

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: BUAD 212
Course Title: Quality Customer Service

Year: 2023-2024
Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

This course focuses on the essential role of providing customer value in today's service economy. Key elements of customer-focused management are examined, including understanding customer expectations, developing a service strategy, training and empowering employees to provide superior service, and designing customer-friendly systems. The trends associated with social media and web presence are explored. Personal customer service skills are also developed. This is a multi-disciplinary course drawing on principles of marketing, human resource management, and communication. Prerequisites: Prior completion or concurrent enrollment in ENGL 101; MATH 090 if required by placement testing; prior completion or concurrent enrollment in RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Fall and spring semesters.

Course Context/Audience

This course is a restricted elective choice for students in the Business Administration A.A.S. or A.S and the Hotel and Restaurant Management degree programs. It is also an appropriate elective for others with interest in the subject matter. Students with work experience in organizations that provide services (profit or non-profit) will find the course practical and beneficial. Although there are no specific business course prerequisites, as a 200-level course, there is the assumption that students have basic familiarity with business organization and management acquired through previous coursework and/or work experience.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M2 Completed MATH 090 (if needed) - Course requires only the use of basic mathematical skills.

Reading: R3 Course may be taken concurrently with RDNG 116.

Course Goals

1. Students will understand the key differences between services and goods in terms of management and marketing.
2. Students will understand the economic importance of providing value to create loyal customers, as opposed to overly focusing on gaining new customers.
3. Students will recognize that quality service is the result of a management process; it is not an attitude that is put on. They will have a clear understanding of the critical elements of service management.
4. Students will be able to cite examples of organizations, ranging from global corporations to small businesses that successfully model the principles of service management.

5. Students will develop their own customer service skills.

Course Objectives/Topics

Objective/Topic	# Hours
Introduction of “customer service” as the customer’s complete experience of doing business with an organization.	0.5 Hour
The student will be able to explain the Albrecht customer service model (strategy, systems, people) and revisit it throughout the course.	2.0 Hours
The student will be able to discuss the sociological, demographic, technological and economic factors affecting the need for outstanding customer service in today’s business environment.	2.0 Hours
The student will be able to explain key differences between goods and services, especially four characteristics of services (intangibility, inseparability, variability, and perishability).	1.5 Hours
The student will be able to define various types of customers, especially external vs. internal, and the relationships between them.	1.0 Hour
The student will be able to explain the economic advantages of providing value to create loyal customers vs. an overemphasis on attracting new ones. Student will be able to define the characteristics of loyal customers.	2.0 Hours
The student will be able to discuss customer expectations, including SERVQUAL research and relationships vs. transactions.	3.0 Hours
The student will be able to identify methods of acquiring customer feedback on service expectations and experiences.	3.0 Hours
The student will be able to explain the concept of a service strategy and show examples.	1.5 Hours
The student will be able to discuss the core elements of service delivery systems and methods for improving them, especially process mapping (service blueprint).	5.0 Hours
The student will be able to provide an overview of service as it trends via social media, web presence, and technological communication. The student will be able to discuss the changes in customer expectations in service in the face of changing technology.	2.0 Hours
The student will be able to discuss principles of service recovery, including customer complaint behaviors and methods for exceeding customers’ expectations when recovery is needed.	3.5 Hours
The student will be able to discuss issues and methods of serving diverse customers, especially multicultural customers and customers with disabilities.	3.0 Hours
The student will be able to discuss methods of managing employees to build a service culture, including employee selection, training, leadership and coaching, empowerment, feedback, recognition and rewards.	4.0 Hours
The student will be able to cite examples of best practices service organizations and identify specific strategies and techniques that they use (ongoing throughout the course).	5.0 Hours
Discussion of student assignments; testing (ongoing throughout course).	6.0 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
Students will be able to <ul style="list-style-type: none">➤ develop meaningful questions to address problems or issues.➤ gather, interpret, and evaluate relevant sources of information.➤ reach informed conclusions and solutions.➤ consider analytically the viewpoints of self and others.	<p>Through assignments/homework and book report project, students interpret their lessons via real world management discussion and analysis.</p> <p>Through the use of a journal, students apply terms and topics from the coursework and synthesize their understanding by writing reflections of real world encounters of service.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none">➤ Students will begin to understand how their lives are shaped by the complex world in which they live.➤ Students will understand that their actions have social, economic and environmental consequences.	<p>Through the study of diverse cultural and physical aspects of service expectations and delivery, students explore their own differences in language, gestures and behaviors to gain understanding of the unique customer needs of others,</p>

Instructional Methods

Discussion forms the essence of the course and is essential for student learning. Student seats/desks should be arranged in a way that fosters easy discussion. (U-shape, circle, etc.) Discussion posts are used heavily in the online version.

Small group discussions of case studies or other small group exercises foster teamwork skills and enable students to share differing perspectives.

Students should be required to keep a journal which has three purposes: 1) to develop students' appreciation for excellent and poor customer service, 2) to develop their own expectations as customers, and 3) to apply the management principles they are learning in the course so that the principles become more meaningful to them. Instructors should discuss journal entries regularly in the classroom, and collect journals at least twice during the semester to give students feedback on their entries.

Videos are an excellent method of bringing "real-world" companies and situations into the classroom for further discussion.

Guest speakers are recommended as another method of bringing course principles to life. Having guest speakers allows students to interact with people who can relate their personal experiences in customer service.

Students will share examples found of technology used in customer service and interpret the level of satisfaction from that encounter.

Many successful managers make a practice of keeping up with business reading. The book report assignment exposes students to trade books on customer service and gives them additional information on the topic. A list of recommended books is included in the bibliography below.

Study guides are recommended to help students prepare for quizzes/exams.

Methods of Assessment/Evaluation

Method	% Course Grade
Quizzes and/or examinations	30 - 40%
Homework assignments	15 - 20%
Journal	15 - 20%
Customer Service Management book report	15 - 20%
Participation in class activities and discussion	10 - 25%

Text(s)

Serving Internal and External Customers, Swartzlander, Anne, 1st Edition, © 2004 Pearson-Prentice Hall.

Note: some topics in the Swartzlander text are not covered due to content overlap with other TC3 courses. Supplement of current trends and internet resources support the text.

Bibliography

LINKS

<http://www.forbes.com/sites/capitalonespark/2013/04/10/taking-care-of-business-social-media-will-transform-customer-service/>

http://blogs.forrester.com/kate_leggett/13-01-14-forresters_top_15_trends_for_customer_service_in_2013

<http://blogs.salesforce.com/company/2014/04/the-top-8-trends-in-customer-service.html>

https://www.salesforce.com/assets/pdf/misc/FiveImperatives_SalesforceTLP.pdf

<http://www.waymish.com/>

TEXTBOOKS

Aguilar, Leslie and Linda Stokes. Multicultural Customer Service: Providing Outstanding Service Across Cultures. McGraw-Hill, Inc. Business Skills Express Series, ©1996.

Davidoff, Donald M. Contact: Customer Service in the Hospitality and Tourism Industries. Prentice Hall Career and Technology, © 1994.

Egglund, Steven and Michael Britten. Customer Service: Serve Us, America. Prentice Hall, © 2002.

Ford, Robert C. and Cherrill P. Heaton. Managing the Guest Experience in Hospitality. Delmar, © 2000.

Harris, Elaine K. Customer Service: A Practical Approach, 3rd edition. Prentice Hall, © 2003.

Kurtz, David L. and Kenneth E. Clow. Services Marketing. John Wiley & Sons, © 1998.

MacNeill, Debra J. Customer Service Excellence. Business One Irwin/Mirror Press, © 1994.

Timm, Paul R. Customer Service: Career Success Through Customer Satisfaction., 2nd edition. Prentice Hall, © 2001.

TRADE BOOKS

NOTE: A + symbol preceding the author's name means that the book is in the TC3 library collection.

BOOKS ON "BEST PRACTICES"

Basch, Michael D. Customer Culture: How FedEx and Other Great Companies Put the Customer First Every Day. Upper Saddle River: Prentice Hall, © 2002.

Bethune, Gordon. From Worst to First: Behind the Scenes of Continental Airline's Remarkable Comeback. New York: John Wiley & Sons, © 1999.

Carlzon, Jan. Moments of Truth. New York: Harper Perennial, © 1987. (Turnaround of SAS Airlines)

Connellan, Tom. Inside the Magic Kingdom: Seven Keys to Disney's Success. Atlanta: Bard Press, © 1996.

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Freiberg, Kevin and Jackie Freiberg. NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success. New York: Broadway Books, © 1996.

+Fromm, Bill and Len Schlesinger. The Real Heroes of Business . . . And Not a CEO Among Them. New York: Doubleday, © 1993. (Various businesses)

+Mitchell, Jack. Hug Your Customers. New York: Hyperion, © 2003.

Rosenbluth, Hal F. and Diane McFerrin Peters. The Customer Comes Second (And Other Secrets of Exceptional Service.) New York: HarperBusiness, © 2002. (Rosenbluth Travel)

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Wiersema, Fred, ed. Customer Service: Extraordinary Results at Southwest Airlines, Charles Schwab, Lands' End, American Express, Staples, and USAA. New York: HarperBusiness, © 1998.

BOOKS ON MANAGING SERVICE

Albrecht, Karl and Ron Zemke. Service America in the New Economy. New York: McGraw-Hill, © 2002.

Berry, Leonard L. Discovering the Soul of Service. New York: The Free Press, © 1999.

+Blanchard, Ken, Jim Ballard and Fred Finch. Customer Mania!: It's Never Too Late to Build a Customer-Focused Company. New York: Free Press, © 2004.

Dow, Roger and Susan Cook. Turned On: Eight Vital Insights to Energize Your People, Customers and Profits. New York: HarperCollins, © 1996.

Gallagher, Richard S. The Soul of an Organization: Understanding the Values That Drive Successful Corporate Cultures. Chicago: Dearborn Trade Publishing, © 2003.

Gallagher, Richard The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations by Richard S. Gallagher and Carol Roth (Mar 20, 2013)

+Goldzimer, Linda Silverman. I'm First: Your Customer's Message to You. New York: Macmillan Publishing Co., © 1989.

Heil, Gary, Tom Parker and Rick Tate. Leadership and the Customer Revolution (The Messy, Unpredictable, and Inescapably

Human Challenge of Making the Rhetoric of Change a Reality.) New York: Van Nostrand Reinhold, © 1995.

Seybold, Patricia B. The Customer Revolution: How to Thrive When Customers Are in Control. Crown Publishing, © 2001.

Schmitt, Bernd H. Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers. New York: John Wiley & Sons, © 2003.

Treacy, Michael, Fred Wiersema and Frederick D. Wiersema. The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market. Perseus Publishing, © 1996.

Whiteley, Richard C. The Customer Driven Company: Moving from Talk to Action. Reading, MA: Addison-Wesley Publishing Co., © 1991.

Whiteley, Richard and Diane Hessian. Customer Centered Growth: Five Proven Strategies for Building Competitive Advantage. Reading, MA: Addison-Wesley Publishing Co., © 1996.

BOOKS ON CRM (Using Software to Develop Customer Relationships)

Anton, Jon and Petouhoff, Natalie L. Customer Relationship Management: The Bottom Line to Optimizing Your ROI. Upper Saddle River: Prentice-Hall, © 2002.

Burnett, Ken. The Handbook of Key Customer Relationship Management. Harlow: Pearson Education Limited, © 2001.

Cram, Tony. Customers that Count: How to Build Living Relationships with Your Most Valuable Customers. Harlow: Pearson Education Limited, © 2001.

BOOKS ABOUT ONLINE CUSTOMER SERVICE

+Banks, Drew and Kim Daus. Customer Community: Unleashing the Power of Your Customer Base. San Francisco: Jossey-Bass, © 2002.

Seybold, Patricia B. Customers.com: How to Create a Profitable Business Strategy for the Internet and Beyond. New York: Random House, © 1998.

Zemke, Ron and Tom Connellan. E-Service: 24 Ways to Keep Your Customers When the Competition is Just a Click Away. New York: AMACOM, © 2001

BOOKS ON FRONTLINE SERVICE SKILLS

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George, Richard J. and John L. Stanton. Delight Me: The 10 Commandments of Customer Service. Atlantic City, NJ: Raphael Publishing, © 1997.

BOOKS ON HOSPITALITY INDUSTRY SERVICE

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"CUSTOMER SERVICE FROM A TO Z" TYPE BOOKS

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+Lash, Linda M. The Complete Guide to Customer Service. New York: John Wiley & Sons, © 1989.

BOOK ON SERVICE IN SMALL BUSINESSES

Albrecht, Steven. Service, Service, Service: The Growing Business' Secret Weapon. Adams Media Corporation, © 1994.

UNIQUE BOOKS THAT DON'T FIT INTO THE ABOVE CATEGORIES

+Barlow, Janelle and Claus Moeller. A Complaint is a Gift. San Francisco: Berrett-Koehler Publishers, © 1996.

+Blanchard, Ken and Sheldon Bowles. Raving Fans (A Revolutionary Approach to Customer Service). New York: William Morrow & Company, © 1993.

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Pine, B. Joseph II and James H. Gilmore. The Experience Economy: Work is Theatre and Every Business a Stage. Boston: Harvard Business School Press, © 1999.

TRAINING ACTIVITIES

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Gee, Val and Gee, Jeff. The Customer Service Training Tool Kit: 60 Activities for Delivering Super Service to Customers. McGraw-Hill, © 2000.

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*** NOTE that there are too many books to list here available on Amazon related to the customer service philosophy.

PERIODICALS

A search of standard business, marketing and human resource periodicals will reveal many articles related to this course.

Other Learning Resources

Audiovisual

Many audio-visual resources are available on this topic. Especially recommended is the Harvard Business School series of five half-hour DVD's called "People-Service-Success", which is owned by the TC3 Media Services Center.

Electronic

A web search for customer service and other related terms will reveal many useful web sites. Social media and website presence of companies should also be used as learning tools.

Other

Use of You Tube videos and Ted Talks provide topical learning tools.