

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**COURSE OUTLINE**COURSE NAME CUSTOMER RELATIONS 2COURSE NUMBER MKTG 1212 DATE SEPTEMBER 1998Prepared by Valerie Jenkinson Taught to Part Time StudiesSchool Business Date Prepared APRIL 1998Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36**PREREQUISITES** NONE

**PLEASE NOTE:** Because of STAT holidays, classes will be held over 10 weeks. There will be an additional assignment to cover one week and each class will start 15 minutes early to cover the needed time.

**COURSE OBJECTIVES**

Upon completion of this course, the student will be able to:

- recognize who is the customer and the importance of servicing that customer.
- know "what are moments of truth"
- define superior service.
- have a blueprint for customer satisfaction measurement
- set standards and measure performance in customer service.
- appreciate the importance of selecting, training, and empowering employees to work on behalf of the customer.
- recognize and reward accomplishments in the area of customer service.
- understand the cost of non-compliance to quality service

---

---

## **REQUIRED TEXT(S) AND MATERIALS**

Service Edge: 101 Companies that Profit from Customer Care.

by Zemke, R. & Schaaf, D. (1989)

Publ: Penguin: New York.

---

---

## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

The Service Advantage: How to Identify and Fulfil Customer Needs.

by Albrecht, K. (1990)

Publ: Irwin: Homewood

The Customer is King!

by Haris, R. (1991)

Publ: ASQC Quality Press: Milwaukee

Empowered People Satisfy Customers: Strategies for Leaders.

by Johnston, G. & Farquhar, C. (1992)

Publ: The Conference Board of Canada: Toronto

The Manager's Guide to Service Excellence: The Fine Art of Customer Service.

by Petite, A. (1989)

Publ: Summerhill: Toronto

Service America: Doing Business in the New Economy.

by Zemke, R./Albrecht, K. (1985)

Publ: Irwin: Homewood

---

---

## **COURSE SUMMARY**

An introductory course designed to provide an overview of what company's must initiate to build a customer focused organization. The course will cover such things as corporate image, customer interaction, customer definition, service definition, service definition and industry, trends, why customers leave and how to measure customer satisfaction.

**COURSE OUTLINE - MKTG 1212**  
(continued)

WEEK	MATERIAL COVERED	ASSIGNMENTS	READING
04/20	<ul style="list-style-type: none"> <li>• Introduction to instructor, students, and course</li> <li>• Grade review and course expectations</li> <li>• Assignment review</li> <li>• Purchase text</li> <li>• Introductory Lecture</li> </ul>		to Pg. 13
04/27	<ul style="list-style-type: none"> <li>• The Customer Service Dilemma</li> <li>• Identifying the customer</li> </ul> Video: "An Inside Job"	Walt Disney MacDonalds Four Seasons American Airlines	to Pg. 29
05/04	<ul style="list-style-type: none"> <li>• Creating Distinctive Service</li> </ul> Video: "Building A Customer Focused Organization"	P & G Avon Cineplex Hyatt	to Pg. 37
05/11	<ul style="list-style-type: none"> <li>• Listen, Understand and Respond to Customers</li> <li>• Define Superior Service &amp; Establish &amp; Service Strategy</li> </ul> Video: "Tom Peters Experience, Part I"	General Electric Wendy's Xerox Fedex	to Pg. 47
05/18	<b>VICTORIA DAY - NO CLASS</b> Additional Assignment		
05/25	MID-TERM		
06/01	<ul style="list-style-type: none"> <li>• Set Standards and Measure Performance</li> <li>• Field Trip - NOVA</li> </ul>	Lenscrafters U.S.A. Today Clipping Files Due	to Pg. 59
06/08	<ul style="list-style-type: none"> <li>• Select, Train, and Empower Employees to Work for the Customer</li> </ul> Video: "Tom Peters Part II"	Walmart Club Med Accura Stew Leonards	to Pg. 70
06/15	<ul style="list-style-type: none"> <li>• Recognize and Reward Accomplishment</li> </ul> Video: Lila Ford	3 M Nordstroms American Express Pizza Hut Mystery Shops Due	
06/22	<ul style="list-style-type: none"> <li>• Field Trip - Earl's Restaurant</li> </ul>	Final Exam Review	
06/29	<b>FINAL EXAM</b>		

## COURSE OUTLINE - MKTG 1212

(continued)

### NOTES

#### EVALUATION

1	Clipping File	*	15%
2	Mystery Shopper Report		15%
3	Readings/ Discussions		15%
4	Participation		10%
5	Midterm		25%
6	Final Exam		<u>20%</u>
			100%

#### 1. CLIPPING FILE

You are required to complete a "clipping file" of topics related to Customer Service. You are required to comment on each clipping and note in point form how it relates to any or all of the principles of customer service.

A minimum of 10 articles are required. Please note: advertisements will not be accepted.

#### 2. MYSTERY SHOPPER REPORT

##### OVERVIEW

- Think of a product you want to buy even if you have no intention of buying it now.
- In succession telephone and then visit 3 stores. Have a salesperson at these stores try to sell you what you came for.
- Don't buy. (you may chose to purchase, however, you must visit at least 3 stores).

##### PURPOSE

- To use your knowledge of ***Customer Service Principles*** to compare and contrast service.:

##### FORMAT

- A Mystery Shop Form will be given to you - one for telephone shops - one for in person shops
- in the comments note what was done correctly
- what areas could be improved
- general comments and observations
- ONCE YOU HAVE COMPLETED THE FORMS WRITE A SUMMARY OF YOUR VISIT AND HOW THE PRINCIPLES OF CUSTOMER SERVICE WERE FOLLOWED OR IGNORED WOULD YOU HAVE PURCHASED?

## **COURSE OUTLINE - MKTG 1212**

(continued)

### **3 READINGS/DISCUSSIONS**

Each student will select at random a company from the Service 101 text. The student will prepare a 5 minute presentation and outline to the class:

- a) Why the company was chosen as a 101 company
- b) Based on present research conducted by the student how does the company presently follow the 5 principles of customer service and would they still be considered a 101 company if the selection were made today.
- c) To gain full marks, the assignment must differentiate between material in the text and current research.
- d) A written submission of the presentation is to be submitted the night of the presentation.

### **4 PARTICIPATION**

The other members of the class are to have read the material and are to be prepared to participate in the discussion. Attendance will also be noted.

### **5 MIDTERM**

Mid term will cover *"The Customer Service Dilemma"*, *"Creating Distinctive Service: A Wilful Management Act"*, *"Listen, Understand, and Respond to Customers"*, and other required readings, and concepts discussed in class. The exam will consist of a combination of true/false, multiple choice and essay questions. The exam will be held in the classroom and will take approximately 2 hours.

### **6 FINAL EXAM**

The final exam structure will be identical to mid term and will be based on the final 3 principles of customer service plus questions from lectures, readings, and hand outs.

## **MARKING OF GRADES**

The following explanation will help you understand the meaning of your grades.

- 80%-100% A superior assignment. Smoothly written or presented and effectively organized, it leads the audience clearly and easily through the material. The purpose clear, and the organization, tone and style are adapted to the audience. The assignment shows originality in word choice, in the selection of material, and effective use of presentation strategies
- 65%-75% An assignment that goes beyond the "bare minimum" to do several things well. It has only a few minor errors, which do not interfere with getting the job done. It shows tact and good judgement, it is well written or presented, well organized, and main points are developed and supported.
- 50%-60% A satisfactory piece of work which meets the basic demands of the assignment. The content, organization, style and tone are acceptable. Errors do not seriously interfere with the communication, It may be an otherwise excellent effort with one major unacceptable flaw, or it may be a "blah" assignment with nothing much wrong with it, but nothing much right with it either.
- 0-45% A paper or presentation which fails to meet the basic demands of the assignment, which has a great many minor errors or several major errors, or which has a major, unacceptable flaw in an otherwise mediocre assignment.

## **ATTENDANCE**

"Regular attendance in lectures, seminars, and laboratory periods is required of all students. If a student is absent for more than 3 nights, he/she will be prohibited from completing the course" unless an agreement is reached with the instructor.

## **LATE ASSIGNMENTS**

Late assignments will be penalized 10% per working day. If you are forced to miss a class because of extenuating circumstances, and therefore will be submitting a late assignment, confer with your instructor before the date on which the assignment is due.

## **PUNCTUALITY**

Students are expected to be in class ready to start at the assigned time. If you know you will be late on a given evening, please call the instructor before hand. Students failing to do so will be deducted 1 mark for every 10 minutes they are late.