

Grande Prairie Regional College

Department of Business Administration

BA 2710 Customer Service (3-0)

Course Outline

Instructor	Lori Palmer
Contact	(780) 539-2711 or lpalmer@gprc.ab.ca , Room C406
Office Hours:	Tuesday and Thursday 10:00 – 11:30 AM or by appointment.
Required Text:	Peppers, Don. <u>Managing Customer Relationships: A Strategic Framework.</u> Published by John Wiley and Sons
Prerequisite:	BA 1090 or consent of instructor.
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.
University Transferability:	University of Lethbridge, Athabasca University, Royal Roads University, and Thompson Rivers University. Check with the receiving university for confirmation.

Course Evaluation:	Section Exams (4@15%)	60%
	Research Paper	30%
	Participation	10%

Section Exams: Four equally weighted exams will be given throughout the semester covering the theory-based content of the course.

Research Paper: Research paper materials will be distributed in class.

Participation: Participation is key to the success of this class. Marks will be given for attendance, participation in class discussions, and contribution to the group research paper.

Course Format

BA 2710 consists of 160 minutes of weekly instruction. Class times are Monday and Wednesday from 10:00 am – 11:20 am. Class time will involve lecture, group discussions and group work.

Statement of Plagiarism

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

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
Research Paper Due Dec. 1/2005

Course Content

1. Evolution of Relationships with Customers
2. The Thinking behind Customer Relationships
3. Customer Relationships: Basic Building Blocks
4. Identifying Customers
5. Differentiating Customers
6. Interacting with Customers
7. Using the Tools of Interactivity to Build Learning Relationships
8. Privacy and Customer Feedback
9. Using Mass Customization to Build Learning Relationships
10. Measuring Success of Customer Based Initiatives
11. Customer Analytics and the Customer Strategy Enterprise
12. Organizing and Managing the Profitable Customer Strategy Enterprise
13. Delivery Channel Issue
14. Store of the Future and the Evolution of Retailing

***The instructor reserves the right to change, or cancel, any of these topics.**