

**Proposed Customer Service Curriculum for the Associate Degree core programme
by Dr. Ben Henry**

Re: Customer Service Curriculum for the Associate Degree Core

Dear Committee Members:

Please find a copy of the Quality Customer Care course which I am sending to Iva and Bernice for their perusal.

A book written by me should be completed by the end of July and will cover the topics outlined in the course. I will present this book to you all for consideration as the required text for the Customer Service course.

Warmest regards.

Ben Henry

QUALITY CUSTOMER CARE

Prerequisites: None Credits 3

Overview

This introductory course is designed to sensitize students to the crucial role quality customer service plays in the success of organizations. The importance of delivering quality customer service consistently will be emphasized. Strategies and techniques designed to maintain and exceed customer expectations and thereby enhance customer value and build customer loyalty will be examined. The role of the service provider and the importance of attitude and professionalism will be fully explored.

Learning Outcomes

On successful completion of this course, students will be able to:

1. Identify the principles of quality customer service
2. Know the customer by identifying his/her needs, wants and desires.
3. Understand how attitudes and habits affect service
4. Master the art of dealing with difficult customers
5. Understand what adds value to the customer's experience
6. Master the art of listening to the customer.
7. Understand the importance of projecting a professional image
8. Recognize the importance of projecting professionalism on the telephone
9. Understand the importance of building winning relationships at work through teamwork
10. Understand the importance of building customer loyalty
11. Familiarize themselves with examples of best practices in customer service in the region.

Topics

1.0 Principles of Quality Customer Care

Objectives

Upon completion of the topic the student will be able to:

- 1:1 Distinguish between traditional customer service and quality customer service
- 1:2 Understand why customer service counts
- 1:3 Identify the six key to quality customer service
- 1:4 Understand the meaning of the word "Perception"
- 1:5 Identify the major components of good service

2:0 Knowing the Customer Objectives

Objectives

Upon completion of the topic the student will be able to:

- 2:1 Identify what distinguishes a good service company from a mediocre one.
- 2:2 Distinguish between internal and external customers
- 2:3 Identify the eight fundamental needs of customers
- 2:4 Identify five major factors customers use to "RATE" service quality
- 2:5 Identify the eight components of the customer's "Bill of Rights"

3:0 Attitudes and Habits and their effects on Service

Objectives

Upon completion of the topic the student will be able to:

- 3:1 Define the word "attitude"
- 3:2 Define the word "habit"
- 3:3 Distinguish between positive and negative attitudes
- 3:4 Identify the behaviour patterns associated with a positive disposition
- 3:5 Identify the behaviour patterns associated with a negative disposition
- 3:6 Identify the advantages of a good attitude to: (a) the service provider (b) the customer (c) the organization
- 3:7 Understand the importance of the sentence "stroking the customer is good for business".
- 3:8 Identify the messages a service provider transmits to customers in face-to-face encounters and over-the-phone interactions.
- 3:9 Identify negative verbal and non-verbal strokes
- 3:10 Identify positive verbal and non-verbal strokes
- 3:11 Identify the six major reasons why some customers do not go back to do business with an organization

4.0 Dealing with Difficult Customers

Objectives

Upon completion of the topic the student will be able to:

- 4:1 Identify the four major reasons why customers get upset
- 4:2 Identify the four types of difficult customers
- 4:3 Familiarize him/herself with the hierarchy of important outcomes from the service encounter.
- 4:4 Familiarise him/herself with the conceptual framework of service recovery and fall- out.
- 4:5 Identify strategies to address customer dissatisfaction
- 4:6 Know how to successfully handle customer complaints by using the Seven-Step Customer Complaints Resolution Model

5:0 Customer Value

Objectives

Upon completion of the topic the student will be able to:

- 5:1 Define the term "customer value"
- 5:2 Identify the factors that will enhance customer value
- 5:3 Identify the strategies that a company can employ in order to deliver extraordinary customer responsiveness
- 5:4 Identify the eight ways service providers can deliver prompt service.
- 5:5 Identify the eight "Hows" of delivering quality service
- 5:6 Identify the ten components of "The House of Service Quality"
- 5:7 Identify the six strategies service providers can use to re-programme themselves for effective customer relations.
- 5:8 Identify the eight principles of hospitality

6:0 Mastering the Art of Listening

Objectives

Upon completion of the topic the student will be able to:

- 6:1 Distinguish between "listening" and "hearing"
- 6:2 Understand why listening to customers is crucial to the deliver of quality customer service
- 6:3 Identify the things that good listeners do. 6:4 Identify the five steps to active listening
- 6:5 Identify the strategies for effective listening

7:0 Projecting a Professional Image

Objectives

Upon completion of the topic the student will be able to:

- 7:1 Define the word "professionalism"
- 7:2 Define the word "professional"
- 7:3 Understand the meaning behind the word P.R.O.F.E.S.S.I.O.N.A.L.
- 7:4 Practice on a daily basis the "Professional Code of Conduct For Service Providers"
- 7:5 Understand the eight guidelines to developing professionalism at the workplace.
- 7:6 Familiarize himself/herself with Moeller's Twelve Golden Rules to improve his/her actual performance and enhance his/her professionalism.

8:0 Projecting Professionalism on the Phone

Objectives

Upon completion of the topic the student will be able to:

- 8:1 Understand the importance of projecting professionalism on the phone
- 8:2 Understand the importance of positive, service-oriented telephone dialogue
- 8:3 Effectively use the recognized skills and ideas when interacting with the customers on the phone.
- 8:4 Know the basic telephone standards for delivering quality customer service
- 8:5 Know the thirty action steps for telephone courtesy.

9:0 Teamwork

Objectives

Upon completion of the topic the student will be able to:

- 9:1 Define the word "teamwork"
- 9:2 Understand the role of teamwork in building relations
- 9:3 Identify the advantages of teamwork
- 9:4 Identify the disadvantages of poor teamwork
- 9:5 Identify the six components of great teamwork

10:0 Building Customer Loyalty

Objectives

Upon completion of the topic the student will be able to:

- 10:1 Identify the four types of customers
- 10:2 Define the term "customer loyalty"
- 10:3 Understand the importance of listening to the customer
- 10:4 Understand why the Ritz Carlton Hotel Company is viewed as one of the world's great listening

organizations

10:5 Distinguish between the terms “underpromise and overdeliver” versus “overpromise and overdeliver”

10:6 Understand the importance of systems (and not just smiles) in delivering quality customer service.

10:7 Understand the impact of “total quality focus” on customer loyalty.

10:8 Understand how proactive approaches to customer contact impact customer loyalty.

10:9 Understand how service guarantees impact customer loyalty

11:0 Best practices in Customer Service Examples from the Caribbean

Objectives

Upon completion of the topic the student will be able to:

11:1 Define the term ‘best practice”

11:2 Understand the limitations of the definition

11:3 Become familiar with twenty best practices in customer service throughout the region.

11:4 Understand the advantages and limitations of benchmarking best practices

Instructional Methods

The programme is to be delivered through lecture, case studies, guest lectures from the industry. Formats which should be utilized are panel discussions and individual presentations. These methodologies should be followed by question and answer periods.

Method of Evaluation

Classwork Exercises 20%

Homework Assignments 40%

Final Examination 60% (Multiple Choice Format)

Required Text

Quality Customer Care for the Caribbean – Ben Henry

Supplemental Texts

(1) Carl Sewell and Paul B. Brown, Customers For Life (New York: Doubleday Currency, 1990

(2) J. Griffin, Customer Loyalty: How to Earn It, How to Keep it. Jossey-Bass, San Francisco, CA, 1995

(3) B.A. Gutek, *The Dynamics of Service. Reflections on the Changing Nature of Customer/Provider Interactions*, Jossey-Bass Publishers, San Francisco, CA, 1995

(4) William Martin, *Quality Customer Service* Crisp Publications, Menlo Park, CA, 1990

(5) Lloyd Finch, *Telephone Courtesy and Customer Service*, Crisp Publications, Menlo Park, CA, 1990

Resources

- Ø Journal of Retailing
- Ø Journal of Marketing
- Ø Journal of Marketing Research
- Ø Journal of the Academy of Marketing Science
- Ø Journal of Consumer Marketing
- Ø Service Industries Journal
- Ø International Journal of Service Industry Management
- Ø Journal of Professional Services Marketing
- Ø Cornell Hotel and Restaurant Administration Quarterly
- Ø International Journal of Contemporary Hospitality Management
- Ø Irish Marketing Review
- Ø Harvard Business Review
- Ø Journal of Managerial Issues
- Ø Journal of Customer Service

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text.

(public, 0 posts)