

Grande Prairie Regional College
Department of Business Administration

BA 2710 Customer Service (3-0, 3 credits)

Revised Course Outline Fall 2001 Section A2

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Office Hours: Tuesday & Thursday, 8:00 - 9:30 a.m. or by appointment.
Appointment is usually best.

Required Text: Timm, Paul R., (2001), Customer Service, Career Success Through Customer Satisfaction, Second Edition, Toronto, Ont., Prentice Hall,

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter. If in-class time is to be used effectively, you should do the required reading before class.

Course Description:

This course prepares students to focus on customer service as a long-term initiative. Students will discover strategies to achieve effective customer service programs, paying particular attention to processes, technology, and people. An examination of a number of companies across several industries that exemplify the concepts of achieving breakthrough customer service will also be included.

Course Format:

BA 2710 consists of 160 minutes of weekly instruction Wednesday and Friday, 1:00 - 2:20 p.m. The classwork will include a combination of lectures, class discussions, videos, group work and presentations, and case studies.

Course Objectives:

The objectives for this course are:

- To acquaint students with the terminology and fundamental concepts of customer service;
- To develop an understanding of how to implement a customer service program that integrates the core values of an organization;
- To outline the roles of customer service in the overall management/marketing framework;
- To understand the fundamental strategies involved in delivering customer service;
- To demonstrate how valuable a customer service program is to the success of any organization.

SEP. 13 2001

University Transferability:

Some universities and many professional organizations will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation:

The following components will determine your grade:

Class Participation	10%
Chapter Quizzes	45%
Group Presentations	20%
Research Paper	25%

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. Attendance will be taken at each class, and I will monitor your active and constructive contribution to the class' learning. Your participation grade, worth 10% of the final grade, will reflect both of these components.

Chapter Quizzes

There will be 9 Chapter Quizzes, worth 5% each, and will therefore contribute to 45% of your final grade. The purpose of these quizzes is to ensure that you have learned the material presented in a chapter before we continue forward in the course. Each chapter quiz will consist of a combination of multiple-choice and / or reverse definitions, a number of short answer questions, and a couple long answer. They will take approximately 60 minutes to complete.

Group Presentations

There will be 5 Group Presentations. I will combine the best 4 marks out of the 5 Presentations and apply them to this portion of your grade. This will represent 20% of your final grade. The choices for these Presentations are listed on a separate sheet attached to this outline. Each group (3-4 members) **must** do the Chapter 4 Assignment, and may choose their other 4 Presentations from the other 6 Assignments offered. Your grade will be assigned based on your ability to pinpoint the important information and translate it into an informative and exciting 10 to 15 minute class presentation. So the actual material presented, delivery of the material (verbal, handouts, Power Point, etc.) and your style and format of the class will be marked by your fellow students as well as myself. The marks will be combined and averaged for each Presentation except Chapter 4, which will be handed in to be marked (no presentation).

Research Paper

This research paper will contribute 25% of your final grade. In groups of 3 or 4, you will select a local company / organization as your client, take on the role of customer-service consultants, and proceed to perform an analysis of the client's customer service program. This would involve conducting research on 2 different dimensions, the Customer and the Client.

In terms of the Customer, the purpose of your research will be to understand how services are obtained by the customers, how the services are delivered, and how quality and delivery may be improved to increase customer satisfaction and loyalty. In this section, you should:

1) Attempt to identify the aspects of service that the customer expects and desires from your client in order to be satisfied.

2) Discuss what aspects of the industry create these customer expectations and wants. Your research for this section should consist of a number of in-depth interviews with your client's customers and customers of similar organizations in the industry and a detailed literature search on the subject of service delivery in the particular industry that your client operates.

In the second part of your paper, you should examine the provision of service from the client's point-of-view. This will involve:

- 1) A detailed examination of the processes inherent in the delivery of service to customers;
- 2) An analysis of the nature and quality of the service delivery system at the organization;
- 3) A survey of selected individuals within the client's organization regarding their own view of quality service.

In this section, you will attempt to identify gaps between these views and those that are held by the customer.

Finally, your paper will draw conclusions about service delivery within the industry that your client operates in, allowing you to present the client with specific recommendations for improvement in their delivery of customer service.

The Road to Success in BA 2710:

- **Read** the textbook before the material is covered in class.
- **Attendance** is critical for success in BA 2710.
- **Participate** actively in all in-class discussions and activities.
- **Review** your class notes and our discussions before each quiz.
- **Learn** from your mistakes on the section quizzes.
- **HAVE FUN WHILE LEARNING!**

Key Dates for BA 2710:

Sept. 14	Submit Groups
14	Chapter 1 Quiz
19, 21	Chapter 2 Presentations
26	Chapter 2 Quiz
Oct. 3, 5	Chapter 3 Presentations
5	Submit Name of Company / Organization
5	Chapter 3 Quiz
12	Chapter 4 Quiz, <i>CHAPTER 4 ASSIGNMENT</i>
19, 24	Chapter 5 Presentations
26	Chapter 5 Quiz
Nov. 2	Chapter 6 Quiz
9, 14	Chapter 7 Presentations
16	Chapter 7 Quiz
23, 28	Chapter 8 Presentations
28	Chapter 8 Quiz
Dec. 5, 7	Chapter 9 Presentations
7	Chapter 9 Quiz
8	Research Paper Due

Fall 2001 Course Schedule - Section A2

Week	Date	Readings
1	September 5, 7	Course Outline, Introduction
2	September 12, 14	Chapter 1, Chapter 1 Quiz, Chapter 2, Submit groups
3	September 19, 21	Chapter 2 and Presentations
4	September 26, 28	Presentations, Chapter 2 Quiz, Chapter 3
5	October 3, 5	Chapter 3, Presentations, Chapter 3 Quiz Submit Name of Company / Organization
6	October 10, 12	Chapter 4, Chapter 4 Quiz, <i>Chapter 4 assignment</i>
7	October 17, 19	Chapter 5, Presentations
8	October 24, 26	Presentations, Chapter 5 Quiz, Chapter 6
9	October 31, Nov. 2	Chapter 6, Chapter 6 Quiz
10	November 7, 9	Chapter 7, Presentations
11	November 14, 16	Presentations, Chapter 7 Quiz, Chapter 8
12	November 21, 23	Chapter 8, Presentations
13	November 28, 30	Presentations, Chapter 8 Quiz, Chapter 9
14	December 5, 7	Chapter 9, Presentations, Chapter 9 Quiz
15	December 8	Research Paper Due

BA 2710 - Group Presentations

All groups must do the Chapter 4 Assignment. There will not be a presentation made for this assignment. It will be handed in and marked by your instructor (no peer pressure here).

Then choose 4 more Presentations from the other 6 assignments listed below.

Chapter 2 Assignment

Mystery shopping activity - Page 38

Report: All results including data, graphs, generalizations, conclusions, suggestions, etc

Chapter 3 Assignment

Recovering the unhappy customer - Page 61

Role-play 4 responses: really bad, not so good, better, best

Chapter 4 Assignment - Group assignment - Mandatory for every group

E-Plus VISAPAC exercise - Page 82

Summarize and make conclusions and suggestions

What you chose for further consideration and Why?

Chapter 5 Assignment

Customer loyalty activity - Page 117

Collect data and report with graphs, generalizations, conclusions, suggestions, etc

Chapter 7 Assignment

Activity 5 and Activity 6 - Page 171

Explain your answers and choices. Make conclusions and suggestions

Chapter 8 Assignment

Goodwill letter exercise - Page 180

Critique the Chevy dealer's letter. Then write a Goodwill Letter of your own

Explain what you included or did not include in the letter, and Why?

Chapter 9 Assignment

Scoping out the One-to One future - Page 208

Describe and state Why? Are the changes good or bad? Why or why not?

Are you sure they will get the feedback they are after? Explain

Are the relationships stronger? How do you know? Is there really more loyalty or just perceived?

Be detailed in your explanations and conclusions.