

**LAST REVIEW: 2009-10**  
*2008-2009*

**NEXT REVIEW: 2014-15**  
*2013-2014*

**STATUS: A**  
*A*

**COURSE TITLE: Introduction to Customer Service**

**COMMON COURSE NUMBER: MNA1161**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**  
*(per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

Lecture: **48**      Lab:  
Clinic:                      Other:

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION** This course provides the student with the basic concepts and current trends in the customer service industry. Through actual case studies, the students analyze organizations that have implemented successful customer service strategies.

**UNIT TITLES**

1. Defining the Customer Service Economy
2. Recognizing a Distinction for Excellence
3. Defining a Customer Oriented Culture
4. Developing a Model for a Quality Service System
5. Implementing a Customer Oriented System
6. Understanding the Dualism Theory
7. Monitoring Quality Assurance
8. Distinguishing Criteria for Success
9. Providing Exceptional Customer Service
10. The Art of Keeping the Customer

**EVALUATION:**

Evaluation may include but is not limited to the following:

Exams, Quizzes, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Practicum, Internships, Externships, and Research Reports.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

**GENERAL EDUCATION Competencies and Skills \*:**

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

<b>1. Read with critical comprehension</b>	
<b>2. Speak and listen effectively</b>	
<b>3. Write clearly and coherently</b>	
<b>4. Think creatively, logically, critically, and reflectively</b> (analyze, synthesize, apply, and evaluate)	
<b>5. Demonstrate and apply literacy in its various forms:</b> (highlight in <b>green</b> ALL that apply) ( 1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental )	
<b>6. Apply problem solving techniques to real-world experiences</b>	
<b>7. Apply methods of scientific inquiry</b>	
<b>8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings</b>	
<b>9. Demonstrate an understanding of and appreciation for human diversities and commonalities</b>	
<b>10. Collaborate with others to achieve common goals.</b>	
<b>11. Research, synthesize and produce original work</b>	
<b>12. Practice ethical behavior</b>	
<b>13. Demonstrate self-direction and self motivation</b>	
<b>14. Assume responsibility for and understand the impact of personal behaviors on self and society</b>	
<b>15. Contribute to the welfare of the community</b>	

*\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

## **UNITS**

### **Unit 1: Defining the Customer Service Economy**

#### **General Outcome:**

- 1.0 The student shall be able to describe the current trends in the customer service industry and importance of service delivery in the new service revolution.**

#### **Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 1.1 Describe the changes in the customer service economy.**
- 1.2 Define the customer service sector and distinguish its segments of the economy.**
- 1.3 Recognize the fall of the rational model.**
- 1.4 Identify methods for analyzing a changing society (content analysis).**
- 1.5 Compare characteristics of the new customer demands:**
- 1.5.1 Flexibility**
  - 1.5.2 Efficiency**
  - 1.5.3 Innovation**
- 1.6 Recognize the need to redefine service strategies in meeting customer demands.**

**Common Course Number: MNA1161**

**Unit 2. Recognizing a Distinction for Excellence**

**General Outcome:**

- 2.0 The student shall be able to identify the characteristics that determine customer service excellence in an organization.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 2.1 Define quality customer service.**
- 2.2 Identify the importance of leadership direction within a customer service organization.**
- 2.3 Recognize the "customer service imperative" role.**
- 2.4 Discuss customer service as a strategic tool for increasing sales and gaining a marketing edge.**
- 2.5 Recognize the customer service image as a managed perception.**

**Common Course Number: MNA1161**

**Unit 3. Defining a Customer Oriented Culture**

**General Outcome:**

**3.0 The student shall be able to explain the importance of a customer oriented culture.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 3.1 Identify and describe the importance of a customer oriented service culture within an organization.**
- 3.2 Relate the purpose of knowing customer orientation "niche" strategies.**
- 3.3 Explain the importance of developing powerful "customer service themes."**
- 3.4 Recognize "close to the customer" attributes.**
- 3.5 Explain the importance of implementing a bias for action model versus acceptance for ambiguity and paradox.**
- 3.6 Define value-added service strategies.**

**Common Course Number: MNA1161**

**Unit 4. Developing a Model for a Quality Service System**

**General Outcome:**

- 4.0 The student shall be able to distinguish an effective model for delivering quality customer service.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 4.1 Relate the definition of a customer service strategy.**
- 4.2 Recognize the characteristics of a customer-driven organization.**
- 4.3 Understand the shift of deployment in the delivery system.**
- 4.4 Identify the steps in building the customer service system.**
- 4.5 Explain the importance of designing customer services in a systematic fashion.**

**Common Course Number: MNA1161**

**Unit 5. Implementing a Customer Oriented System**

**General Outcome:**

- 5.0 The student shall be able to describe the importance of implementing a customer service system oriented to people.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 5.1 Describe how successful customer service organizations put the customer first.**
- 5.2 Recognize the importance of responding to the customer's expectations.**
- 5.3 Identify customer service strategies that demonstrate care and concern for the customer.**
- 5.4 Explain the importance of implementing customer-friendly systems.**
- 5.5 Understand the importance of hiring and developing qualified customer oriented front-line employees.**
- 5.6 Discuss the need for intensive training to keep employees close to the customer.**

**Common Course Number: MNA1161**

**Unit 6. Understanding the Dualism Theory**

**General Outcome:**

**6.0 The student shall be able to describe methods used to motivate employees in implementing the customer service strategy.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 6.1 Describe and discuss the theory that man is driven by an essential "dualism."**
- 6.2 Recognize the importance of psychological factors involved in employee motivation.**
- 6.3 Discuss the need to have authority at the level which delivers customer service and solves customer problems.**
- 6.4 Identify the importance of communication and feedback systems to gain employee involvement.**
- 6.5 Describe reward and recognition programs that encourage employee commitment.**
- 6.6 Explain the value in modeling high-energy, enthusiastic, and sincere attitudes.**
- 6.7 Identify the personnel responsible for serving the customer in a customer service organization.**

**Common Course Number: MNA1161**

**Unit 7. Monitoring Quality Assurance**

**General Outcome:**

- 7.0 The student shall be able to discuss the importance of monitoring to assure quality customer service.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 7.1 Recognize the value and importance of measuring customer service quality.**
- 7.2 Describe methods for improving customer services through industrialization.**
- 7.3 Define the employee centered approach—"the intelligent use of human intelligence."**
- 7.4 List the core elements of customer service quality and productivity assurance.**
- 7.5 Relate the need to define quality customer service objectives in order to measure quality, reliability of performance, and loyalty in relationships.**
- 7.6 Identify methods of measuring performance that determine if the system is fulfilling the customer service strategy.**
- 7.7 Distinguish the need for immediate feedback systems to determine customer service effectiveness.**

**Common Course Number: MNA1161**

**Unit 8. Distinguishing Criteria for Success**

**General Outcome:**

**8.0 The student shall be able to recognize the issues an organization must face in order to manage quality customer service.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 8.1 Identify three features outstanding customer service organizations have in common.**
- 8.2 Explain the customer service triangle approach to managing service.**
- 8.3 Recognize the customer's perception of service as crucial to customer service success.**
- 8.4 List and describe the five steps to success in a customer-driven organization.**

**Common Course Number: MNA1161**

**Unit 9. Providing Exceptional Customer Service**

**General Outcome:**

**9.0 The student shall be able to distinguish exceptional customer service delivery techniques.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

**9.1 Explain the importance of responding to the customer's needs.**

**9.2 Describe the "cycles of service" as experienced by the customer.**

**9.3 Define the "moments of truth" and critical recovery period.**

**9.4 Explain "mediocrity" and what results if left unmanaged.**

**9.5 Discuss the importance of the "value-added" service attitude approach to customer service.**

**9.6 Relate how a customer service deliverer should respond when the service system breaks down.**

**Common Course Number: MNA1161**

**Unit 10. The Art of Keeping the Customer**

**General Outcome:**

- 10.0 The student shall be able to distinguish successful customer service organizations by investigating actual case studies.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, The student shall be able to:**

- 10.1 Identify specific strategies implemented by successful customer service organizations.**
- 10.2 Recognize how successful organizations measure customer satisfaction.**
- 10.3 Discuss ways successful organizations deliver outstanding customer service.**
- 10.4 Define obstacles organizations encounter in changing customer service attitudes.**
- 10.5 Relate ways successful organizations keep their customers.**