SMGT 2218: Service Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course covers how businesses are increasing profitability through a process of assessment of customer needs and changing expectations. Learn critical elements of how to train others to deliver service excellence. "Internal" and "External" customers are included in all aspects of discussion of effective customer service. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 05/12/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Internal and external customer service methods
2. Employee training techniques
3. Organizational customer retention strategies
D. LEARNING OUTCOMES (General)
   1. Conduct service audit
   2. Explain dissatisfied customer economics
   3. Calculate dissatisfied customer costs
   4. Describe the current status of customer service
   5. Determine top management's role in customer service
   6. Compare internal customers to external customers
   7. Contrast internal customers to external customers
   8. Develop service goals
   9. Calculate customer service results
  10. Analyze customer service opportunities
  11. Explain employee self-esteem/customer service relationship
  12. Explain supervisor's role in effective customer service
  13. Describe a customer-driven corporation
  14. Develop customer profile
  15. Prepare on-the-job training plan
  16. Examine telephone skills
  17. Describe effective customer service training programs
  18. Develop training needs assessment strategy
  19. Evaluate training (cost/benefit) impact
  20. Determine training objectives
  21. Identify key learning points
  22. Organize and sequence content
  23. Determine learner orientation
  24. Determine training method
  25. Design visual and handout material
  26. Design performance standard
  27. Perform training presentation
  28. Explain training evaluation levels
  29. Explain participant involvement techniques
  30. Write quality service standards

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted