

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME PRINCIPLES OF CUSTOMER SERVICECOURSE NUMBER MKTG 1212DATE JANUARY 1997Prepared by School of BusinessTaught to Part Time StudiesSchool BusinessDate Prepared DEC 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

NONE

**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"
- understand the importance of "*inter*personal" and "*intra*personal" skills in order to better respond to customers' needs.
- define superior service.
- 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.

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

Service Edge: 101 Companies that Profit from Customer Care.  
by Zemke, R. & Schaaf, D. (1989)  
Publ: Penguin: New York.

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## **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

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## **COURSE SUMMARY**

An introductory course designed to provide an overview of what constitutes the area of customer service. The course will cover such things as corporate image, personal presentations, customer interaction, customer definition, service definition and industry trends.

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WEEK LECTURE	MATERIAL COVERED	READING
WEEK 1	<ul style="list-style-type: none"> <li>• Introduction to instructor, students, and course</li> <li>• Grade review</li> <li>• Assignment review</li> <li>• Purchase text</li> <li>• Intro Lecture</li> </ul>	
WEEK 2	<ul style="list-style-type: none"> <li>• The Customer Service Dilemma</li> <li>• Video: John Cleese, "How to Lose a Customer Without Really Trying:</li> </ul>	Ch. 1
WEEK 3	<ul style="list-style-type: none"> <li>• Creating Distinctive Service: A Wilful Management Act</li> <li>• Video: "Tom Peters' Experience" - Part I</li> </ul>	Ch. 2
WEEK 4	<ul style="list-style-type: none"> <li>• Listen, Understand, and Respond to Customers</li> <li>• Exercise: Listening Skills Listening Skills Test</li> </ul>	Ch. 3 Hand Out
* WEEK 5	<b>MID - TERM</b>	
WEEK 6	<ul style="list-style-type: none"> <li>• Define Superior Service and Establish a Service Strategy</li> <li>• Video: "Tom Peters' Experience" - Part II</li> </ul>	Ch. 4
WEEK 7	<ul style="list-style-type: none"> <li>• Set Standards and Measure Performance</li> <li>• Exercise: Transactional Analysis</li> </ul>	Ch. 5 Hand Out
WEEK 8	<ul style="list-style-type: none"> <li>• Select, Train, and Empower Employees to Work for the Customer</li> <li>• Exercise: Social Styles</li> </ul>	Ch. 6 Hand Out
WEEK 9	<ul style="list-style-type: none"> <li>• Recognize and Reward Accomplishment</li> <li>• Video: Lisa Ford, "Leading your Service Team"</li> </ul>	Ch. 7
WEEK 10	<ul style="list-style-type: none"> <li>• Building rapport through NLP</li> </ul>	Workbook
WEEK 11	<ul style="list-style-type: none"> <li>• Round Table Discussion</li> <li>• Review for Final Exam</li> </ul>	
WEEK 12	<b>FINAL EXAM</b>	

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### NOTES

#### EVALUATION

1	Clipping File	*	10%	* You will be required to complete a "clipping file" of topics related to Customer Service. There may be other entries that will be required and will be assigned on an "ongoing" basis.
2	Mystery Shopper Report		20%	
3	Readings/ Discussions		15%	
4	Participation		10%	
5	Midterm		25%	
6	Final Exam		<u>20%</u>	
			100%	

#### 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

- Use short report format with effective use of headings, point form, lists, etc.
- Write about the kind of service you received
  - - what was done correctly
  - - what were some areas for improvement
  - - Relate your knowledge of Customer Service principles (from your readings, videos, lectures, clippings....) to your "calls"
  - - what was done correctly and what were the areas for improvement.
- Enjoy

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### 3 READINGS/DISCUSSIONS

- Each week members of the class will facilitate a discussion centred around important aspects of text material.

### 4 PARTICIPATION

- The other members of the class are to have read the material and are to be prepared to participate in the discussion.

### 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; however, the length will cover the entire course.

## 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.

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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 any cause other than illness for more than 10% of the time prescribed for any subject, he/she may be prohibited from completing the course": (Pg. 9 - BCIT Calendar)

### **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.