HOSP 53 Course Outline as of Spring 2016

CATALOG INFORMATION

Dept and Nbr: HOSP 53 Title: CUSTOMER SERVICE
Full Title: Customer Service
Last Reviewed: 9/14/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50 Total Student Learning Hours: 78.75

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: 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 2014	Inactive:
UC Transfer:		Effective:		Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Describe the importance of customer service for external and internal customers and the attributes necessary for delivering excellent customer service.
2. Analyze customer needs and how to effectively achieve customer satisfaction through face-to-face contacts, telephone, and through electronic technology.
3. Demonstrate excellent customer service techniques including dealing with difficult customers.
4. Develop effective communication skills in customer service including active listening.

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 10 - 20%

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

Case studies	Problem solving 30 - 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.

Final exam	Exams 10 - 20%

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

Role-playing	Other Category 30 - 50%

Representative Textbooks and Materials:
Customer Service: Career Success through Customer Loyalty (6th Edition) Published by Pearson Higher Ed, April 5, 2013
Instructor prepared materials.