

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 142 CUSTOMER SERVICE

UNIT VALUE: 1.0

MINIMUM NUMBER OF SEMESTER HOURS: 16

BASIC SKILLS REQUIREMENTS: Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE: This course covers the entire spectrum of customer service, which includes anything a business does for a customer in order to enhance the customer experience. Central focus of the course is recognition that it is much more costly to attract new customers than it is to maintain current customers.

SPECIFIC COURSE OBJECTIVES: The successful student upon completion of the course will be able to:

- 1) Explain and analyze what customer service is;
- 2) Identify the barriers to customer service;
- 3) Draw valid conclusions regarding the expectations and perceptions customers bring into a customer/provider relationship;
- 4) Deduce how an organization is perceived and establish an action plan to maintain or enhance the reputation of a business;
- 5) Analyze the role of and steps in problem-solving in customer solving;
- 6) Develop a strategy for excellence in customer service within a business while making certain that an appropriate infrastructure is in place;
- 7) Examine the importance of effective communication in enhancing customer relations;
- 8) Solve the problem of dealing with "challenging" customers and

- compose suggestions for positive interaction and techniques for challenge resolution;
- 9) Apply principles of leadership to create an interdependent culture that continually reminds employees that aspiring to success is a team activity; and
 - 10) Recognize new technologies which can be utilized to meet the rising customer service expectations of current and potential customers.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. What is customer service?
 - A. Understanding of satisfaction
 - B. Reasons excellent customer service is rare
 - C. Five needs of every customer
 - D. External and internal customers
 - E. Cost of losing a customer
- II. The challenges of customer service
 - A. Elements of success
 - B. Barriers to excellent customer service
 - C. Power perceptions
 - D. Understanding of expectations
 - E. Levels of expectations
 - F. Reputation management
 - G. Techniques for exceeding customers' expectations
 - H. Trends in customer service
- III. Problem solving
 - A. Creativity and problem solving
 - B. Problems as opportunities
 - C. Confronting conflict
 - D. Problem-solving process and strategies
 - E. Development of negotiation skills
 - F. Follow-up in problem solving
- IV. Strategy and formulating a plan for success
 - A. Planning
 - B. Importance of infrastructure
 - C. Culture
 - D. Segmentation of your market
 - E. Development of a strategy
- V. Empowerment
 - A. Steps to empowering customer service providers
 - B. Co-production of customer service
 - C. Design of systems
- VI. Communications in customer service
 - A. Building customer intelligence
 - B. Methods of communication
 - C. Words to use and words to avoid
 - D. Power phrases
 - E. Appeal to the senses in communication
- VII. Coping with challenging customers
 - A. Who are challenging customers?

- B. Why are customers' challenging?
- C. Characteristics of challenging customers
- D. Understanding of the position power of empathy
- E. Six ways to cope with challenging customers

VIII. Motivation

- A. Needs and wants
- B. Motivating factors
- C. Understanding of morale
- D. Methods of improving motivation
- E. Teamwork

IX. Leadership in customer service

- A. Formal and informal leaders
- B. Leadership and goals
- C. Creation of a customer service culture
- D. Benefits of job aids
- E. Your boss is your customer too

X. Customer retention and measurement of satisfaction

- A. Value of existing customers
- B. Understanding churn
- C. Development of customer retention programs
- D. Measurement of satisfaction
- E. What measurement of satisfaction means to your business

XI. Delivering customer service to the changing marketplace

- A. Today's changing marketplace
- B. Embracing new technologies
- C. Call centers
- D. Customer service over the Internet
- E. Enhancing service experiences and building customer loyalty

REQUIRED READING:

Harris, Elaine K. Customer Service: A Practical Approach. 2nd edition. Upper Saddle River: Prentice-Hall, 2000.

SUGGESTED READING:

Wall Street Journal.

REQUIRED WRITING: Students will complete three customer service case problems which shall demonstrate their critical analysis and problem solving skills. Each paper will be a minimum of four typed pages in length.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

Students will read the text and develop case study solutions.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- telecourse
- mediated instruction
- computer assisted instruction

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

There will be: 3 case studies representing a total of 40% of course grade;
1 Mid-Term exam " " " " 30% " " " ;
and 1 Final Exam " " " " 30% " " " .

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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