

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:
This course is an introduction to principles and techniques for delivering outstanding customer service. It also 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 or appropriate placement based on AB705 mandates

Limits on Enrollment:

Schedule of Classes Information:
Description: This course is an introduction to principles and techniques for delivering outstanding customer service. It also 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 or appropriate placement based on AB705 mandates

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:

Both Certificate and Major Applicable

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:

At the conclusion of this course, the student should 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:

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
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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 Published. 6th ed. Timm, Paul.
Pearson Higher Ed. 2014 (classic)
Instructor prepared materials.