellent Customer Service
  - A. Attitudes and servitude
  - B. First impressions
  - C. Techniques for exceeding customer's expectations
  - D. Professional image
- III. Relationship Building
  - A. Establishing rapport
  - B. Identifying customer needs (external)
  - C. Identifying coworker needs (internal)
  - D. Valuing customers
  - E. Retention building
    1. Ongoing relationships
    2. Attributes of a good customer service provider
- IV. Ethics
- V. Different types of customers
  - A. International customers

- B. Generational differences
- VI Customer Communication Skills
  - A. Face-to-face
  - B. Telephone skills
  - C. Written communication
    - 1. Email
    - 2. Social Media
  - D. Proper language
  - E. Non-verbal communication-especially for international/cross-cultural
- VII. Active Listening Skills
  - A. Anticipating a customer's needs
  - B. Using listening skills to exceed expectations
- VIII. Dissatisfied Customers
  - A. Handling complaints
  - B. Fixing the problem
  - C. Recovery
  - D. Restore

**Assignment:**

Representative assignments:

1. Reading approximately 30 pages per week
2. Role play customer service scenarios including telephone skills
3. Customer service case studies
4. Visit a company and write a 2-3 page analysis of their customer service practices.
5. 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.

|  |                     |
|--|---------------------|
| Report on company customer service practices | Writing<br>10 - 20% |
|--|---------------------|

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

|              |                             |
|--------------|-----------------------------|
| Case studies | Problem solving<br>30 - 40% |
|--------------|-----------------------------|

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

|              |                                  |
|--------------|----------------------------------|
| Role playing | Skill Demonstrations<br>30 - 40% |
|--------------|----------------------------------|

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

|            |                   |
|------------|-------------------|
| Final exam | Exams<br>10 - 20% |
|------------|-------------------|

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

None

Other Category  
0 - 0%

**Representative Textbooks and Materials:**

Customer Service: Career Success through Customer Loyalty (6th Edition)

Published by Pearson Higher Ed, April 5, 2013

Instructor prepared materials.