ADED 771 Course Outline as of Summer 2025

CATALOG INFORMATION

Dept and Nbr: ADED 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	9	Lecture Scheduled	0
Minimum	0	Lab Scheduled	2.00	3	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		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:	ADLTED 771

Catalog Description:
Introduction to principles and techniques for delivering outstanding customer service. Students will examine 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. Students will examine 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:

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

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Demonstrate appropriate communication skills and customer service techniques that serve a diverse range of customers.

Objectives:
At the conclusion of this course, the student should be able to:
1. Describe 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 challenging customers
6. Evaluate the effectiveness of various customer service techniques
7. Identify customer needs and methods to achieve customer satisfaction

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. Analyze customer service case studies 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.

Short 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 (classic)
Instructor prepared materials.