

Grande Prairie Regional College

**BA 2710 Customer Service (3-0-0) 45 Hours
September 2008 – December 2008**

INSTRUCTOR: Hope Colbourne, B.Ed., M.Ed.
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REQUIRED TEXT: *CUSTOMER SERVICE: Skills for Success*
Robert W. Lucas, Fourth Edition

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. Define a service culture.
3. Discuss societal factors affecting customer service.
4. Demonstrate improved listening skills.
5. Understand the importance of effective communication.
6. Identify behavioral styles.
7. Discuss service breakdowns and service recovery.
8. Define diversity and the impact of cultural values.
9. Discuss the increasing role of technology in customer service.
10. Understand the role of trust and the importance of customer relationship management.
11. 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 @ 15%)	60%
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
Presentations	November 24 th & 26 th
Research Paper	Due December 1, 2008

EXAMS

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

Research Paper - Research Activity - Topics will be presented in class

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.

Statement of Plagiarism

The instructor reserves the right to use electronic plagiarism detection services.