PS 1403

INTRO TO CLIENT CARE

INSTRUCTOR:

OFFICE PHONE:

CLASS TIME:

TEXTBOOK: Customer Service – “Skills For Success” (Connect, Learn, Succeed) by Robert W. Lucas

Course Outcomes: Developing customer satisfaction by “front line” people and gaining customer loyalty is the focus of this course. The student will gain an understanding of the skills, attitudes and thinking patterns needed to win customer satisfaction and loyalty. Specifically the course will cover the following objectives:

1. Identify and evaluate good and bad customer service experiences
2. Distinguish between satisfied and dissatisfied customers
3. Explore techniques to handle dissatisfied customer
4. Explain the importance of eye contact, body language, voice inflection and the handshake
5. Identify the specific five positive steps in the customer service process.
6. Describe the benefits of using a “secret shopper.”
7. Learn the skills for using the telephone, e-mail and online social media to convey good customer service techniques

Evaluation: Participants will be graded on attendance, class participation, projects, a mystery shop, a midterm and final exam. 5% per day deduction for late assignments

Grading: Grade Scale: 80 – 87% B-

Midterm exam 100 93 – 100% A 78 – 79% C+

Final Exam 100 90 – 92% A- 73 – 77% C

Mystery Shop 100 88 – 89% B+ 70 – 72% C-

Projects (5 @ 50 pts) 250 83 – 87% B 70 – below ?

Total 550

Projects: Throughout the semester you will submit 5 projects, 50 points each.

1. Complaint Handling:

Handling a dissatisfied customer case scenario – Following lecture/discussion, the student will role play and be graded using a written evaluation form created by instructor.

1. First Impressions:

Groups of four people will create a positive and negative first impressions video which will be explained and presented to the class.

1. The five step customer service process:

Using the five positive steps in the customer service process, students will create through a role play of positive customer service experience from one of the supplied role plays provided by the instructor and present in the class.

1. Social Media:

The student will assume the position of an online customer service representative responding to a customer email or chat room discussion as provided by instructor.

1. Telephone Skills:

You are a new business owner (scenario provide by instructor). You are to create a written policy for the use of the telephone as you address telephone inquiries and include basic telephone etiquette all for employee training.

"Any student requiring accommodations or services due to a disability must contact Services for Students with Disabilities (SSD) in Room 181 of the Student Services Center (or Room 221 at the Davis Campus). SSD can also arrange to provide course materials (including this syllabus) in alternative formats upon request."

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CALENDAR

Week Discussion Assignment Due

One Introduction – What is

Good Customer Service?

Two Satisfied and Dissatisfied Customers

Three Complaint Handling Project #1

Four Angry Customers

Five First Impressions Project #2

Six First Impressions

Seven Identify Customer Service Process Midterm Exam

Eight 1) Opening (Grading)

2) Discovery (Hearing & Listening)

Nine 3) Resolution (Summarizing/clarify, etc…) Project #3

Ten 4) Ownership (Employee Empowerment)

Eleven 5) Always (Happy, positive, represent company)

Twelve Social Media Project #4

Thirteen Telephone Project #5

Fourteen Mystery Shops Mystery Shop

Finals Week Final Exam