

HOSP 53, Customer

Section 1929, Fall 2016 Course Syllabus

August 24 - November 16, 2016

Wednesdays - 1:00 - 3:00 pm

John Muir Charter School- 141 Stony Circle, Suite 204

Course Description

Introduction to principles and techniques for delivering outstanding customer service. Covers the attributes of customer service-oriented businesses and development of appropriate customer service skills.

[Course Outline of Record](#)

Student Learning Outcomes

Students will be able to:

1. Describe the importance of customer service for external and internal customers and the attributes necessary for delivering excellent customer service.
2. Analyze customer needs and how to effectively achieve customer satisfaction through face-to-face contacts, telephone, and through electronic technology.
3. Demonstrate excellent customer service techniques including dealing with difficult customers.
4. Develop effective communication skills in customer service including active listening.

Objectives:

Upon completion, students will be able to:

1. Emphasize the importance of customer service in a customer oriented business or organization.
2. Analyze the attributes necessary to provide excellent customer service.
3. Assess customer needs and effectively utilize good customer service skills to achieve customer satisfaction.
4. Apply effective communication skills in a customer service setting.
5. Recognize and describe how to deal with difficult customers.
6. Evaluate the effectiveness of various customer service techniques.

Topics and Scope

- I. Definition of Customer Service
- II. Excellent Customer Service
 - A. Attitudes and servitude
 - B. First impressions
 - C. Techniques for exceeding customer's expectations
 - D. Professional image
- III. Relationship Building
 - A. Establishing rapport
 - B. Identifying customer needs (external)
 - C. Identifying coworker needs (internal)
 - D. Valuing customers
 - E. Retention building
 1. Ongoing relationships
 2. Attributes of a good customer service provider
- IV. Ethics
- V. Different types of customers
 - A. International customers
 - B. Generational differences
- VI. Customer Communication Skills
 - A. Face-to-face
 - B. Telephone skills
 - C. Written communication
 1. Email

- 2. Social Media
- D. Proper language
- E. Non-verbal communication-especially for international/cross-cultural

VII. Active Listening Skills

- A. Anticipating a customer's needs
- B. Using listening skills to exceed expectations

VIII. Dissatisfied Customers

- A. Handling complaints
- B. Fixing the problem
- C. Recovery
- D. Restore

Assignments:

Representative assignments:

1. Reading approximately 30 pages per week
2. Role play customer service scenarios including telephone skills
3. Customer service case studies
4. Visit a company and write a 2-3 page analysis of their customer service practices.
5. Final exam

Instructor Contact

Kim Kinahan

Email: kinahan@santarosa.edu I respond to emails within 24 hours.

Phone: (707) 396-8791

Office Hours: Available by appointment

Course Web Site

Students will use the Canvas course web site for assignment instructions, submitting assignments, sharing resources, and viewing grades.

Textbook

Customer Service: Career Success through Customer Loyalty (6th Edition) Published by Pearson Higher Ed, April 5, 2013

Important Dates

Day Class Begins: 8/24/2016

Day Class Ends: 11/16/2016

Last Day to Add without instructor's approval:

Last Day to Drop with refund: 8/31/2016

Last Day to Add with instructor's approval: 9/7/2016

Last Day to Drop without a 'W' symbol: 9/7/2016

Last Day to Opt for Pass/No Pass: 9/14/2016

Last Day to Drop with a 'W' symbol: 10/25/2016

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

Pass-NoPass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will get P.

You must file for the P/NP option by [date]. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

Late Policy

All assignments are due on the due date unless prior arrangements have been made with the instructor.

Exams

There will be a Final Exam on the last day of class, November 16. There will be no make-up exam offered without prior approval of the instructor.

Grading Policy

Click the "Grades" link in Canvas to keep track of your grades. I grade once a week and post grades and comments in the Canvas gradebook.

Grades will be assigned as follows:

A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%

Report/Presentation on Company's customer service practices	15%
Class participation and in-class activities	40%
Case Studies	30%
Final Exam	15%
TOTAL	100%

*Role Plays (class participation)

In a world where being a "team player" is often a key part of business success, especially in customer service; cooperative learning is a useful and relevant tool. To reflect the realities of a working customer service oriented organization, the class will implement core concepts through a strong emphasis in a group practice. Some of the best creative work come from teams, working together to exchange ideas. Please come to class ready to participate.

Role plays and class participation make up 40% of your grade, if you are absent, you will not receive any credit for the role play you missed.

At the end of each class you will write a short debrief about the class activities(s).

- Discuss your experience with this exercise
- What did you learn from it
- How can you apply what you learned to your personal life, job or future career

Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page](#).

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism:

[SRJC Writing Center Lessons on avoiding plagiarism](#)

[SRJC's statement on Academic Integrity](#)

Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278).

Class Schedule

(subject to change)

Week	Topic / Activities	Reading
1 - Aug. 24	What is Customer Service	Chapter 1
2 - Aug. 31	The Challenges of Customer Service	Chapter 2
3 - Sept. 7	Problem Solving Case Study #1 Due	Chapter 3
4 - Sept. 14	Strategy for Formulating a Plan for Success	Chapter 4
5 - Sept. 21	Empowerment	Chapter 5
6 - Sept. 28	Communications in Customer Service	Chapter 6
7 - Oct. 5	Coping with Challenging Customers Case Study #2 Due	Chapter 7
8 - Oct. 12	Motivation	Chapter 8
9 - Oct. 19	Leadership in Customer Service	Chapter 9
10 - Oct. 26	Customer Retention and Measurement of Satisfaction Case Study #3 Due	Chapter 10
11 - Nov. 2	Technology and Excellence in Customer Service	Chapter 11/12
12 - Nov. 9	Company Visit Paper & Presentation Review for Final Exam	
13 - Nov. 16	FINAL EXAM	