

# COS A001N: INTRODUCTION TO THE CUSTOMER SERVICE

Item	Value
Curriculum Committee Approval Date	12/02/2020
Top Code	130110 - Consumer Services
Units	0 Total Units
Hours	12 Total Hours (Lecture Hours 12)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Open Entry/Open Exit	No
Grading Policy	P/NP/SP Non-Credit (D)

## Course Description

This course provides an introduction to customer service including effective communication skills, building relationships, types of customer service, dealing with difficult customers, and soft skills. Students will learn and practice the necessary skills for success as a customer service provider. This course is appropriate for individuals seeking employment in the customer service field in any industry. Noncredit. NOT DEGREE APPLICABLE. Not Transferable.

## Course Level Student Learning Outcome(s)

1. Identify and demonstrate proper verbal and nonverbal communication skills for outstanding customer service.
2. Explain techniques and strategies to build relationships with customers.
3. Role-play appropriate techniques for dealing with an upset or difficult customer

## Course Objectives

- 1. Define customer service, describe exceptional customer service and identify the benefits of exceptional customer service.
- 2. Define and describe verbal and nonverbal communication and how they impact customer service.
- 3. List methods to effectively communicate with customers and build relationships.
- 4. Describe and model appropriate customer service skills and attitudes used face-to-face, via phone, and via online/internet/email.
- 5. Demonstrate proper techniques when dealing with a difficult or upset customer.
- 6. Define and describe soft skills.

## Lecture Content

Introduction to Customer Service What is customer service? Why is customer service Important? Who are your customers? Internal external customers What does customer service mean to you? Meeting customer needs Examples of exceptional and bad customer service Traits of outstanding customer service providers. Benefits of exceptional customer service. Key Vocabulary Effective Communication Skills Verbal

Communication Word choice Tone of voice Clarity Inflection Energy Volume Pace Nonverbal Communications Body language Eye contact Physical distance Greeting Customers Use of appropriate terms and titles Making a good first impression Determine customer needs Ask open ended questions Building Customer Relationships Ten tips to communicate effectively with customers Active listening techniques Asking clarifying questions Maintaining a positive and courteous attitude Establishing rapport and building relationships Making suggestions and recommendations Referring a customer Types of Customer Service Face-to-Face Greeting the customer Dealing with requests Using body language Ending the interaction Working with multiple customers at once Telephone Customer Service Telephone etiquette Professional greeting Active listening Taking a message Closing the call Advantages and disadvantages Email/Internet Email etiquette Writing professional emails Advantages and disadvantages Dealing with Difficult or Upset Customers What makes customers upset? Types of customers Accurately identifying problems De-escalating anger Establishing common ground and showing empathy Conflict resolution Problem solving Finding solutions Understanding when to escalate Managing your own emotions Reducing workplace stress Customer service role play Soft Skills Leadership Teamwork Problem Solving Time management Flexibility/adaptability Attitude

## Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Live Online Enhanced NC Lect (NC9)

## Reading Assignments

Students will read current event articles and complete worksheets. 1-2 hours

## Writing Assignments

Written assignments relating to retail terminology. 1-2 hours

## Out-of-class Assignments

Written assignments providing opportunities for students to explore local retail venues. 1-2 hours

## Demonstration of Critical Thinking

Matching Job Skills to a job listing.

## Required Writing, Problem Solving, Skills Demonstration

Online job search.

## Eligible Disciplines

Family and consumer and studies/home economics: Master's degree in family and consumer studies, life management/home economics, or home economics education OR bachelor's degree in any of the above AND master's degree in child development, early childhood education, human development, gerontology, fashion, clothing and textiles, housing/interior design, foods/nutrition, or dietetics and food administration OR the equivalent. Master's degree required. Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Restaurant management: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Retailing (purchasing, merchandising, sales): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Other Resources**

1. No textbook required. Assigned readings and current event articles will be used.