

# North Central

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## Michigan College

NCMC CURRICULUM/COURSE OUTLINE FOR YEARS: 2001-2003

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DIVISION/AREA: Business And Technology

DEPARTMENT: Occupational Studies

DIVISION DIRECTOR: Mark Gaylord, Ph.D.

ORIGINATOR: Michelle Witthoef

DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

TOTAL HOURS OF INSTRUCTION:      Lecture: 1 Lab:      Total Contact Hours: 1

COURSE NUMBER: OAS 101

CREDIT HOURS: 1

COURSE TITLE: CUSTOMER SERVICE

TRANSFERABLE: YES:      NO:      TO:

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None.

CATALOG DESCRIPTION: This course is designed to provide training in customer service skills required of employees in the business or office setting. Through the use of group discussion, activities and personal skills practice, students learn to communicate effectively with their customers in a variety of situations. Emphasis is placed on creating positive, memorable experiences for all customers. Participants learn skills in how to determine and respond appropriately to customer needs, recognize opportunities to exceed customer expectations, avoid creating negative customer interactions, and manage customer transactions towards positive, efficient conclusions.

#### GENERAL EDUCATION OUTCOMES OR OCCUPATIONAL PROGRAM OUTCOMES

Refer to College catalog or specific occupational program outcomes and describe how this course meets those outcomes. This course provides students with the knowledge base to competently practice customer service skills identified by prospective employers as being integral to creating customer satisfaction and loyalty.

COURSE OBJECTIVES & OUTCOMES: Upon successful completion of the course, students will be able to:

1. Select the right individual for serving the customer.
2. Demonstrate the ability to identify internal and external customers and their needs.
3. Identify techniques for serving the customer.
4. Listen and communicate effectively.
5. Demonstrate ability to defuse and effectively manage difficult customers.

METHODS OF INSTRUCTION: Lecture, discussion, classroom exercises.

**COURSE TITLE AND NUMBER: CUSTOMER SERVICE OAS 101**

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**METHODS OF EVALUATION:**

1. Grade will be based on the cumulative points earned.
2. Points earned based on the following four separate criteria: Attendance, class participation, completion of assignments, term project.

|                     |  |                   |
|---------------------|--|-------------------|
| Attendance          | 5 points for each class session attended   | 40 points         |
| Class Participation | Role-play, group discussion  | 15 points         |
| Class Assignments   | 5 points earned for the satisfactory completion of three assignments to be distributed throughout the semester.  | 15 points         |
| Term Project        | Case study to be presented by small group week seven of the semester. Class time will be provided to work on project. Students must participate/be present to receive credit unless other arrangements have been made with the instructor. | 30 points         |
|                     | <b>TOTAL:</b>  | <b>100 points</b> |

**REQUIRED TEXTS: (Representative List) Delivering Knock Your Socks Off Service; Anderson, Kristin and Ron Zemke; AMACOM, 1991.**

Optional supplementary Materials:

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Learning Support Services (LSS) at (231) 348-6682 to arrange services for this course.

**TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION (Two hours/week, 8 weeks):**

| <b>Week</b> | <b>Topics</b>   |
|-------------|---|
| 1           | What is Customer Service?<br>The State of Customer Service Today<br>You are the Company |
| 2           | What is a Customer?<br>Customer Retention   |
| 3           | Service Culture<br>Mission Statements<br>Red vs. Blue Rules                             |
| 4           | Communication<br>Effective Listening  |
| 5           | Problem Solving   |
| 6           | Handling Difficult Customers<br>Managing Stressful Situations                           |
| 7           | Group Presentations<br>Service Recovery   |
| 8           | Team Service<br>Technology<br>Reward, Recognize and Celebrate Service                   |

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON 4-19-00