

CENTRAL OHIO TECHNICAL COLLEGE
DEPARTMENT OF BUSINESS
BUSINESS MANAGEMENT TECHNOLOGIES
Fall Quarter, 2008
September 24, 2008 to December 14, 2008
SYLLABUS PART I

Course Title: Customer Service
Course Number: 2865
Course Credit: 3 Credit Hours
3 Contact Hours
Course Prerequisites: None

Instructor: Bonnie Buchanan, Assistant Professor, Business Technologies
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Course Description: This course helps students understand customer expectations and develop skills necessary to providing any and all types of quality service. Customer service skills will focus on change, communication, data usage, negotiations, perception, problem-solving, and teamwork toward action plans for continuous improvement.

Required Resources: Gibson-Odgers, Pattie. (2008). The world of customer service. (2nd ed.). USA: Thomson South-Western.

Supplies: None required

ITS Resources : Tech Connect
<http://www.newarkcampus.org/Departmental/TechConnectweb/default.htm>.

Student Services: <http://cotc.edu/studentlife/>

Library: <http://www.newarkcampus.org/library/>

Homework: A series of homework assignments will be assigned during the course. Students will be required to prepare and complete each assignment and keep in one's notebook. Students should be prepared to share their assignments during the class they are assigned.

Notebooks: Each student will be required to keep a notebook of assignments that will be collected periodically for grades during the quarter and also at the end of the quarter. Notebooks should be kept in an organized fashion and may be graded for neatness, accuracy and relevance to course objectives.

Assignment Due Dates: Any late assignments will be automatically deducted 30%. NO assignments will be accepted more than one week late unless there is an emergency situation and the instructor is notified as early as possible of the situation.

In-Class Exercises: There will be in class exercises during the quarter. Each student will be required to complete these assignments and keep notes and/or copies of the assignments in their notebooks. Some exercises will be individual and some will be in small groups.

Plagiarism: All of the work of the student will be in their own words and will not be copied from the work of another or the book. If work is plagiarized, it will be handled according to college policy.

As part of COTC's campus-wide assessment initiatives (quality assurance program), samples of student performance such as test results, projects, papers, etc. may be used. The data gathered will not identify individual students and is not related to the student's grade for the course, but will be used to improve student learning at COTC.

Disability Statement: Any student with a documented disability, which may require special accommodation, should self-identify to the instructor as early as possible in order to receive effective and timely accommodations.

Course Evaluation: The student's final grade will be determined on the following basis:

Homework Assignments:	650
Mid-Team Team Project:	100
Final Team Project:	150
Notebook:	50
<u>Class Participation:</u>	<u>50</u>
Total Points Possible:	1000

Withdraw Date: The last day to drop or withdraw and receive a grade of "W" is listed in the College Schedule and on the COTC Academic Web Page.

Central Ohio Technical College

Business Division
Business Management Technology
Autumn Quarter, 2008
Syllabus Part II

Course Title: Customer Service

Course Number: 2865

Course Credit: 3 Course credit hours
3 Course contact hours

Course Description:

This course helps students understand customer expectations and develop skills necessary to providing any and all types of quality service. Customer service skills will focus on change, communication, data usage, negotiations, perception, problem-solving, and teamwork toward action plans for continuous improvement.

Course Goals: Students will be able to:

- 1.00 Identify and describe customer service concepts, principles and examples to enhance the understanding and use of customer service and how customer service can contribute to our culture.
- 2.00 Expand the understanding of customer service and how it can contribute to skills for success.
- 3.00 Understand and apply self help customer service skills.
- 4.00 Identify what constitutes and contributes to enhancing customer relationships.
- 5.00 Instill a confidence and competence in abilities to think and act according to what customer service is and where it is going in the twenty-first century.

Objectives: Given lectures by the course instructor, assigned readings in the course textbook, handouts, exercises, along with the opportunity for participation

in the class, each student will demonstrate skills and understandings as outlined in the following objectives by scoring 60% or better on the reference material. Specifically the student will be able to:

- 1.00 Identify and describe customer service concepts, principles and examples to enhance the understanding and use of customer service and how customer service can contribute to our culture.
 - 1.01 Explain customer service.
 - 1.02 Identify the socioeconomic and demographic changes that have influenced customer service.
 - 1.03 Recognize the factors responsible for a shift to a service culture.
 - 1.04 Identify the six major components of a customer-focused environment.
 - 1.05 Describe the job responsibilities of a typical service provider.
 - 1.06 Realize that service delivery is similar in large and small organizations.
 - 1.07 Recognize customer friendly systems.
 - 1.08 Understand strategies for promoting a positive service culture.

- 2.00 Expand the understanding of customer service and how it can contribute to skills for success.
 - 2.01 Identify the elements of effective two-way interpersonal communication.
 - 2.02 Conduct a professional customer image role-play.
 - 2.03 Develop an understanding negative customer service and how to provide feedback to customers.
 - 2.04 Investigate potential impacts on customers and their nonverbal communications.
 - 2.05 Examine nonverbal cues that achieve and improve customer satisfaction.
 - 2.06 Understand different gender and culture impacts on communication.
 - 2.07 Project a customer-focused image through the effective use of nonverbal cues.
 - 2.08 Describe the four steps in the listening process
 - 2.09 Recognize internal and external obstacles to effective listening.
 - 2.10 Recognize four key behavioral styles and the roles they play in customer service.
 - 2.11 Develop strategies for communicating effectively with customers.
 - 2.12 Determine appropriate strategies for dealing with various types of customers.
 - 2.13 Use the six-step problem solving model handling difficult customer situations.
 - 2.14 Develop an understanding for the need to treat customers as individuals.
 - 2.15 Determine actions for dealing with various types of people.

- 2.16 Identify the legal requirements in assisting customers with disabilities.
 - 2.17 Understand the extent to which customer service is facilitated by the effective use of technology.
 - 2.18 Recognize how to deliver quality service through telephone and email techniques.
- 3.00 Understand and apply self help customer service skills.
- 3.01 Identify leading causes of stress in the customer service environment.
 - 3.02 Understand personal stressors.
 - 3.03 Examine potentially stressful situations.
 - 3.04 Develop techniques for reducing stress.
 - 3.05 Realize how time reality and perceptions of time differ.
 - 3.06 Recognize the need for effective time management.
 - 3.07 Apply techniques that save time while serving customers.
 - 3.08 Utilize time criteria in reclaim time.
- 4.00 Identify what constitutes and contributes to enhancing customer relationships
- 4.01 Determine how to establish and maintain trust with customers.
 - 4.02 Develop the characteristics that will enhance customer loyalty.
 - 4.03 Recognize the provider's responsibility for establishing and maintaining positive customer relations.
 - 4.04 Understand strategies that enhance customer satisfaction and build loyalty.
 - 4.05 Define what a service breakdown is.
 - 4.06 Determine why customers leave following a service breakdown.
 - 4.07 Identify strategies for preventing customer dissatisfaction.
- 5.00 Instill a confidence and competence in abilities to think and act according to what customer service is and where it is going in the twenty-first century.
- 5.01 Identify service challenges of the future.
 - 5.02 Determine the impact of global competition on business.
 - 5.03 Identify skills that build future career growth.
 - 5.04 Understand how to meet the challenges of the future.