

**CAPITAL COMMUNITY COLLEGE
BUSINESS AND TECHNOLOGY DEPARTMENT
COURSE OUTLINE
CUSTOMER SERVICE**

SECTION I

SUBJECT AREA & COURSE NUMBER: BMK 123

COURSE TITLE: *Customer Service*

COURSE CATALOG DESCRIPTION: *Customer Service* provides students with an understanding of the basic concepts and current trends in the customer service industry. Special areas of emphasis include: barriers to customer service, problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers and measuring customer retention and satisfaction.

LECTURE HOURS PER WEEK: 3

CREDIT HOURS: 3

PREREQUISITE (S): None

SECTION II

- A. SCOPE:** This course will help to prepare students for a career in the increasingly competitive customer service industry. A new type of customer service provider is emerging who needs to better understand customers, possess superior verbal and written communication skills, understand the multicultural dynamics of the marketplace, and use technology (i.e. call centers) to effectively meet the ever-changing needs of customers. This course will eventually become a part of a comprehensive Customer Service Program in the Business and Technology Department.
- B. REQUIRED WORK:** Students shall complete all assigned readings, projects and other work as determined by the instructor and as described in the course syllabus.
- C. ATTENDANCE AND PARTICIPATION:** Students are expected to attend each class, arrive on time, take exams as scheduled and participate in class activities. (Specific instructor policies are to be included in the course syllabus.)
- D. METHODS OF INSTRUCTION:** The methods of instruction are determined by each instructor and may include but are not limited to lecture, discussion, collaborative learning, team projects, student presentations, library and/or Internet research, guest speakers who have managed call centers, and the use of technologies such as equipment used in call centers and by other customer service providers.

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E. OBJECTIVES, OUTCOMES AND ASSESSMENT: The following objectives and outcomes represent the department's core requirements for student achievement.

LEARNING OBJECTIVES	LEARNING OUTCOMES	ASSESSMENT METHODS
To demonstrate an understanding of:	Student will:	As measured by:
a. The new customer service industry.	Research and evaluate issues related to the importance of customer service.	Written in-class quizzes, tests and examinations; presentations to the class; out-of-class team/projects; written reports; demonstrations; role-plays; participation in class discussions; homework assignments; work with simulated call center technology.
b. Techniques for exceeding customers' expectations.	Define and apply strategies related to the challenges of customer service.	"
c. Steps involved in problem solving.	Define and apply the major strategies of problem solving in a customer service environment.	"
d. The type of culture that encourages the provision of quality customer service.	Design a new or improved customer service program.	"
e. Written and oral communication skills including a basic understanding of call center procedures.	Demonstrate skills in: listening; voice inflection; telephone techniques; power phrases; eye contact; critical thinking; and business writing.	"
f. Coping with challenging customers.	Demonstrate strategies related to dealing with challenging customers.	"
g. Effective leadership and motivation in customer service.	Identify and implement leadership and motivation techniques in a customer service environment.	"
h. Customer retention.	Define and use various methods of measuring customer retention and satisfaction.	"

F. TEXTS AND MATERIALS: Customer Service – A Practical Approach, E.K. Harris. Publisher: Prentice-Hall, 1999.

G. INFORMATION TECHNOLOGY: Practice in a simulated call center, conduct research using the Internet, or as determined by the instructor and described in the course syllabus.