

MGMT 1545: Customer Service

Fall Semester- 2009

Section 40- ENTIRELY ONLINE

Instructor: David C. Layne, Ph. D.

Office: G2G at Taft College, 29 Emmons Park Drive, Taft, CA 93268

Office Hours: M-F 8:00 a.m. – 5:00 p.m. unless in class, or by appointment

Student Contact Hours: The instructor is available Monday through Thursday from 1:30 p.m. to 2:00 p.m. to work directly with students on this course.

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Prerequisites: None

Credit: ½- Semester Credit

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended.

Total Hours: 8 Hours of Lecture,
1-2 Hours Homework for each hour of lecture.

Class Meets: Only for TWO WEEKS, as this is a mini-course which ENDS on FRIDAY NIGHT.

Course Description:

This course (formerly MGMT 19) is a ½ -semester credit course designed to provide the student with certain key skills and attitudes in order to effectively meet the needs of customers. The student will be introduced to the concept of internal and external customers, customer satisfaction, and customer retention. Topics will include communicating with customers, developing a positive attitude, handling complaints, and sales skills.

Type of Class: Degree Credit

Textbook: Gerson, R. (1998). *Beyond customer service: Effective programs for retaining your customers*. Boston, MA: Crisp Fifty-Minute Series, NETg Publishing
ISBN10: 1-56052-461-8 or ISBN13: 978-1-56052-461-8

Learning Objectives:

At the end of this course, students will be able to:

1. Expand customer service beyond an initial sale.
2. Identify and respond to customers' needs and expectations.
3. Build a training program to enhance communication and reduce turnover.
4. Calculate the cost of poor customer service.
5. Compute the lifetime value and marginal net worth of a customer.
6. Create a successful, 7-step customer service system.
7. Build a "Wow" factor into customer service.
8. Calm an angry customer using a 10-step process.
9. Create and implement value added service.
10. Develop service recovery strategies.
11. Prepare a plan for keeping customers over a lifetime.
12. Analyze customer service case studies and apply benchmark practices as solutions.

Homework and Examinations:

All homework is found in the ETUDES section labeled, "Tasks, Tests, and Surveys." Each lesson is assigned a Task which contains a reading and response. Each task is worth 30 points.

All lessons also contain an online discussion topic which can be found in the ETUDES section labeled, "Discussions and Private Messages." There are eight discussion topics which require students to respond to a prompt and then answer back to two other students in the learning community. Each discussion topic can earn up to 25 points.

The final project is a brief case study that requires students to examine a situation, evaluate it, and create an improvement plan for enhanced customer service.

There is no final examination for this class.

Grading Policy:

7 Tasks @ 30 Points Each	= 210 Points
8 Discussions @ 25 Points Each	= 200 Points
1 Case Study @ 100 Points	= 100 Points
Total Points:	= 510 Points
90- 100% = A	
80-89% = B	
70-79% = C	
69 - = F	

General Course Policies:

Keys to success in this class-

1. Since this is only a two week class, students must try to do a lesson every weekday, and remember *this course ends on a Friday night*.
2. Take time to do the work required in your text before attempting the Tasks and Discussions.
3. Remember to reply to two other students in every discussion topic.
4. If you have questions or get stuck, get in touch with me immediately as there is little time for us to solve problems in this short course.

Scope and Sequence:

The course is comprised of 3 modules which contain 7 lessons. There is also a final project for the course. The typical lesson requires students to read sections out of their texts, do several surveys, complete questionnaires, do specific tasks as homework, and go online and participate in the discussion forum for each lesson.

Here is a listing of the Modules, their Lessons, Tasks, and Discussions:

Module 1: Customer Service-Critical Factor

a. Introduction to Customer Service	No Text	
b. Learning Community	No Text	Discussion #1- Introductions to PLC
c. Lesson #1: Why Customers Matter	Pg. #1-11	Task #1, Discussion #2
d. Lesson #2: Service System	Pg. #12-18	Task #2, Discussion #3
e. What is next?		

Module 2: Knowing Your Customers

a. Introduction	No Text	
a. Lesson #3- Know Them	Pg. #21-23	Task #3, Discussion #4
b. Lesson #4- Wow Them	Pg. #24-33	Task #4, Discussion #5
c. What is next?		

Module 3: Keeping Your Customers

a. Lesson #5- Retention Programs	Pg. #37-57	Task #5, Discussion #6
b. Lesson #6- Fixing the Oops!	Pg. #58-72	Task #6, Discussion #7
c. Lesson #7- Create Advocates	Pg. #75-94	Task #7, Discussion #8
d. Final Project	Pg. #99-108	Task #8: Case Study
e. End of Course Survey		

**NOTE: The instructor reserves the right to change the scope and sequence to meet the needs of each class.