

Western Technical College

## 10106106 Quality Customer Service

### Course Outcome Summary

#### Course Information

<b>Description</b>	This course addresses sensitivity in communicating with external and internal customers and understanding behavioral styles. Develop verbal and nonverbal communication skills, as well as understanding customer service in a diverse population. Emphasize teamwork, working relationships, and telephone skills.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

#### Textbooks

*Quality Customer Service: Customer Service Skills for Success + Connect*. 7th Edition. Copyright 2019. Lucas, Robert. Publisher: McGraw-Hill Publishing Company. **ISBN-13:** 978-1-260-90544-1. Required.

#### Learner Supplies

Webcam and headset with microphone. **Vendor:** Campus Shop. Required.

#### Program Outcomes

1. Demonstrate effective workplace communications.
2. Manage internal and external relationships.
3. Model professionalism in the workplace.

#### Course Competencies

##### 1. Explore customer service.

###### Assessment Strategies

- 1.1. Written Product

###### Criteria

*You will know you are successful when*

- 1.1. you describe good customer service.
- 1.2. you describe bad customer service.
- 1.3. you reflect on customer service experiences in the community.

- 1.4. you apply customer service strategies in class.

#### **Learning Objectives**

- 1.a. Describe customer service.
- 1.b. Explore internal customers.
- 1.c. Acquire a list of customer's needs.
- 1.d. Explore external customers.
- 1.e. Apply customer service techniques to current class.

### **2. Analyze customer service breakdowns and recovery.**

#### **Assessment Strategies**

- 2.1. Written Product

#### **Criteria**

*You will know you are successful when*

- 2.1. you explain service breakdowns.
- 2.2. you describe strategies for preventing dissatisfaction.
- 2.3. you describe strategies for preventing problem solving.
- 2.4. you develop a plan to prevent service breakdown.

#### **Learning Objectives**

- 2.a. Identify service breakdowns.
- 2.b. Identify different types of difficult customers.
- 2.c. Analyze why customers defect.
- 2.d. Apply effective strategies for working with internal customers.
- 2.e. Identify strategies for preventing customer dissatisfaction.
- 2.f. Explain the problem-solving model.
- 2.g. Apply service recovery strategies and spot roadblocks to customer recovery.
- 2.h. Identify strategies for problem solving.

### **3. Explore nonverbal communication skills.**

#### **Assessment Strategies**

- 3.1. Written Product

#### **Criteria**

*You will know you are successful when*

- 3.1. you analyze nonverbal skills used between customers and service providers.
- 3.2. you explain the needs of customers in an effective nonverbal communication situation.
- 3.3. you identify nonverbal communication examples.
- 3.4. you describe nonverbal communication strategies.

#### **Learning Objectives**

- 3.a. Define nonverbal communication.
- 3.b. Recognize nonverbal cues and their effect on customers.
- 3.c. Explain the effect that gender and culture have on communication.
- 3.d. Identify unproductive behaviors.
- 3.e. Understand nonverbal communication strategies.
- 3.f. Demonstrate customer focused nonverbal behavior.

### **4. Investigate inclusive practices for dealing with diverse customers.**

#### **Assessment Strategies**

- 4.1. Report

#### **Criteria**

*You will know you are successful when*

- 4.1. you reflect on your awareness of diversity around you.
- 4.2. you define diversity.
- 4.3. you describe how diversity has an impact on customer service.
- 4.4. you identify barriers to working in a diverse society.

### **Learning Objectives**

- 4.a. Describe diversity.
- 4.b. Describe the need to treat customers as individuals.
- 4.c. Determine actions for dealing with different types of people.
- 4.d. Communicate effectively with a diverse customer population.
- 4.e. Explore different types of diversity.

## **5. Analyze ways to achieve customer loyalty.**

### **Assessment Strategies**

- 5.1. Written Product

### **Criteria**

*You will know you are successful when*

- 5.1. you explain how to recognize customer loyalty.
- 5.2. you describe strategies to achieve customer loyalty.
- 5.3. you identify barriers to customer loyalty.
- 5.4. you develop a plan to improve customer loyalty.
- 5.5. you describe strategies to maintain customer loyalty.

### **Learning Objectives**

- 5.a. Establish and maintain trust with customers.
- 5.b. Apply characteristics that will enhance customer loyalty.
- 5.c. Identify strategies that establish and maintain positive customer relationships.
- 5.d. Define quality service.
- 5.e. Understand customer loyalty.

## **6. Develop good listening skills.**

### **Assessment Strategies**

- 6.1. Self Assessment
- 6.2. Written Product

### **Criteria**

*You will know you are successful when*

- 6.1. you reflect on the importance of good listening techniques.
- 6.2. you assess your listening skills.
- 6.3. you identify your personal strengths and weaknesses in listening skills.
- 6.4. you outline ways to improve your listening skills.

### **Learning Objectives**

- 6.a. Describe why listening is important.
- 6.b. Define listening process.
- 6.c. List the characteristics of a good listener.
- 6.d. Recognize the causes of listening breakdowns.
- 6.e. Develop strategies to improve your listening ability.
- 6.f. Use information-gathering techniques.

## **7. Explore technology to better service customers.**

### **Assessment Strategies**

- 7.1. Written Product

### **Criteria**

*You will know you are successful when*

- 7.1. you describe the role of technology in customer service.
- 7.2. you develop a plan for using technology.
- 7.3. you apply technology in customer service.
- 7.4. you modify and classify your plan for using technology.

### **Learning Objectives**

- 7.a. Describe effective use of technology in customer service.

- 7.b. Construct a technology plan to enhance service delivery.
- 7.c. Communicate effectively via technology.
- 7.d. Examine quality service through effective telephone techniques.

## **8. Explore a service culture.**

### **Assessment Strategies**

- 8.1. Written Product

### **Criteria**

*You will know you are successful when*

- 8.1. you describe a service culture.
- 8.2. you examine strengths of a service culture.
- 8.3. you apply a service culture in class projects.
- 8.4. you apply strategies for preparing a service culture.

### **Learning Objectives**

- 8.a. Explain the elements of a service culture.
- 8.b. Define a service strategy.
- 8.c. Explore strategies for promoting a positive service culture.
- 8.d. Explore customer-friendly systems.
- 8.e. Identify customer wants.

## **9. Analyze verbal communication skills.**

### **Assessment Strategies**

- 9.1. Written Product

### **Criteria**

*You will know you are successful when*

- 9.1. you examine the needs of customers in an effective verbal communication situation.
- 9.2. you identify your communication style.
- 9.3. you identify personal barriers to communicate.
- 9.4. you establish a plan to accommodate personal barriers.

### **Learning Objectives**

- 9.a. Examine effective verbal communication.
- 9.b. Examine elements of effective verbal communication.
- 9.c. Discover a professional image.
- 9.d. Provide feedback effectively
- 9.e. Examine differences between aggressive and assertive behavior.
- 9.f. Provide assertive communication techniques.

## **10. Explore customer service behaviors.**

### **Assessment Strategies**

- 10.1. Reflection

### **Criteria**

*You will know you are successful when*

- 10.1. you react appropriately to customers behavior.
- 10.2. you identify strategies for working with different behavioral styles.
- 10.3. you list different behavioral styles.
- 10.4. you examine behavioral styles and their roles in customer service.

### **Learning Objectives**

- 10.a. Explore behavior styles.
- 10.b. Explore behavioral styles and their roles in customer service.
- 10.c. Explore strategies for working with behavioral styles.