

Grande Prairie Regional College

**BA 2710 Customer Service (3-0-0) 45 Hours
September 2007 – December 2007**

INSTRUCTOR: Hope Colbourne, B.Ed., M.Ed.

CONTACT: hcolbourne@gprc.ab.ca

REQUIRED TEXT: *CUSTOMER SERVICE: A PRACTICAL APPROACH* Fourth Edition, Elaine Harris, Prentice Hall (2007).

COURSE DESCRIPTION

This course provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

COURSE OBJECTIVES

Upon completion of this course the student should be able to:

1. Define customer service.
2. Actively express an understanding of the customer service industry.
3. Express techniques for exceeding customers' expectations.
4. Actively illustrate steps toward problem solving.
5. Discuss the relationship between strategy and empowerment in creating a culture that encourages the provision of excellent customer service.
6. Design a new or improved customer service system.
7. Demonstrate improved listening skills.
8. Express an understanding of how to cope with those individuals whom they find to be challenging.
9. Discuss the relationship between leadership and motivation in customer service.
10. Demonstrate methods of showing leadership without position.
11. Define customer retention and various methods of measuring customer satisfaction.
12. Express in written and oral form their individual philosophies of customer service.

TEACHING METHODS

Classroom instruction will involve lecture, group discussions, group work, individual reflection, research study and presentations.

EVALUATION

Exams (4 @ 10%)	40%
Four Challenge Exercises (4 @ 5%)	20%
Class Participation	10%
Research Project & Presentation	30%

TENTATIVE TIMELINE

Exam #1	Last week of September
Exam #2	Last week of October
Exam #3	Last week of November
Exam #4	Last week of classes
Challenge #1	Due week 3
Challenge #2	Due week 7
Challenge #3	Due week 12
Challenge #4	Due week 14
Research Paper	Due week 14
Presentations	Week 15

Exams

Exam #1 -	Chapters 1, 2, & 3
Exam #2 -	Chapters 4, 5, 6, & 7
Exam #3 -	Chapters 8, 9 & 10
Exam #4 -	Chapters 11, 12 & comprehensive

Challenge #1 -	Personal Purpose Statement	Page 27 Textbook
Challenge #2 -	Mystery Shopper	Page 85 Textbook
Challenge #3 -	Quality Recognition Form	Page 101 Textbook
Challenge #4 -	Philosophy of Customer Service	Page 149 Textbook

Research Paper -	Research Activity	Page 49 Textbook
-------------------------	--------------------------	-------------------------

Participation - Participation is key to the success of this class. Marks will be awarded for attendance, participation in class discussions, and contributions to group work.