

**ADLTED 771 Course Outline as of Summer 2022****CATALOG INFORMATION**

Dept and Nbr: ADLTED 771 Title: CUSTOMER SERVICE

Full Title: Customer Service

Last Reviewed: 11/28/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	6	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	3	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 18.00

Title 5 Category: Non-Credit

Grading: Non-Credit Course

Repeatability: 27 - Exempt From Repeat Provisions

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:****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. (Non-Credit Course)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: Exempt From Repeat Provisions

## **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**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Describe the importance of providing customer service for external and internal customers.
2. Identify customer needs and methods to achieve customer satisfaction.
3. Demonstrate appropriate communication skills and customer service techniques that serve a diverse range of customers.

### **Objectives:**

Upon completion, students will be able to:

1. Emphasize the importance of customer service in a customer-oriented business or organization
2. Perform steps in customer service sequence
3. Apply appropriate strategies to meet the needs of international and multi-generational customers
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. Types of Customers
  - A. International customers
  - B. Generational differences
- V. 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
- VI. Active Listening Skills
  - A. Anticipating a customer's needs
  - B. Using listening skills to exceed expectations
- VII. Dissatisfied Customers
  - A. Handling complaints
  - B. Fixing the problem
  - C. Recovering the sale
  - D. Restoring the relationship

### Assignment:

1. Role play customer service scenarios including telephone skills, individually and in groups
2. Customer service case studies analyses in groups
3. Take notes during class using template
4. Create and deliver a short presentation describing what it means to provide excellent customer service

### 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.

None

Writing  
0 - 0%

**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.

Role playing

Skill Demonstrations  
30 - 40%

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

None

Exams  
0 - 0%

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

Oral presentation on customer service; attendance and participation; taking notes

Other Category  
20 - 30%

**Representative Textbooks and Materials:**

Customer Service: Career Success through Customer Loyalty. 6th ed. Timm, Paul. Pearson. 2013

Instructor prepared materials.