

**HOSP 51 Course Outline as of Summer 2007****CATALOG INFORMATION**

Dept and Nbr: HOSP 51 Title: INTRO CUSTOMER SERVICE

Full Title: Introduction to Customer Service

Last Reviewed: 2/11/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	3.00	6	Lecture Scheduled	18.00
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		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: 36.00

Total Student Learning Hours: 54.00

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:

**Catalog Description:**

Introduction to principles and techniques for delivering outstanding customer service in the beverage, restaurant, and hotel industries. Covers the attributes of customer service-oriented businesses and basic customer service skills. Includes one or more on site observations.

**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 in the beverage, restaurant, and hotel industries. Covers the attributes of customer service-oriented businesses and basic customer service skills. Includes one or more on site observations. (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:**

<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>	Transferable	Effective:	Fall 2000	Inactive:	Fall 2015
<b>UC Transfer:</b>		Effective:		Inactive:	

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of this course, the student will be able to:

1. Discuss the importance of customer service to a successful business.
2. Analyze the attributes of a customer service oriented business.
3. Assess customer needs and effectively utilize good customer service skills to achieve customer satisfaction.
4. Apply effective telephone skills in a customer service setting.
5. Recognize and describe how to avoid stress and burnout in a customer service job.
6. Evaluate the effectiveness of various customer service techniques.

### **Topics and Scope:**

- I. Introduction
  - A. The importance and goals of outstanding customer service
  - B. 3 C's of customer service
    1. Customization
    2. Contact
    3. Convenience
  - C. A new perspective on potential customers
    1. External customers
    2. Internal customers
  - D. Evaluating personal level of customer service delivery
  - E. Attributes of a good customer service provider
    1. Show a desire to serve
    2. Step outside yourself
    3. Take responsibility for your mistakes
    4. Take action
- II. Attributes of a customer service oriented business

- A. The kinds of "Wow" factors good companies use
- B. Ways to deliver "Wows"
- C. Examples of companies' best "Wow" factors
- III. Customer Service Keys
  - A. Right attitude
  - B. Understand the customer's needs
  - C. Communicate clearly
  - D. Reach agreement
  - E. Check understanding
  - F. Take action
  - G. Build on satisfaction
- IV. Customer Service Skills
  - A. How to handle an unhappy or difficult customer
  - B. How to handle complaints
  - C. "Guest First"
  - D. Customer input and evaluation
  - E. Steps to great customer service
- V. Telephone Skills
  - A. The effect of your voice
  - B. Telephone effectiveness
  - C. How to answer a call
  - D. How to transfer a call
  - E. How to take an accurate message
- VI. Avoiding Stress and Burnout
  - A. Coping with frustration
  - B. Controlling your environment
  - C. Strategies for avoiding stress and burnout
- VII. A Customer Service Oriented Company Culture
  - A. Industry examples
  - B. Benefits
    - 1. Loyal customers
    - 2. Enthusiastic employees
    - 3. Thriving business

### **Assignment:**

Representative assignments:

1. Reading: 5-15 pages per week.
2. Answer discussion questions at the end of each chapter of reading.
3. Role play: customer service scenarios; telephone skills.
4. Visit one business to observe customer service policies and practices. Write a 1-2 page report evaluating customer service quality and present findings orally in class.
5. Customer service plan: using the above findings, write a 1-2 page plan for improving customer service. Present orally in class.
6. Research a company, including mission statement, "Wow" factors, customer service policies and procedures. Write a 2-3 page analysis, with documentation, of company's culture as it relates to customer service.
7. 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.

Reports; customer service plan

Writing  
30 - 50%

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

Chapter questions

Problem solving  
10 - 20%

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

Role playing

Skill Demonstrations  
10 - 20%

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

Multiple choice, True/false, Matching items, Completion, Short answer

Exams  
20 - 30%

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

Oral report

Other Category  
5 - 10%

## Representative Textbooks and Materials:

Gee, Jeff and Val Gee. Super Service: Seven Keys to Delivering Great Customer Service Even When You Don't Feel Like It Even When They Don't Deserve It. McGraw-Hill, 2002.  
Instructor prepared materials.