



Western Technical College

10109126 Customer Service Management

Course Outcome Summary

Course Information

Description	Students apply the principles of good customer service management in a variety of hospitality environments. Particular attention will be given to the various roles and responsibilities of hospitality employees as they relate to customer service.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Textbooks

Guest Service in the Hospitality Industry. Copyright 2013. Bagdan, Paul J. Publisher: John Wiley & Sons, Inc. ISBN-13: 978-1-118-07180-9. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Live Responsibly: Develop Resilience
3. Refine Professionalism: Act Ethically
4. Refine Professionalism: Improve Critical Thinking
5. Refine Professionalism: Participate Collaboratively
6. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Course Competencies

1. Determine the central role of customer service in the hospitality industry.

Assessment Strategies

- 1.1. Written Product
- 1.2. Reflection

Criteria

You will know you are successful when

- 1.1. you identify when poor customer service leads to customer breakdown.
- 1.2. you apply strategies to resolve a customer breakdown.
- 1.3. you calculate the cost of losing repeat customers.
- 1.4. you calculate that effect of losing customers on the bottom line.
- 1.5. you anticipate customer breakdowns even if customers don't complain.
- 1.6. you identify the technology tools customers use to promote or demote a business.

Learning Objectives

- 1.a. Identify poor customer service
- 1.b. Relate poor customer service to bottom line
- 1.c. Identify strategies for resolving customer service issues
- 1.d. Recognize reasons why people don't complain
- 1.e. Calculate the cost of losing repeat customers
- 1.f. Describe the impact of technology on customer service today

2. Analyze strategies for exceeding customer expectations.

Assessment Strategies

- 2.1. Written Product
- 2.2. Reflection

Criteria

You will know you are successful when

- 2.1. you connect appropriate service type to the customers' expectations.
- 2.2. you summarize common forms of service ratings.
- 2.3. you describe the value of maintaining the characteristics of your brand.

Learning Objectives

- 2.a. Categorize service types.
- 2.b. Explore formal customer service ratings.
- 2.c. Define principles of brand management.
- 2.d. Categorize customer expectations.

3. Diagnose customer service related problem.

Assessment Strategies

- 3.1. Written Product
- 3.2. Reflection

Criteria

You will know you are successful when

- 3.1. you apply emotional intelligence theories to identify the customer service issue.
- 3.2. you differentiate between a customer's needs and a customer's wants.
- 3.3. you apply a customer service problem solving model to the situation.
- 3.4. you solve a service related problem even when the customer is not right.

Learning Objectives

- 3.a. Understand the difference between what a customer wants and what a customer needs.
- 3.b. Apply emotional intelligence to diagnose customer service issues.
- 3.c. Explore other customer service problem solving models.
- 3.d. Explore situations when the customer is not always right.

4. Investigate staffing strategies for building teams.

Assessment Strategies

- 4.1. Written Product

4.2. Reflection

Criteria

You will know you are successful when

- 4.1. you identify the characteristics needed to fill each role on a team.
- 4.2. you identify the team type based on needs.
- 4.3. you describe the four stages of team development.
- 4.4. you take the appropriate course of action based on what stage the team is in.
- 4.5. you recognize the pros and cons of working on a team and avoid misusing them.
- 4.6. you apply a constructive confrontation model in a real situation.

Learning Objectives

- 4.a. Explore the different roles members play on a team.
- 4.b. Define the different types of teams.
- 4.c. Understand the stages of team development.
- 4.d. Explore the pros and cons of working in a team.
- 4.e. Explore constructive confrontation.

5. Analyze customer service data.

Assessment Strategies

- 5.1. Written Product
- 5.2. Reflection

Criteria

You will know you are successful when

- 5.1. you describe the purpose of collecting marketing data.
- 5.2. you describe how you will use the data to make business decisions.
- 5.3. you apply the most appropriate tool and/or technique to collect data for a project.
- 5.4. you identify businesses that have won awards/certifications and/or are benchmarked in the HM industry.

Learning Objectives

- 5.a. Understand the importance of researching your market.
- 5.b. Understand how the research data plays a role in the planning process.
- 5.c. Identify different research tools and techniques.
- 5.d. Identify the different awards, certifications, and industry benchmarks.

6. Examine strategic planning to achieve customer service goals.

Assessment Strategies

- 6.1. Written Product
- 6.2. Reflection

Criteria

You will know you are successful when

- 6.1. you develop a project proposal (strategic plan) to achieve goals of a local business partner.
- 6.2. you include the components of a strategic plan in proposal.
- 6.3. you apply SWOT analysis with local business partner.
- 6.4. you present the plan of action that outlines the customer service strategy to the local business partner.

Learning Objectives

- 6.a. Explain the importance of developing a strategic plan to achieve business goals.
- 6.b. Examine components of a strategic plan.
- 6.c. Understand a SWOT analysis and why it is used.
- 6.d. Develop a plan of action for a customer service strategy.

7. Analyze various marketing tools to achieve customer service goals.

Assessment Strategies

- 7.1. Written Objective Test
- 7.2. Reflection

Criteria

You will know you are successful when

- 7.1. you describe the concept and purpose of market segmentation.
- 7.2. you provide an example of a Level I, II, or III customer type by market segment.
- 7.3. you describe (or provide an example) of how social media impacts business marketing.
- 7.4. you explain how different sectors in HM might use different social media outlets.

Learning Objectives

- 7.a. Understand the concept of market segmentation.
- 7.b. Expect customer expectations to vary by market segment (for example: a Level I, II, or III customer type).
- 7.c. Analyze the impact social media has had on marketing.
- 7.d. Compare the types of social media tools used by various sectors.