

COURSE OUTLINE**Business Administration 203  
Customer Service and Relations****I. Catalog Statement**

Business Administration 203 focuses on strategies for developing a first-class customer service environment in a culturally diverse, e-commerce, globally competitive business climate. The course covers topics that promote a customer-focused organization and will teach students to handle problems and complaints, promote teamwork, “win back” customers, personalize service, and create loyalty and retention of clientele of various types (e.g. patients, patrons, students, customers, and so on). Understanding and influencing customer behavior through customer relationship management strategies will be emphasized.

Units – 3.0

Lecture hours – 3.0

Prerequisite: None.

**II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; 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. utilize customer service as a process, not a position;
5. demonstrate quality customer service in action.

**IV. Course Content****Total Contact Hours = 48**

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|--|-----------------|
| <p>A. Overview of Customer Service</p> <ol style="list-style-type: none"> <li>1. Definition</li> <li>2. Growth of the service sector</li> <li>3. Societal factors affecting customer service</li> <li>4. Consumer behavior shifts</li> <li>5. Changes in the diversity of customers</li> <li>6. Ethical framework for decision making</li> <li>7. Management and quality customer service</li> </ol> | <p>14 hours</p> |
| <p>B. Skills for Success</p> <ol style="list-style-type: none"> <li>1. Verbal communication skills</li> <li>2. Customer-focused listening skills</li> <li>3. Non-verbal communication, dress, and manners</li> </ol>   | <p>13 hours</p> |

4. Effective telephone communication
5. Fundamentals of customer-focused business writing
6. Two-way communication and providing feedback
7. Assertive vs. aggressive customer service
8. Role of teamwork in quality customer service

C. Building and Maintaining Relationships 13 hours

1. Behavioral styles of customers and potential customers
2. Communication with each style
3. Service breakdowns and recovery
4. Preventative measures to avoid customer dissatisfaction before problems occur
5. Developing and maintaining customer loyalty
6. Working with internal customers/coworkers
7. Winning back dissatisfied—even angry—customers
8. Motivating factors; rewards for customer service performance

D. Defining a Service Culture 8 hours

1. Customer-friendly systems
2. Customer service technologies
3. Customer relationship management
4. Training for quality customer service
5. Exceeding expectations
6. Emerging trends – one-to-one personalization

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, Hilton Hotel's survival strategies, Google in the world of E-service, Nordstrom's and Disney's guest approach).
2. Midterm examinations.
3. Final examination.

VII. **Textbook**

Odgers, P., The World of Customer Service, 3<sup>rd</sup> ed.  
Mason, OH: Southwestern Cengage Learning, 2012.  
11<sup>th</sup> Grade Textbook Reading Level. ISBN: 0-840-06424-1.

**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. utilize customer service as a process, not a position;
5. demonstrate quality customer service in action.