

# MGMT G155: CUSTOMER SERVICE

Item	Value
Curriculum Committee Approval Date	05/21/2024
Top Code	050100 - Business and Commerce, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course teaches students skills, strategies, and techniques for developing, improving, and delivering quality customer service to attract new customers, retain existing ones, and increase overall profitability within an organization. Focus will be placed on managing relationships with customers, customer service teams, as well as designing products and processes with customers in mind. Current trends and issues in customer service will also be explored. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Identify the challenges and importance of providing outstanding customer service.
3. Solve problems related to customer inquiries, complaints, and issues.
4. Discuss ways of meeting and exceeding the needs and expectations of a diverse customer base to enhance customer loyalty.

## Course Objectives

- 1. Define customer service and identify methods of delivering exemplary customer service.
- 2. Describe six skills required to provide customer centric service.
- 3. Discuss how to avoid, minimize, and deal with conflict situations.
- 4. Improve communication, time-management, problem-solving, and decision-making skills with customers and co-workers.
- 5. Examine how to assist customers with diverse backgrounds, hearing and vision disabilities, mobility impairments, and age differences.
- 6. Develop techniques to enhance customer loyalty.

## Lecture Content

Customer service Define customer service, experience, journey, centricity, touchpoint Importance and challenges of delivering exemplary customer service Key elements and trends in providing outstanding customer service Enhancing customer relationships Cost of losing a customer

Service recovery and retention Internal and external customers Customer diversity Customer expectations Customer interaction Customer loyalty Technology and customer service Customer service representative (CSR) Role of CSRs Skills required by CSRs Attitude Types of attitudes Maintaining a positive attitude Primary causes of bad attitudes Problem-solving and decision-making Problem-solving process and approaches Blocks to problem solving Decision-making techniques Conflict resolution Conflict styles Causes of conflict Steps for conflict resolution Workplace Communication The communication process Methods of communication a. Verbal b. Non-verbal c. Telephone Fundamentals of communicating with customers Obstacles to effective communication Listening a. Power listening b. Barriers to effective listening Stress Management Workplace and personal stress a. Causes of stress 1. Internal stressors 2. External stressors b. Consequences of stress 1. Physical 2. Emotional 3. Behavioral Time management Benefits of good time management Time management tips and techniques Customer service management Importance of teamwork and team commitment Characteristics of effective teams Roles of team members Common team problems and how to deal with them Personality assessments as a team-building and customer-service tool Customer contact centers Types of contact centers Benefits of contact centers Modern and traditional contact centers

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Reading Assignments

Textbook, handouts, online reading as assigned

## Writing Assignments

Analysis essays related to current trends and/or issues in customer service.

## Out-of-class Assignments

Weekly quizzes, discussion boards, problem solving case studies etc.

## Demonstration of Critical Thinking

This course centers around critical-thinking, problem-solving, and decision-making activities as they relate to building teams, making attitude adjustments, solving customer problems, making decisions, avoiding and resolving conflict, communicating effectively, minimizing and managing stress, balancing schedules, and fostering ethical behaviors.

## Required Writing, Problem Solving, Skills Demonstration

Role play on how one would deliver exceptional customer service, problem solve situational cases dealing with difficult customers, and analyze video case studies.

## Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any

of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required.

### **Textbooks Resources**

1. Required Lucas, R. Customer Service Skills For Success, 8th ed. McGraw Hill, 2023 Rationale: . 2. Required Shields, K. Customer Centric Strategy, ed. Open Textbook Library (OER), 2021