

Northwest Technical College

MKTG 1108: Customer Relations Mgmt

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Customer service can determine a company's success or failure. Customer service skills can determine an employee's success or failure. This course covers the skills necessary for an individual to build and maintain good relationships with internal and external customers and the role the customer service team plays in developing, evaluating, and improving customer service systems.

Prerequisite(s): None

B. COURSE EFFECTIVE DATES: 05/19/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Exceptional service strategies.
2. Telephone service skills.
3. Listening skills.
4. Solve service challenges.
5. Managing the customer service experience.
6. Providing service via electronic/digital channels.
7. Trends in customer service.

D. LEARNING OUTCOMES (General)

1. Describe exceptional customer service methods.
2. Solve challenging customer service situations.
3. Develop techniques/strategies for exceeding customer expectations.
4. Explain customer input/feedback methods.
5. Explain customer service management strategies.
6. Develop customer relationship/loyalty strategies.
7. Analyze technological service trends.
8. Explain service delivery stress reducers/prevention.
9. Demonstrate customer focused communications.
10. Analyze retention/loss/life-time value of customers.
11. Explain service recovery/follow-up techniques.
12. Career/Self Development
13. Global/Multicultural Awareness

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted