

COURSE OUTLINE

Business Administration 203 Customer Service & Relations

Catalog Statement

BUSAD 203 focuses on strategies for developing a first-class customer service environment in a culturally diverse, e-commerce, globally competitive business climate. The course covers topics that promote a customer-focused organization and will teach students to handle problems and complaints, promote teamwork, “win back” customers, personalize service, and create loyalty and retention of clientele of various types (e.g. patients, patrons, students, customers, and so on). Understanding and influencing customer behavior through customer relationship management strategies will be emphasized.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

Total Course Units: 3.0

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 48.0

Prerequisite: None

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

N/A

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- explain basic competency skills essential for effective customer service;
- define service excellence;
- use decision-making and problem-solving methods in dealing with clientele;
- utilize customer service as a process, not a position;
- demonstrate quality customer service in action.
- explain the risk management process of benefits or risk management.

Course Content

Total Faculty Contact Hours = 48.0

Overview of Customer Service (**14 hours**)

Definition

Growth of the service sector

Societal factors affecting customer service

Consumer behavior shifts

Changes in the diversity of customers
Ethical framework for decision making
Management and quality customer service

Skills for Success (13 hours)

Verbal communication skills
Customer-focused listening skills
Non-verbal communication, dress, and manners
Effective telephone communication
Fundamentals of customer-focused business writing
Two-way communication and providing feedback
Assertive vs. aggressive customer service
Role of teamwork in quality customer service

Building and Maintaining Relationships (13 hours)

Behavioral styles of customers and potential customers
Communication with each style
Service breakdowns and recovery
Preventative measures to avoid customer dissatisfaction before problems occur
Developing and maintaining customer loyalty
Working with internal customers/coworkers
Winning back dissatisfied—even angry—customers
Motivating factors; rewards for customer service performance

Defining a Service Culture (8 hours)

Customer-friendly systems
Customer service technologies
Customer relationship management
Training for quality customer service
Exceeding expectations
Emerging trends – one-to-one personalization

Methods of Instruction

The following methods of instruction may be used in this course:

- lecture/discussion;
- group assignments;
- field trips;
- guest speakers;
- multimedia activities;
- online.

Out of Class Assignments

The following out of class assignments may be used in this course:

- oral and written assignments (e.g. case studies and role-playing of customer service-related issues such as Costco's customer relationship strategies, Hilton Hotel's survival strategies, Google in the world of E-service, Nordstrom's and Disney's guest approach);

Methods of Evaluation

The following methods of evaluation may be used in this course:

- quizzes;
- midterm examinations;
- final examination.

Textbooks

Odgers, P., The World of Customer Service, 3rd ed. Mason, OH: Southwestern Cengage Learning, 2012. 11th Grade Textbook Reading Level. ISBN: 0-840-06424-1.

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- explain basic competency skills essential for effective customer service;
- define service excellence;
- use decision-making and problem-solving methods in dealing with clientele;
- utilize customer service as a process, not a position;
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