

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-17-26

I. CATALOG DESCRIPTION

Course Number: BSAD1070
Course Title: Customer Service
Prerequisite(s): None

Catalog Description: Students will learn the skills necessary to build and maintain good relationships with internal and external customers and the role the customer service team plays in developing, evaluating, and improving customer service systems. The course will cover basic customer service principles of assessing customer expectations and satisfaction and providing quality service. Problem-solving, challenges of customer service, communication, and customer retention will be covered.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Define customer service.
- B. Describe customer service for internal and external customers.
- C. Explain the difference between customer satisfaction and customer loyalty.
- D. Explain the concept of the customer service experience.
- E. Understand the correlation between workplace satisfaction and customer service experiences.
- F. Emphasize the value of effective verbal and nonverbal communication styles.
- G. Discuss the importance and effectiveness of successful listening skills.
- H. Review best practices for telephone communication.
- I. Outline best practices for outbound and inbound electronic communication including automated response systems, e-mail, company websites and facsimile correspondence.
- J. Describe various problem solving techniques including use of brainstorming, mind mapping and consensus decision making.
- K. Discuss the conflict resolution process.
- L. Explain how to deliver exceptional customer service to a diverse audience.
- M. Examine the customer retention and recovery process.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Describe key characteristics of exceptional customer service.
 - 2. Discuss the significance of servicing both internal and external customers for an organization.
 - 3. Articulate how to get customers beyond mere satisfaction and develop customer loyalty.
 - 4. Distinguish internal and external environmental factors that create a positive customer experience.
 - 5. Identify and model workplace attributes that influence customer relations.
 - 6. Demonstrate professional application of verbal and nonverbal communication in various situations.
 - 7. Exhibit the different types of successful listening skills.
 - 8. Model effective telephone communication skills.

9. Identify proper and improper use of electronic communication
 10. Demonstrate problem solving skills.
 11. Illustrate proper use of conflict resolution strategies.
 12. Apply specialized techniques to service diverse internal and external customers.
 13. Utilize effective customer retention and recovery strategies.
- B. General Education Learning Outcomes (GELOs)**
1. GELO 6: Career and Life Skills
 - Outcome 1: Employ effective interpersonal and intrapersonal communication skills.
 - Outcome 6: Develop skills that will support positive and fulfilling relationships with others.
 - Outcome 7: Demonstrate choices that reflect personal responsibility in one's academic, civic, social, and vocational/professional life.

IV. CONTENT/TOPICAL OUTLINE

- A. Fundamentals of Customer Service
- B. Customer Service Strategy and Systems
- C. External and Internal Customers
- D. Customer Loyalty and Retention
- E. Exceptional Performance
- F. Nonverbal Communication
- G. Verbal Communication
- H. Listening
- I. Effective Telephone, Greeting, Conversational and Wireless Communication
- J. Technology, E-mail, Website Communication
- K. Problem Solving and Creative Thinking
- L. Exceptional Customer Service in Challenging Situations
- M. Customer Problem Resolution and Recovery

V. INSTRUCTIONAL MATERIALS

- A. Required Text:
 1. Lucas, Robert W., *Customer Service: Skills for Success*, Current Edition. Dubuque, IA: McGraw Hill Education, Current Edition.
 2. Fleming, N. and Veltman, S. *Dealing with Difficult Customers: How to Turn Demanding, Dissatisfied, and Disagreeable Clients Into Your Best Customers*. Career Press, Wayne, New Jersey, Current Edition.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities

VII. METHODS OF EVALUATION

- A. Course grades at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C. SCC STANDARD GRADING SCALE POLICY:

A+ 95-100	C+ 75-79
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A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

A. None