

# The Learning Company

## Customer Service – Student Outline

### COURSE DESCRIPTION:

This course is designed to provide students with a foundation for customer service and focuses on the importance of building life-long customer relationships through the development of positive customer-care approaches. Students will explore the fundamental customer care skills needed to provide excellence in customer service.

**DURATION:**                **25 Hours**

### TEXTBOOK/RESOURCES:

- Elaine K. Harris, *Customer Service: A Practical Approach*, 6th edition, Pearson Prentice Hall
- Materials as provided by the Instructor

### COURSE OBJECTIVES:

After completing this course, you will be able to:

- ☐ Identify external and internal customers
- ☐ Recognize the challenges of customer service
- ☐ Develop problem-solving strategies by following the problem solving process
- ☐ Use customer service strategy to achieve excellent customer service
- ☐ Understand empowerment when providing customer service
- ☐ Develop verbal and non-verbal communication skills for effective customer care
- ☐ Know how to cope with challenging customers
- ☐ Identify what motivates providing good customer service
- ☐ Understand how new technology affects customer service

### KEY TOPICS:

- What is Customer Service?
- Challenges of Customer Service
- Problem Solving
- Formulating a Plan for Success
- Empowerment
- Communications in Customer Service
- Coping with Challenging Customers
- Motivation
- Leadership
- Customer Retention & Satisfaction
- Technology in Customer Service

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#### **EVALUATION:**

Each student's performance is evaluated based on the satisfactory completion of all exercises and assignments to the standard set by the instructor as well as achieving a passing grade on all tests. The passing grade for this subject is 70%.

|                   |            |
|-------------------|------------|
| Tests (2)         | 80%        |
| Class assignments | <u>20%</u> |
| Total             | 100%       |

#### **ASSIGNMENT SUBMISSION POLICY:**

Assignments are due on the dates specified by the instructor.

Students requiring extensions must make these arrangements prior to the assignment due date. Late assignments will be discounted. Individual assignments will be marked down 10% of their value per day, up to a maximum of 3 days. After the third day, the assignment will not be accepted for marks.

Absenteeism does not excuse students from their responsibilities. In the event of an absence, the student is responsible for the work assigned and for the materials covered, including tests. Missed tests will be recorded at a mark of zero.

#### **ATTENDANCE POLICY:**

Each student is required to attend class on a regular basis. Missing even one class can put a student seriously behind, making it difficult to catch up. Students missing more than 10% of class time will not be allowed to write tests without a formal review. As a result, they may not receive credit in the subject. (Special circumstances may be taken into consideration during the review process to determine the student's suitability to continue.)