

B.C.I.T.

COURSE OUTLINECOURSE TITLE: Principles of Customer Service**COURSE NO. MKTG 1212****Course Duration: January 9, 1995 - March 27, 1995**

INSTRUCTOR: Bonnie Milne

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NO. OF WEEKS: 12 TOTAL HOURS: 36

CREDITS: 3

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

- * Identify what customers want by conducting focus groups, surveys and informal discussions
- * Describe the connection between quality and customer service
- * Create standards of excellence
- * Develop techniques to measure achievements
- * Use problem solving techniques to remove blocks to customer service
- * Define criteria for selecting, training, and empowering employees to work on behalf of the customer
- * Recognize and reward accomplishments in the area of customer service

EVALUATION GUIDELINE:

Questionnaire/Focus group	25%
Design an Incentive Program	25%
Problem Solving	25%
Article Summary	25%

Required Text:

Service Edge: 101 Companies that Profit from Customer Care
Zemke, R. & Schaff, D. (1989)

Reference Texts:

The Customer Driven Company Moving from Talk to Action
Richard C. Whiteley The Forum Corporation
Addison Wesley 1991

Creating Champions Inspiring Excellence in the Workplace
Betska K-Burr
Macmillan 1994

The 100 Best Companies to Work for in America
Robert Levering and Milton Moskiwitz
Plume 1994

How to Win Customers and Keep Them for Life
Michael Le Boeuf
Berkley Books 1987

Companies that Care
The Most Family Friendly Companies in America
What they Offer and How They Got that Way
Hal Morgan and Kerry Tucker
Fireside Simon and Schuster 1991

The Best Companies for Minorities
Employers Across America Who Recruit, Train and Promote Minorities
Lawrence Otis Graham
Plume 1993

Sam Walton
Made In America My Story
Sam Walton and John Huey
Double Day 1992

When Giants Learn to Dance
The Definitive Guide to Corporate America's Changing Strategies for Success
Rosabeth Moss Kanter
Touchstone 1989

The Customer Comes Second
And Other Secrets to Exceptional Service
Hal Rosenbluth and Diane McFerrin Peters
Quill 1992

WEEKLY OUTLINE:

<u>Date</u>	<u>Topic</u>	<u>Reading</u>
January 9	Overview of the Course, Expectations, Assignments and Marks, Four Folding, Customer Service is Alive and Well	
January 16	The Customer Service Dilemma Video: How to Lose a Customer Without Trying Creating a Vision	Chapter 1/4
January 23	Listen, Understand and Respond to Customers Focus Groups, Surveys and Questionnaires	Chapter 3
January 30	Presentation of Focus Group, Survey and Questionnaire Assignments	
February 6	Select, Train, and Empower Employees to Work for the Customer Video: Tom Peters' Experience Part 1	Chapter 2/5/6
February 13	Select, Train, and Empower Employees to Work for the Customer (continued) Video: Tom Peters' Experience Part 2	Chapter 2/5/6
February 20	Presentation of Employee Incentive Programs	
February 27	Removing Blocks to Customer Service - Problem Solving Strategies	Chapter 5
March 6	Presentation on Problem Solving Strategies	
March 13	Recognize and Reward Accomplishment	Chapter 7
March 20	Video: Defusing Hostility/The Challenge of Customer Service	
March 27	Article Presentations (Four Folds) and Course Evaluation	