

## Course Information

## Customer Service Strategies

Semester: one sem. course

Grade: 11/12

Instructor(s): Mr. Evans  
[jevans@dbqschools.org](mailto:jevans@dbqschools.org)

NICC dual credit course (3credits)  
563-552-5541

Text: Customer Service – Skills for Success, Robert Lucas  
Super Service – Val & Jeff Gee

**Course Description:** This course is designed to introduce students to the concepts of customer service and learn the skills and techniques necessary to provide best practices to internal and external customers of the organization for which they work. These skills are vital for every job since satisfying customers is an essential part of every business organization. This course will also provide students the opportunity to develop their workplace readiness skills. Student will be rated and awarded National Career Readiness Certificate based on the WorkKeys program.

**Course Objectives:** At the end of each unit the students will be able to:

### Unit 1 – Understanding the Service Experience

Define the Customer.

Identify internal and external customers.

Define customer service.

Identify socioeconomic changes that have influenced customer service.

Describe job responsibilities of customer service employees.

Identify the six major components of a customer-focused environment: customer, organizational culture, employees, products/deliverables, delivery, service.

Define service culture.

Identify the six elements of a service culture: service philosophy, employee roles and expectations, policies and procedures, management support, motivators and rewards, and training.

Identify strategies for promoting a service culture.

### Unit 2 – Employer expectations

Recognize the four key behavioral styles and the roles they play in customer service.

Determine strategies for communicating effectively with customers in each of the four style categories.

Identify employee behaviors and employee attitudes that have an effect on customer satisfaction.

Interpret customer nonverbal cues effectively.

Define listening.

Explain the differences among marginal listening, passive listening, and active listening.

Explain the importance of good listening skills in providing quality customer service.

Identify the characteristics of a good listener.

Identify the main factors that contribute to ineffective listening.

Identify strategies to improve listening effectiveness.

Demonstrate appropriate questioning techniques for gathering information about customer needs.

### **Unit 3 – Professionalism in the Service Environment**

Describe the importance of a strong work ethic.

Cite the importance of effective and efficient time management skills in the work place.

Describe techniques and behaviors that project a positive customer-focused image.

Explain the importance of having interpersonal and intrapersonal human relations skills in the work place.

Explain the importance of building and maintaining positive morale in the work setting.

Describe techniques and strategies that help ensure positive verbal communication with customers.

Define feedback and explain how it can impact customer interactions.

Give examples of verbal and nonverbal feedback.

Describe techniques that help ensure positive oral communication with customers.

### **Unit 4 – Challenges of Customer Service**

Differentiate between assertive and aggressive customer service.

Explain the advantages of customer-focused behavior.

Describe strategies for dealing with unusual customer encounters: dissatisfied, indecisive, angry, rude, or demanding.

Demonstrate effective problem-solving strategies for dealing with difficult customer.

Describe strategies for coping with job-related stress.

Define diversity.

Describe the impact of cultural values on customer needs and behavior.

Describe strategies for providing quality service to diverse customer groups.

Recognize the importance of developing strong relationships with customers.

Identify factors that impact customer loyalty.

Describe strategies that will promote customer loyalty which will lead to repeat business.

Define service recovery.

Define service breakdown.

Identify causes of service breakdowns.

Identify the reasons for customer defections.

Describe strategies for preventing customer dissatisfaction.

Describe the five phases of the service recovery process.

Identify obstacles to service recovery and explain how the obstacles can be overcome.

Identify key trends that will impact customer service in the future.

Identify the key skills, attitudes, and abilities that customer service professionals will need in the future.

### **Unit 5 -The Challenge of Technology in the Service Environment**

Demonstrate proper procedures for answering the telephones in a business setting.

Use the correct tone of voice, pitch, and pace when using the telephone.

Utilize the proper procedures when putting customers on hold.

Understand the unique demands of telephone communication as compared to face-to-face communication.

Recognize the importance of effective telephone usage techniques in delivering quality customer service.

Identify and demonstrate effective telephone usage techniques.

Evaluate telephone usage techniques and provide suggestions for improvement.

### **Unit 6 -Transferable Workplace Skills**

Demonstrate competence in all areas of human relation skills.

Assess understanding of workplace soft skills through the results of the WorkKeys Performance Assessment.

### **Unit 7 – The Job Market and Opportunities for Continued Education**

Comprehend and access labor market information.

Grasp concepts involved with pay, unemployment, and benefits.

Show understanding of potential opportunities for continued education.

Continue to develop career understanding through “I Have A Plan Iowa”.

### **Unit 8 – Industry Specific Concepts and Requirements**

Define important workplace terminology.

Demonstrate knowledge of basic math concepts required in the workplace.

Develop and use skill of locating information in workplace examples.

Apply ability to read for information to workplace scenarios.

Show understanding of safety practices in the workplace.

Use basic technology as required in the workplace.

Establish proven level of understanding of applied math, location information, and reading for information concepts through rating on the WorkKeys National Career Readiness Certificate.

### **Unit 9 – Getting the Job You Want**

Develop a resume.

Write a cover letter.

Select appropriate references.

Properly complete an application for employment.

### **Unit 10 – The Employment Interview**

Prepare for a job interview

Understand appropriate interview attire and personal image.

Ask commonly asked interview questions.

Make a positive first impression on potential employers.

### **Student Expectations**

1. Students are expected to follow all school rules.
2. Students need to be in class and on time daily.
3. Come to class with a positive attitude with the proper school supplies (which include paper/notebook, folder, textbook, pens/pencils, and completed homework).

4. Students are expected to turn off and put away all electronic devices.
5. Students are expected to take notes when needed.
6. Students will behave in an adult manner at all times, respecting the rights of others.

### **Grading Scale**

A 100-94	B+ 90-88	C+ 79-77	D+ 69-67
A- 93-91	B 87-83	C 76-73	D 66-63
	B- 82-80	C- 72-70	D- 62-60

Your grade will be determined by: daily work, quizzes/exams, projects, practice sets, and class involvement. Although attendance is not used to determine the grade – poor attendance usually will lower a student’s grade. It is your job to keep track of your grade.

All home is due at the beginning of class on the assigned due date. Late homework will be graded as an “F”