

COURSE OUTLINE**Business Administration 204  
Customer Service Skills****I. Catalog Statement**

Business Administration 204 offers instruction and hands-on practice of customer service skills for selected workplace environments in a culturally diverse, e-commerce, globally competitive business climate. The course will teach students to effectively accommodate guests, clients, customers, patrons, patients, and other types of clientele in various types of businesses. Activities and examples will be used from business areas such as medical offices, public and government entities, restaurants, grocery establishments, and a variety of other retail businesses, and may be taught on campus or on site of such businesses (see ticket notes in schedule for the focus and location for any listed ticket number).

Units – 1.0

Lecture hours – 1.0

Prerequisite: None.

**II. Course Entry Expectations**

Skills Level Ranges: Reading 4; Writing 4; Listening/Speaking 4; Math 1.

**III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. explain basic competency skills essential for effective customer service;
2. define service excellence;
3. use decision-making and problem-solving methods in dealing with clientele;
4. demonstrate quality customer service in action.

**IV. Course Content**

**Total Contact Hours = 16**

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|---|----------------|
| <p>A. Overview of Customer Service</p> <ol style="list-style-type: none"> <li>1. Definition</li> <li>2. Consumer behavior shifts</li> <li>3. Changes in the diversity of customers</li> <li>4. Quality customer service</li> </ol>  | <p>3 hours</p> |
| <p>B. Customer Service Skills</p> <ol style="list-style-type: none"> <li>1. Verbal communication</li> <li>2. Customer-focused listening</li> <li>3. Non-verbal communication, dress, and manners</li> <li>4. Effective telephone communication (when necessary)</li> <li>5. Fundamentals of customer-focused business writing</li> <li>6. Assertive vs. aggressive customer service</li> <li>7. Role of teamwork in quality customer service</li> </ol> | <p>5 hours</p> |

C. Business Relationships with Clientele

8 hours

1. Behavioral styles of customers and potential customers
2. Communication with each style
3. Attracting customers
4. Preventative measures to avoid customer dissatisfaction
5. Developing and maintaining customer loyalty
6. Working with internal customers/coworkers
7. Winning back dissatisfied customers
8. Training and motivation for customer-centered behavior
9. Training for quality customer service

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lecture/discussion;
2. group assignments;
3. field trips;
4. guest speakers;
5. multimedia activities;
6. online.

VI. **Assignments and Methods of Evaluation**

1. Oral and written assignments (e.g. case studies and role-playing of customer service-related issues such as Costco's customer relationship strategies, restaurant survival strategies, E-service, Hilton's and Marriott's strategies for guest satisfaction).
2. Midterm examinations.
3. Final examination.

VII. **Textbook**

None: Handouts and Web links will be utilized.

VIII. **Student Learning Outcomes**

Upon successful completion, the student will be able to:

1. explain basic competency skills essential for effective customer service;
2. define service excellence;
3. use decision-making and problem-solving methods in dealing with clientele;
4. demonstrate quality customer service in action.