

BUSN 1210: EXCEPTIONAL CUSTOMER SERVICE

Common Course Outline

A. COURSE DESCRIPTION

1. Credits – 3, Fall, Spring
2. Lecture hours: 3 per week
3. Prerequisites – None
4. Co-requisites – None
5. MnTC Goals - None
6. Catalog Description: This course will examine exceptional customer service issues that are key to building a successful customer driven organization.
7. Recommended Skills: Reading level 3, English level 2, Math level 1.

B. DATE LAST REVISED (September 2011)

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to Customer-Centric Service
2. Serving a Diverse Population of Customers
3. Customer Action, Behavior, Customer Loyalty, and Exceptional Service
4. Attitude, Angry Customers, and Relationship Building
5. Resolving Customer Problems and Complaints
6. Recovering From and Winning Back the Angry Customer
7. Problem Solving, Time and Stress Management Skills
8. Communication Essentials
9. Customer-Focused Listening Skills
10. Nonverbal Communication, Dress, and Manners
11. Effective Telephone Communications
12. The Impact of Globalization on Customer Service
13. Customer Service Technologies
14. Managing, Training, and Rewarding Superior Customer Service

D. COURSE OBJECTIVES

1. Define true customer service
2. Learn proper training for exceptional service
3. Learn how to motivate & empower employees for exceptional customer service
4. Deliver the service and fix the problem
5. Learn the proper role of the CSR
6. Learn how to deal with customer behaviors
7. Determine how to create customer loyalty
8. Tailor customer service to the global world.
9. Learn how to serve a diverse population.

E. METHODS FOR EVALUATION OF STUDENT LEARNING

1. Tests / Quizzes
2. Class participation
3. Assignments / Final Project