

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME CREATING A SERVICE EDGE

COURSE NUMBER MKTG 1213 DATE JANUARY 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1993 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

NONE - However, MKTG 1102 (Essentials of Marketing) or MKTG 1212 (Principles of Customer Service)

COURSE OBJECTIVES

(Upon successful completion of the course, the student will be able to:)

- Demonstrate an understanding that service/quality is critical to organizational successful and longevity.
 - Identify assumptions and organizational processes that impede the development of service/quality.
 - Develop an Order Management Cycle and assess its effectiveness in delivering excellent customer service.
 - Describe various research methods to collect and analyze information on internal and external customers; product/service quality; and competitive product and service programs.
 - Appraise methods for training and developing employees.
 - Measure the effectiveness of training programs and service/quality programs.
 - Critically assess methods and processes for delivering excellent customer service.
 - Assess the cost of service/quality programs.
 - Develop a basic plan to assess, develop, and implement service/quality.
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EVALUATION

Midterm One	<u>20</u>	%
Midterm Two	<u>20</u>	%
Assignments	<u>15</u>	%
Major Presentation	<u>35</u>	%
Attendance/Participation	<u>10</u>	%
	<u>100</u>	%

REQUIRED TEXT(S) AND MATERIALS

Total Quality Service: How Organizations Use it to Create a Competitive Advantage
by Stanley Brown (Prentice-Hall; New Jersey; 1992)

Other required readings will be made available to the students.

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

The following works are recommended for customer service professionals. All works are available at the Vancouver Public Library.

The Only Thing That Matters: Bringing the Power of the Customer to the Centre of Your Business 1992 Karl Albrecht Harper Business Books, N.Y.

The Service Advantage: How to Fulfil Customer Needs
Karl Albrecht and Lawrence J. Bradford - Richard D. Irwin Inc. Homewood, Illinois

Firing on All Cylinders: The Service/Quality System for High Powered Corporate Performance 1992 Jim Clemmer MacMillan, Toronto

Second to None: How Our Smartest Companies Put People First
1992 Charles Garfield Irwin Inc. Homewood, Illinois

Serving Them Right: Innovative and Powerful Customer Retention Strategies
1990 Laura A. Liswood Harper and Row Publishers, N.Y.

COURSE SUMMARY

The purpose of this course is to provide the basics in customer service and service/quality development. Students will develop strategies to analyze internal and external customer service. Material covered will include the role of leadership in service/quality; client/customer questionnaires; employee climate surveys; methods of developing service quality; recognizing and rewarding staff/ and thriving on change.

COURSE OUTLINE - MKTG 1213
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
WEEK ONE	<ul style="list-style-type: none"> ● Introduction to Course (overview) ● Overview of evaluation ● Discussion of students objectives ● Discussions: The Service/Quality Imperative the "Cost" of Service/Quality
WEEK TWO	<ul style="list-style-type: none"> ● Service and the Organization <ul style="list-style-type: none"> - the need for leadership - assumptions that hold up the development of service strategies - organizing a company for service excellence - recognizing the "Order Management Cycle" <p>Assignment One Discussion of Major Group Presentation</p>
WEEK THREE	<ul style="list-style-type: none"> ● Information to Create the Service Edge <ul style="list-style-type: none"> - types of information needed - ways to gather information - setting measurements and benchmarks
WEEK FOUR	<ul style="list-style-type: none"> ● Information on the Internal Customer <ul style="list-style-type: none"> - identifying service points in the organization - developing employee climate surveys - measuring employee involvement, authority to act, and employee motivation - the 85/15 principle: organization processes impede employee contributions to quality <p>Assignment Two</p>
WEEK FIVE	<ul style="list-style-type: none"> ● Training and Developing the Internal Customer <ul style="list-style-type: none"> - analyzing research findings - changing the service culture - hiring and training programs - establishing a structure for open communication and continuous improvement - providing on the job reinforcement of the knowledge and skills acquired in training
WEEK SIX	<ul style="list-style-type: none"> ● Measurement and Recognition in the Internal Customer Training and Development Program <ul style="list-style-type: none"> - measuring the effectiveness of education and training programs - Quality Service Teams/Units - Award/Reward Programs <p>MIDTERM ONE</p>

COURSE OUTLINE - MKTG 1213
(continued)

WEEK LECTURE OR LAB NUMBER	Material Covered
WEEK SEVEN	<ul style="list-style-type: none"> ● Competitive Intelligence Gathering and Analysis ● Creating Quality in the Product and or Service - assessing quality levels and quality improvement process in the product/service development and marketing process <p style="text-align: center;">Assignment Three</p>
WEEK EIGHT & NINE	<ul style="list-style-type: none"> ● Information on the External Customer - knowledge of customer expectations and requirements/moments of truth - the art of listening - role of market research - client/customer questionnaires - The Customer Report Card - Creating an Open Organization - customer service standards - customer relations management - handling complaints
WEEK TEN	<p style="text-align: center;">Building a Service Quality Measurement System</p> <p style="text-align: center;">MIDTERM TWO</p>
WEEK ELEVEN	<ul style="list-style-type: none"> ● Putting it All Together/Continuous Improvement - "we shall never arrive" <p style="text-align: center;">PRESENTATIONS BEGIN</p>
WEEK TWELVE	<p style="text-align: center;">PRESENTATION Roundtable</p>