

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 260

Credits: 3

Course Title: Customer Service Management

Course Description: Examines the role of customer service in achieving a firm's long-term goals; discusses the basic principles of effective customer service; and explores the tasks and responsibilities of a customer service manager. Includes such topics as purpose of customer service; establishment of customer service goals and policies; recruitment, selection, and training of customer service employees; motivation techniques; empowering employees for better decision making; and evaluation of customer service employees and program. Lecture 3 hours per week.

General Course Purpose: This course provides students with skills and knowledge to enhance their ability to build and sustain relationships with loyal committed customers and employees through exceptional service.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Interact with customers in order to answer questions, resolve support issues, establish credibility and nurture relationships;
- b. Recognize the importance of positive word-of-mouth in getting and keeping customers;
- c. Recognize the kinds of behaviors and personality factors that please customers;
- d. Describe the important distinction between hearing and listening;
- e. Know the benefits and drawbacks of telephone communications;
- f. Recognize the varying levels of importance that companies place on customer feedback;
- g. Understand intrinsic and associated value which can affect a customer's loyalty to you or your company; and
- h. Understand the benefits of creating and supporting user groups.

Major Topics to Be Included:

- a. The Challenges of Customer Service
- b. Problem Solving
- c. Strategy for Formulating a Plan for Success
- d. Empowerment
- e. Coping with Challenging Customers
- f. Motivation
- g. Leadership in Customer Service
- h. Technology and Customer Service

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