

Inver Hills Community College

BUS 1125: Management of Customer Service

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Provides students with the tools needed to manage customer service in any environment. Topics covered include call center management, sales force management, techniques for handling escalated situations, and selecting, hiring and supervising customer service representatives. Prerequisites: BUS 1103 or permission of instructor

B. COURSE EFFECTIVE DATES: 08/25/2008 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Coaching Customer Service Representatives: 15%
2. Creating electronic customer service: 5%
3. Creating more than satisfied customers: 10%
4. Customer Service Management Defined: 10%
5. Environment of Customer Service: 10%
6. Handling Escalated Situations: 15%
7. Managing Call Center Functions: 5%
8. Personal Application of Customer Service Management: 15%
9. Selecting the Right Customer Service Representatives: 15%

D. LEARNING OUTCOMES (General)

1. Identify the right people for customer service positions
2. Define and demonstrate methods to evaluate customer service
3. Describe and analyze an understanding of call center statistics
4. Illustrate and evaluate heightened skill development for escalated situations
5. Explain, analyze and develop coaching skills as customer service manager

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted