

Minnesota State College Southeast

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