

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
MKT 218S CUSTOMER SERVICE
1 CREDIT HOUR

COURSE DESCRIPTION

Introduction to the principles of customer service including determining customer expectations, providing quality customer service, and researching customer satisfaction.

COURSE GOALS

The student will:

1. Define what it takes to provide outstanding customer service.
2. Apply problem-solving techniques in customer service.
3. Validate the importance of empowerment of customer service providers.
4. Identify methods to incorporate motivation and leadership in the customer service function.
5. Design a new system for customer service in the student's own work environment.
6. Cope with challenging customers

CORE VALUES

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Customer Service Expectations, Strategies, and Challenges
2. Communications in Customer Service
3. Problem Solving in Customer Service
4. The Importance of Empowerment of Customer Service Providers
5. Coping with Challenging Customers
6. Motivation and Leadership in Customer Service
7. Customer Retention and Measurement of Satisfaction