



Course Name: Principles of Customer Service

Course Number: BMK* 123

Credits: 3

Catalog description: An in depth examination of the role of customer service in creating and recreating satisfied customer; Concepts and principles are examined as applied to organizational challenges encountered in a rapidly changing, globally competitive world. Topics covered include strategy, communications, challenging customers, leadership, customer retention and excellence in customer service. Practical applications and skills are emphasized in light of modern theories and applications. Cases and skill development exercises will be used.

Prerequisite, Corequisite, or Parallel: ENG*092 or Permission of Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Explain the role of customer service in satisfying customers
2. List and describe the challenges of customer service in terms of barriers, expectations, and credibility
3. Describe the problem solving process in customer service
4. Explain the strategy formulation planning process and its components



5. Explain the communications process and components in customer service
6. Differentiate how to deal with difficult and challenging customers
7. Explain the concepts of motivation as they relate to customer service
8. Define and explain the concepts of leadership in customer service
9. Explain the principles of customer retention and measurement satisfaction

Course Content:

THE PROFESSION

- A. The Customer Service Profession
- B. Contributing to the Service Culture

SKILLS FOR SUCCESS

- A. Verbal Communication Skills
- B. Nonverbal Communication Skills
- C. Listening to the Customer

BUILDING AND MAINTAINING RELATIONSHIPS

- A. Customer Service and Behavior
- B. Service Breakdown and Service Recovery
- C. Customer Service in a Diverse World
- D. Customer Service Via Technology
- E. Encouraging Customer Loyalty

Date Course Created:

Date of Last Revision: 04/01/2017