JEFFERSON COLLEGE
COURSE SYLLABUS

BIT128
CUSTOMER SERVICE

2 Credit Hours

Prepared by:
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BIT128 Customer Service

I. CATALOGUE DESCRIPTION

A. Pre-requisite and/or Co-requisite: None

B. 2 Credit Hours

C. Course will teach skills necessary to satisfy the customer-relative to a product or service. Student will understand the expectation of a quality product, reliable service, and reasonable prices. This foundation is essential for customer-centric businesses. (F,S)

II. EXPECTED LEARNING OUTCOMES/CORRESPONDING ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Understand customer-centric service regarding diverse populations and customer loyalty</th>
<th>In-Class Projects</th>
<th>Homework</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand customer relations regarding problems and complaints</td>
<td>In-Class Projects</td>
<td>Homework</td>
<td>Exam</td>
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<tr>
<td>Understand communication essentials-verbal, non-verbal, listening, and appearance</td>
<td>In-Class Projects</td>
<td>Homework</td>
<td>Exam</td>
</tr>
<tr>
<td>Understand the role of the globalization of customer service</td>
<td>In-Class Projects</td>
<td>Homework</td>
<td>Exam</td>
</tr>
<tr>
<td>Understand the standards and expectations of superior customer services</td>
<td>In-Class Projects</td>
<td>Homework</td>
<td>Exam</td>
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III. OUTLINE OF TOPICS

A. Part I: Introduction to Customer-Centric Service
   1. Defining customer service
   2. Understanding the evolving role of customer service
   3. Describing the role of customer service representatives

B. Service a Diverse Population of Customers
   1. Ethnics and cultural diversity
   2. Customer personalities
   3. Generational differences
   4. The disabled customer

C. Customer Action Behavior, Customer Loyalty, and Exceptional Service
   1. Understanding customer behavior
   2. Earning customer loyalty
   3. Offering exceptional customer service
   4. Measuring customer satisfaction

D. Part 2: Attitude, Angry Customers, and Relationship Building
   1. A customer-oriented service attitude
   2. Customer rage
   3. Building a teamwork
   4. Solving customer problems
   5. Resolving customer complaints
   6. Dealing with unruly customers

E. Recovering From and Winning Back the Angry Customer
   1. Understanding why customers leave
   2. Getting feedback from customers
   3. Recovering from the angry customer
   4. Creating an effective win-back plan

F. Part 3: Communication Essentials
   1. The basics of communication and communication styles
   2. Communicating with customers in person
   3. Fundamentals of business writing
G. Customer-Focused Listening Skills
   1. Three levels of listening
   2. Active & effective listening
   3. Roadblocks to communicating and listening
   4. Effective communications with non-native speakers

H. Nonverbal Communication, Dress, and Manners
   1. Customer-Friendly Body Language
   2. Dressing to Make a Good Impression
   3. Practicing Business Etiquette and Manners

I. Effective Telephone Communication
   1. Answering the telephone
   2. Handling irate callers
   3. Using voice response units
   4. Evaluating your voice qualities and delivery
   5. Understanding telemarketing activities

J. Part 4: The Impact of Globalization on Customer Service
   1. Globalization and outsourcing of e-commerce
   2. Providing customer service on the internet
   3. Recognizing online customer service issues

K. Managing, Training, and Rewarding Superior Customer Service
   1. Setting standards in customer service
   2. Understanding the evolving CSR position
   3. Retaining CSRs and other loyalty issues
   4. Managing a customer service department

IV. METHOD(S) OF INSTRUCTION
   A. Lectures
   B. Discussions
   C. Presentations

V. REQUIRED TEXTBOOK(S)

VI. REQUIRED MATERIALS
Pen, Paper, Folder

VII. SUPPLEMENTAL REFERENCES
None

VIII. METHOD OF EVALUATION
A. Homework & Quizzes 35%
B. Tests/Exams 60%
C. Attendance 5%

IX. ADA AA STATEMENT
Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT
All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, http://www.jeffco.edu).

XI. ATTENDANCE STATEMENT
Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses 15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.
XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.