



Western Technical College

10106106 Quality Customer Service

Course Outcome Summary

Course Information

Description	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.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Customer Service: Skills for Success – with Access. 8th Edition. Copyright 2023. Lucas, Robert W. Publisher: McGraw-Hill Publishing Company. **ISBN-13:** 978-1-265-45934-5. Required.

Learner Supplies

Webcam and headset with microphone. **Vendor:** To be discussed in class. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Develop Resilience
4. Live Responsibly: Foster Accountability

5. Refine Professionalism: Act Ethically
6. Refine Professionalism: Improve Critical Thinking
7. Refine Professionalism: Practice Effective Communication

Program Outcomes

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

Course Competencies

1. Analyze verbal communication skills.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you examine the needs of customers in an effective verbal communication situation.
- 1.2. you identify your communication style.
- 1.3. you identify personal barriers to communicate.
- 1.4. you establish a plan to accommodate personal barriers.

Learning Objectives

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

2. Explore nonverbal communication skills.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you analyze nonverbal skills used between customers and service providers.
- 2.2. you explain the needs of customers in an effective nonverbal communication situation.
- 2.3. you identify nonverbal communication examples.
- 2.4. you describe nonverbal communication strategies.

Learning Objectives

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

3. Develop good listening skills.

Assessment Strategies

- 3.1. Self Assessment
- 3.2. Written Product

Criteria

You will know you are successful when

- 3.1. you reflect on the importance of good listening techniques.
- 3.2. you assess your listening skills.
- 3.3. you identify your personal strengths and weaknesses in listening skills.
- 3.4. you outline ways to improve your listening skills.

Learning Objectives

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

4. Explore a service culture.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you describe a service culture.
- 4.2. you examine strengths of a service culture.
- 4.3. you apply a service culture in class projects.
- 4.4. you apply strategies for preparing a service culture.

Learning Objectives

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

5. Explore customer service behaviors.

Assessment Strategies

- 5.1. Reflection

Criteria

You will know you are successful when

- 5.1. you react appropriately to customers behavior.
- 5.2. you identify strategies for working with different behavioral styles.
- 5.3. you list different behavioral styles.
- 5.4. you examine behavioral styles and their roles in customer service.

Learning Objectives

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

6. Explore customer service.

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you describe good customer service.
- 6.2. you describe bad customer service.
- 6.3. you reflect on customer service experiences in the community.
- 6.4. you apply customer service strategies in class.

Learning Objectives

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

7. Investigate inclusive practices for interacting with diverse customers.

Assessment Strategies

- 7.1. Report

Criteria

You will know you are successful when

- 7.1. you reflect on your awareness of diversity around you.
- 7.2. you define diversity.
- 7.3. you describe how diversity has an impact on customer service.
- 7.4. you identify barriers to working in a diverse society.

Learning Objectives

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

8. Analyze customer service breakdowns and recovery.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you explain service breakdowns.
- 8.2. you describe strategies for preventing dissatisfaction.
- 8.3. you describe strategies for preventing problem solving.
- 8.4. you develop a plan to prevent service breakdown.

Learning Objectives

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

9. Analyze ways to achieve customer loyalty.

Assessment Strategies

- 9.1. Written Product

Criteria

You will know you are successful when

- 9.1. you explain how to recognize customer loyalty.
- 9.2. you describe strategies to achieve customer loyalty.
- 9.3. you identify barriers to customer loyalty.
- 9.4. you develop a plan to improve customer loyalty.
- 9.5. you describe strategies to maintain customer loyalty.

Learning Objectives

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

10. Explore technology to better service customers.

Assessment Strategies

- 10.1. Written Product

Criteria

You will know you are successful when

- 10.1. you describe the role of technology in customer service.
- 10.2. you develop a plan for using technology.
- 10.3. you apply technology in customer service.
- 10.4. you modify and classify your plan for using technology.

Learning Objectives

- 10.a. Describe effective use of technology in customer service.
- 10.b. Construct a technology plan to enhance service delivery.
- 10.c. Communicate effectively via technology.
- 10.d. Examine quality service through effective telephone techniques.