

## STV50 : Customer Service Skills

### General Information

Author:	<ul style="list-style-type: none"><li>Rosemarie Shamieh</li></ul>
Course Code (CB01) :	STV50
Course Title (CB02) :	Customer Service Skills
Department:	STV
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0518.00) Customer Service
CIP Code:	(52.0411) Customer Service Support/Call Center/Teleservice Operation.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000608724
Curriculum Committee Approval Date:	05/08/2024
Board of Trustees Approval Date:	06/18/2024
Last Cyclical Review Date:	05/08/2024
Course Description and Course Note:	STV 50 teaches practical techniques to address the number one concern of employers: customer service skills. Emphasis is on internal and external customers, attitude, team-building, problem solving techniques, organizational change, conflict resolution, managing stress in the workplace, business ethics, the importance of verbal and non-verbal communication, and appropriate business etiquette. Lecture 32 hours. Note: This course is Pass/No Pass only.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Noncredit</li></ul>
Author:	No value

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Vocational (short-term): Non-Credit</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

### Course Development

<b>Basic Skill Status (CB08)</b> Course is not a basic skills course.	<b>Course Special Class Status (CB13)</b> Course is not a special class.	<b>Grading Basis</b> <ul style="list-style-type: none"><li>Pass / No-Pass Only</li></ul>
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	<b>Pre-Collegiate Level (CB21)</b> Not applicable.	<b>Course Support Course Status (CB26)</b> Course is not a support course

## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Not transferable

### Transferability Status

Not transferable

## Units and Hours

### Summary

**Minimum Credit Units (CB07)** 0

**Maximum Credit Units (CB06)** 0

**Total Course In-Class (Contact) Hours** 32

**Total Course Out-of-Class Hours** 0

**Total Student Learning Hours** 32

### Credit / Non-Credit Options

#### Course Type (CB04)

Non-Credit

#### Noncredit Course Category (CB22)

Short-Term Vocational.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Workforce Preparation Enhanced Funding.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	32	0
Laboratory Hours	0	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	54
<b>Course In-Class (Contact) Hours</b>	
Lecture	32
Laboratory	0
Studio	0
<b>Total</b>	32
<b>Course Out-of-Class Hours</b>	
Lecture	0
Laboratory	0
Studio	0
<b>Total</b>	0

## Time Commitment Notes for Students

No value

## Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
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No Value	No Value	No Value	No Value
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## Pre-requisites, Co-requisites, Anti-requisites and Advisories

### Advisory

ESL30 - ENGLISH AS A SECOND LANGUAGE LEVEL 3

#### Objectives

- Write paragraphs at the low-intermediate level with sufficient unity.
- Develop coherence and mechanical accuracy.
- Demonstrate mastery of grammatical structures studied at a level sufficient to pass unit tests and the divisional grammar mastery test for this level.
- Converse at a functional level adequate for everyday use on the campus and in the community.
- Respond to questions about recorded and live speeches, dialogues, role plays, and lectures.
- Decode 2,500-word reading passages, respond to inference and recall questions, and utilize a monolingual English dictionary to advantage.

## Entry Standards

Entry Standards

Converse at a functional level adequate for everyday use.

Comprehend dialogues, role playing, and lectures.

Decode short reading passages.

## Course Limitations

Cross Listed or Equivalent Course

## Specifications

**Methods of Instruction**

<b>Methods of Instruction</b>	Lecture
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<b>Methods of Instruction</b>	Discussion
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<b>Methods of Instruction</b>	Tutorial
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<b>Methods of Instruction</b>	Collaborative Learning
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<b>Methods of Instruction</b>	Demonstrations
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<b>Methods of Instruction</b>	Multimedia
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<b>Methods of Instruction</b>	Presentations
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**Out of Class Assignments**

N/A

**Methods of Evaluation****Rationale**

Activity (answering journal prompt, group activity)

Completion of handouts

Exam/Quiz/Test

Section tests

Presentation (group or individual)

Group/individual demonstrations

**Textbook Rationale**

No Value

**Textbooks**

Author	Title	Publisher	Date	ISBN
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Marita Littauer, Florence Littauer	Wired that Way: A Comprehensive Guide to Understanding and Maximizing your Personality Type	Revell	2019	978-0800736064
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**Other Instructional Materials (i.e. OER, handouts)**

<b>Description</b>	Instructor generated materials
<b>Author</b>	No value
<b>Citation</b>	No value
<b>Online Resource(s)</b>	

### Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

Demonstrate through classroom interaction and workplace scenarios, better ways to effectively meet customer needs and resolve workplace problems.

Recognize the importance of customer satisfaction and retention.

Utilize a variety of team building techniques.

Demonstrate appropriate communication styles: verbal and non-verbal.

Differentiate between internal and external customers.

Utilize tools for goal-setting and stress management.

Demonstrate how to use various techniques for resolving conflict.

### SLOs

**Identify key elements of quality service for both internal and external customers.**

Expected Outcome Performance: 70.0

*STV*  
Customer Service Certificate      Apply strategies to better deal with challenging customers

Explain the value of providing exceptional customer service in today's business environment

*ILOs*  
Core ILOs      Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

*STV*  
Dental Front Office Certificate      Perform clerical duties such as: schedule appointments, answer phones, etc.

*STV*  
General Front Office Clerk III Certificate      Support business office operations and work independently from a variety of inputs to integrate documents and data with other business applications.

**Demonstrate effective approaches to teamwork and conflict resolution.**

Expected Outcome Performance: 70.0

STV Customer Service Certificate	Apply strategies to better deal with challenging customers
STV General Front Office Clerk I Certificate	Communicate effectively and genuinely with customers
STV Dental Front Office Certificate	Demonstrate general office etiquette.
ILOs Core ILOs	Perform clerical duties such as: schedule appointments, answer phones, etc.
STV General Front Office Clerk III Certificate	Practice ethical and responsible behavior within personal, academic, professional, social, and societal contexts; recognize and welcome diverse lifestyle choices that promote physical, intellectual, psychological, and social well-being.
STV General Front Office Clerk III Certificate	Support business office operations and work independently from a variety of inputs to integrate documents and data with other business applications.

## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

### Lecture Content

#### Customer Care (6 hours)

- Importance of customer care
  - Customer expectations
  - Customer retention
- The difference between good customer care and outstanding customer care
- Internal and external customers
- Methods and barriers of effective communication (verbal and non-verbal)
- Working with diverse populations
- Practicing the "Golden Rule"

#### Attitude (3 hours)

- Types of attitude
- Identifying causes of bad attitude
  - Techniques to adjust attitude
  - How to maintain a positive attitude
  - How to bring out the best in yourself and others

#### Stress Management (4 hours)

- Defining stress and its effects
- Internal vs. external stressors

- Stress management tips and techniques

**Conflict Resolution (4 hours)**

- Defining conflict
- Understanding your conflict style
- Identifying causes of conflict
- Determining strategies for interpersonal conflict resolution

**Team Building (4 hours)**

- Assess and define personality type (“Wired That Way”) define types:
  - Popular Sanguine
  - Powerful Choleric
  - Peaceful Phlegmatic
  - Perfect Melancholy
- Define teamwork and its importance
  - Indicate characteristics of an effective team
  - Illustrate roles of team members
  - Indicate how different personality types work effectively together
- Describe common team problems and what to do about them

**Managing Organizational Change (3 hours)**

- Define change
  - List the four stages of change
- Indicate resistance to change
  - Discuss reasons for resistance
  - Identify tactics for dealing with resistance
- Discuss paradigms
- Strategies for communicating change

**Decision Making and Problem Solving (5 hours)**

- Indicate the differences between problem solving and decision-making
  - Illustrate steps in the decision making process
- Indicate barriers to problem solving
- List barriers to problem solving
  - Apply creative and problem solving techniques

**Ethics and Values (3 hours)**

- Indicate importance of ethics in the workplace
- Identify the principles of ethical power
- Explain where values come from
- Identify reasons for unethical behavior

**Total hours: 32**

**Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Repeatable

Justification (if repeatable was chosen above)

Non-credit courses

## Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No Value

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value