BOT 154.2 Course Outline as of Spring 2003

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	8.00	4	Lecture Scheduled	32.00
Minimum	0.50	Lab Scheduled	0	1	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	8.00		Contact Total	32.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 64.00 Total Student Learning Hours: 96.00

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:	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:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer: Effective: Inactive:

UC Transfer: Effective: Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Students will:
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:

Lessons--quizzes on course information
Case studies
Written retention plan.

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, 2000