

Inver Hills Community College

BUS 1102: Principles 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

Defines customer service and demonstrates the importance of delivering effective customer service. Topics covered include the financial impact of customer service delivery, skills for developing customer service over the phone, in person, in writing, and electronically. Experiential exercises promote skills for assessing customer service and handling escalated situations.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Customer Service Defined: 10%
2. Customer Service in Person: 5%
3. Customer Service in your Community: 15%
4. Customer Service over the Internet: 5%
5. Customer Service over the Phone: 5%
6. Escalated Situations: 10%
7. Financial Impact of Customer Service: 20%
8. History of Customer Service in America: 10%
9. Personal Application of Customer Service: 15%
10. Written Customer Service: 5%

D. LEARNING OUTCOMES (General)

1. Interpret the History of Customer Service
2. Create and write strong customer service communication
3. Identify escalated situations and put into practice skills learned throughout the course on how to effectively deal with the situation
4. Describe and develop customer service skills used on the phone, electronically and in person
5. Construct Application of Customer Service Principles to current position

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted