

**Brief Course Description**

*The student learns how to provide exceptional customer service for any organization. The student will gain concepts on customer service across a range of channels including face-to-face, over the phone, and online applications and how to handle a range of customer behaviours. Students can apply these practical and concepts to help differentiate any organization.*

**Course Prerequisites**

N/A.

**Learning Objectives**

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe what is exceptional service.*
- *Recall and describe how to best handle complaints.*
- *Recall and describe how to use technology to deliver exceptional service..*
- *Recall and describe how to create a customer service brand.*
- *Demonstrate exceptional customer service in a person-to-person sales relationship*
- *Demonstrate exceptional customer service approach over the telephone.*
- *Demonstrate expectation customer service approach using various online communications.*
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- *Demonstrate business writing and presentation skills.*

**Required course materials**

*Textbook: Customer Service: Career Success Through Customer Loyalty, 6/E  
- Timm  
ISBN – 10: 0133056252  
ISBN -13: 9780133056259  
Pearson*

*Chapter 1 – Know Why Service Matters*

*Chapter 2 – Use Behaviours that Engage Your Customers*

*Chapter 3 – Listen to Your Customer (A Big “Little Thing”)*

*Chapter 4 – Use the Telephone Correctly for Good Service*

*Chapter 5 – Use Friendly Web Sites and Electronic Communication*

*Chapter 6 – Recognize and Deal with Customer Turnoffs*

*Chapter 8 – Get Customer Feedback*

*Chapter 10 – Exceed Expectations with Value*

*Chapter 11 – Exceeding Customers Expectation with Information*

*Chapter 12 – Exceed Customer Expectation with Convenience and Timing*

*Equipment:* Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

- Course Duration**
- *Length of course 80 hours (22.5 x 4 weeks)*
- Homework Hours**
- *Students can expect 40-50 hours of self study*
- Delivery Methods**
- In-class instruction*
- Teaching Methods**
- *Classroom Instructor Lead: 40 hours*
  - *Demonstration: 10 hours*
  - *Supervised Group Work/Project Work: 20 hours*
  - *Student Presentations: 10 hours*
  - *Self study (homework): 40-50 hours*
- Method(s) of Student Evaluation\***
- *Assignments 4 x 5% = 20%*
  - *Midterm Exam 1 x 15% = 15%*
  - *Final Exam 1 x 30% = 30%*
  - *Presentation and Written assignment 1 x 25% = 25%*
  - *Participation 1 x 10%*
  - *Total: 100%*
- Completion Requirements**
- *Student must achieve a final mark of 70% for student evaluation*
  - *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Introduction to Customer Service, Understanding Customer Behaviours
2	Listening to Your Customers, Telephony Service, Web Service
3	Online Communication, Customer Challenges, Feedback
4	Developing Valued based Customer Service Strategies, Student Presentation