



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**CUSTOMER SERVICE SKILLS
BUS1770 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

BUS1770 - CUSTOMER SERVICE SKILLS (3 hrs)

This course is designed for the student who wants a working knowledge of the fundamentals of customer service. Topics of customer service that are covered include communication and listening skills, telephone skills, technical writing, handling difficult customer situations, problem solving and prevention, and the importance of teams.

Prerequisites:

None

Controlling Purpose:

This course is designed to introduce students to the fundamentals of customer service with an emphasis on applications for help desk/technical support professions.

Learner Outcomes:

The student will:

- Recognize factors necessary to achieve high customer satisfaction
- Develop strong listening and communication skills
- Employ winning telephone skills
- Utilize technical writing skills necessary for the support professional
- Identify how to handle difficult customer situations
- Successfully solve and prevent problems
- Develop business skills necessary for the support professional
- Analyze teams in a help desk setting
- Identify skills necessary to minimize stress and avoid burnout

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: ACHIEVING HIGH CUSTOMER SATISFACTION						
Outcomes: Upon completion of the unit, students will be able to recognize factors necessary to achieve high customer satisfaction.						
A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand the role the help desk plays in delivering quality technical support
						Explain how to manage, meet, and exceed customer expectations.
						Describe the mix of skills needed for a career in technical customer support.

UNIT 2: DEVELOPING STRONG LISTENING AND COMMUNICATION SKILLS						
Outcomes: Students will develop active listening skills.						
A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						List the characteristics and benefits of active listening
						Avoid the distractions that prevent good listening
						Examine how to build rapport and trust with customers who have varying communication styles

UNIT 3: WINNING TELEPHONE SKILLS

Outcomes: Students will use their phone skills to avoid common telephone mistakes and create a positive caring attitude.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand the power of the telephone
						Describe how to handle calls professionally
						Avoid the most common telephone mistakes
						Place callers on hold and transfer calls in a positive, professional way
						Assess how to continuously improve telephone skills
						Consistently convey a positive, caring attitude

UNIT 4: TECHNICAL WRITING SKILLS FOR SUPPORT PROFESSIONALS

Outcomes: Students will utilize technical writing skills necessary for the support professional.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Examine the impact of technologies such as the Internet, e-mail, instant messaging, and knowledge management systems on the help desk and its customers
						List the most common help desk documents used by help desks to convey information
						Describe the characteristics of good technical writing and apply proven techniques to improve writing skills

UNIT 5: HANDLING DIFFICULT CUSTOMER SITUATIONS

Outcomes: Upon completion of the unit, students will be able to identify how to handle difficult customer situations.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand why customers sometimes behave in challenging ways
						Apply proven techniques to handle irate, difficult, and demanding customers
						Discuss how to respond, not react, to difficult customer situations
						List positive steps to take to stay calm and in control when handling customers

UNIT 6: SOLVING AND PREVENTING PROBLEMS

Outcomes: Upon completion of the unit, students will be able to solve and prevent problems.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Examine proven techniques to methodically solve problems
						Discuss how and when to take ownership of ongoing problems and keep customers and management informed about the status of problem resolution activities
						Assess ways to manage workload and maintain a positive working relationship with other support groups
						Appreciate the importance of focusing on problem prevention

UNIT 7: BUSINESS SKILLS FOR SUPPORT PROFESSIONALS

Outcomes: Students will develop business skills to identify improvement opportunities.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Discuss how to acquire and use business skills in the workplace
						Utilize business skills to identify and justify improvement opportunities
						Recognize how to use presentation skills to communicate
						Examine advanced business skills such as managing projects, conducting a cost benefit analysis, and calculating return on investment (ROI)

UNIT 8: TEAMS IN A HELP DESK SETTING

Outcomes: Upon completion of the unit, students will be able to analyze teams in a help desk setting

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						List the characteristics of a successful team
						Study the stages of growth that teams go through
						Discuss how successful teams manage the inevitable and normal conflict in a team setting
						Understand roles in the helpdesk and a company's support organization
						Contribute to team goals
						Analyze the skills needed to have positive working relationships with teammates

Projects Required:

As assigned

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Access to computer lab or other internet connected computer

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

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DISCLAIMER: THIS INFORMATION IS SUBJECT TO CHANGE. FOR THE OFFICIAL COURSE PROCEDURE CONTACT ACADEMIC AFFAIRS.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.