

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
NONCREDIT COURSE

(Use this form only for Noncredit courses)

COURSE NUMBER AND TITLE: CSA 40 – Customer Service

MINIMUM NUMBER OF SEMESTER HOURS: 6.0

SCOPE OF COURSE:

Designed to provide students with key skills and attitudes needed to effectively meet the needs of customers. Students will be introduced to the concept of internal and external customers, customer satisfaction, and customer retention. Topics will also include communicating with customers, developing a positive attitude, handling complaints, and sales skills.

SPECIFIC COURSE OBJECTIVES:

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

1. Identify key skills in order to effectively meet customer needs.
2. Analyze and practice valuable communication and listening techniques.
3. Compare and contrast good and bad attitudes and how they affect customer service.
4. Evaluate and resolve complaints from customers in a positive way.
5. Identify the key elements of customer satisfaction and customer retention.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Customer Service
 - A. Categories of service
 - B. Rating customer service
- II. Identifying Customers
 - A. Definitions
 - B. Internal customers
 - C. External customers
- III. Customer Retention
 - A. Value of customer retention
 - B. Creating a culture of service
- IV. Communication
 - A. Verbal assurances
 - B. Nonverbal messages
- V. A Positive Attitude Contributes to Success
 - A. Demonstrating positive attitudes
 - B. Tangible evidence of attitude

VI. Customer Interaction

- A. Listening
- B. Handling complaints

VII. Sales Skills

- A. The art of soft persuasion
- B. Meeting needs of customers

MATERIALS REQUIRED: None.

TEXTS RECOMMENDED OR REQUIRED:

Andersen, Kristin and Ron Zemke. Delivering Knock Your Socks Off Service. New York: American Management Association, 1991.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination

DISTANCE LEARNING:

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

Yes No

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

METHODS OF DETERMINING WHETHER THE STATED OBJECTIVES HAVE BEEN MET BY STUDENTS:

Class Participation.

CONTACT PERSON: Mollie Smith

SIGNATURES ON FILE
