



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Sales / Small Business

Course Outline for: MKTG 4432 **CUSTOMER SERVICE STRATEGIES**

Date: March 2000

Hours/Week:	3	Total Hours:	30	Term/Level:	4
Lecture:	2	Total Weeks:	10	Credits:	3
Lab:	1				
Other:					

Instructor Greg Metcalfe

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Course Description

This course deals with the impact of Customer Service on organizations. The material takes the student through the steps necessary to implement a true customer-focused organization. Emphasis is placed on practical methods of assessment and implementation of measurable corporate objectives.

The student will be able to implement a strategy for taking any organization to becoming truly customer-focused.

Instructional Approach

The lectures will consist of discussion of key concepts in each subject area. Consistent attendance is a must for success in this course.

The labs will consist of discussion of concepts and case studies. As the examination emphasizes the ability to apply concepts to actual situations, the fullest possible participation in lab discussions will provide the best preparation.

Text(s) and Equipment

Required: there is NO required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be handed out in labs.

Evaluation

Final Examination	30	%
Midterm Test	25	%
Corporate Customer Service Strategy Project	30	%
Participation / Attendance	15	%
TOTAL	100	%

Course Learning Outcomes At the end of this course, the student will be able to:

- Evaluate customer service strategies within organizations
 - Identify key customer service index indicators necessary to achieve high customer service standards
 - Understand key principles involved in evaluating existing levels of customer service from the customer's point of view
 - Prepare a report evaluating and making future recommendations on corporate customer service strategies
 - Determine what factors to measure
 - Identify the most advantageous yet feasible cost / benefit analysis
 - Learn to successfully break past barriers for success
 - Ensure that the corporation stays on course in the future with their strategy
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Course Notes (Policies and Procedures)

- **Assignments**: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance**: The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course Outline Changes**: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **Ethics**: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- **Illness**: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **Makeup Tests, Exams or Quizzes**: There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- **Labs**: Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Other**: To receive credit for **ANY** marks for the course, students must receive a grade of 50% or greater on the final examination



*** This schedule is subject to change at the discretion of the instructor.**

Week	Date	LECTURE	Labs
Week 1	Mar 20	Introduction Creating the Customer Driven Company	Assignment, Project Review
Week 2	Mar 27	Creating a Customer-Keeping Vision Customer Driven Measurement	Brainstorming Benchmarks
Week 3	Apr 3	Strategic Planning The Voice of the Customer	Customer Satisfaction Index
Week 4	Apr 10	Customer Needs Driving the Organization Improving the Process/Why Don't they Complain	Cause and Effect Control Charts
Week 5	Apr 17	MID TERM EXAM	
Week 6	Apr 24	Learning To Action Breaking Barriers	Customer Service Audits
Week 7	May 1	Customer Champions Communicating and Personnel Issues	Group Project Work No Labs
Week 8	May 8	Walk the Talk Leadership	Process Evaluation
Week 9	May 15	Staying the Course into the Future Review <i>Customer Service Strategy Term Project Due</i>	Case Study
Week 10	May 22	FINAL EXAM WEEK	