

# Minnesota State College Southeast

## ADMS 1421: Customer Service Concepts

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an introduction to customer service concepts and skills that are essential for professionals in today's business environment. Effective customer service techniques ranging from appropriately resolving customer complaints, exceeding customer expectations, and analyzing the impact of customer satisfaction will be studied. (Prerequisite: None) (3 Credits: 3 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 11/20/2012 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Basic concepts and terminology of customer service
2. Study of essential personal customer service skills
3. Communication skills for effective customer service

### D. LEARNING OUTCOMES (General)

1. Define customer service and list its goals and challenges
2. Defend benefits of serving both external and internal customers well
3. Describe diversity in the workplace relative to serving the needs of diverse personalities
4. Contrast customer service wants among the five generational groups
5. Explain the relationship between customer expectations and customer perceptions
6. Identify the major components of a customer relationship management strategy
7. Define customer service terminology
8. Identify reasons that customers complain and describe the process for resolving them
9. Analyze the uses and types of feedback survey instruments
10. Identify customer retention strategies
11. Describe basic duties for a customer service representative position
12. Describe obstacles that impact customer-focused listening
13. Cite examples of business etiquette and manners
14. Detail essential customer service skills needed when communicating over the phone

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted