Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Date Revised: Spring 00

Note: This course is not designed for transfer credit.

Catalog Course Description:

A practical course designed to prepare employees and managers to meet the customers' expectations. There will be a thorough review of customer service philosophy and the techniques of customer service analysis reinforced with simulated exercises and role plays. Observations and analyses of actual service situations are included.

Entry Level Standards:

The student should be able to read and write at the college level.

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What Is Customer Service?</td>
</tr>
<tr>
<td>2</td>
<td>Contributing to the Service Culture</td>
</tr>
<tr>
<td>3</td>
<td>Customer Service and Behavior</td>
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<tr>
<td>4</td>
<td>Encouraging Customer Loyalty</td>
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<tr>
<td>5</td>
<td>Problem Solving</td>
</tr>
<tr>
<td>6</td>
<td>Listening to the Customer</td>
</tr>
<tr>
<td>7</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>8</td>
<td>Verbal Communication</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Understand the principles of customer service and its relationship to and impact on marketing and the organization. I, II, IX

B. Identify customer needs and expectations and understand customer behavior. III, IV

C. Improve customer service communication skills. V, VII

D. Analyze customer service issues and problems and find solutions. III, IV, VII

*Roman numerals after course objectives reference goals of the Business and Computer Technologies department.

III. Instructional Processes*:

Students will:

1. Work in teams to analyze customer service environments in the marketplace and/or case study situations and impart their analysis using class presentation, class discussion, role playing, and/or visual aids (transparencies, PowerPoint), etc. Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

2. Conduct observations at local businesses and analyze customer service delivery. Problem Solving and Decision Making Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

3. Develop improvement goals for individual customer service communication skills, devise and implement a plan of action, and prepare a written report. Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy

4. Practice telephone, listening, and verbal communication skills by rehearsing and presenting customer service telephone scenarios. Communication Outcome, Problem Solving and Decision Making Outcome, Active Learning Strategy

5. Use a work ethic based on customer service standards as would be expected in the workplace, such as listening attentively, punctuality, reliability, cooperation, and professionalism. Personal Development Outcome, Cultural Diversity & Social Adaptation
**Outcome, Transitional Strategy**

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance*:**

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

1. Understand customer service concepts and how customer service relates to current management and marketing theory and practice. A
2. Understand the impact of customer service in contemporary marketing environments. A
3. Describe the reasons customer service is a critical element in contemporary business environments. A
4. Understand customer satisfaction and loyalty. A, B
5. Analyze how marketing and customer service strategies, organizational systems, and the employees of an organization affect customer service. A
6. Identify and describe an organization's internal and external customer(s). B
7. Determine customer needs and expectations. B
8. Understand and utilize customer service and satisfaction measurement techniques. A, B
9. Evaluate an organization's capability to meet customer service standards. A, B, D
10. Listen more effectively. C
11. Communicate effectively with customers—non-verbally, verbally, and electronically. C
12. Communicate effectively by telephone. C
13. Communicate effectively in multicultural situations. A, B, C, D
14. Investigate customer service issues and problems and develop solutions. D
15. Apply appropriate techniques for handling customer interaction, requests, problems, and complaints. D

*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation:**

A. Testing Procedures:

   A minimum of two exams is recommended. These should include situational questions and/or case studies.

B. Laboratory Expectations:

   N/A
C. Field Work:

Evaluation of current customer service business environment.

D. Other Evaluation Methods:

Team and individual cases and projects.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
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VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.