

SEP 13 2000

*Grande Prairie Regional College
Department of Business Administration*

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

Course Outline Fall 2000

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Office Hours: Tuesday & Thursday, 2:30 - 4:00 p.m. or by appointment

Required Text: Brown, Stanley A.. (1997), Breakthrough Customer Service, Best Practices of Leaders in Customer Support,
Etobicoke, Ont.: John Wiley & Sons.

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 Monday and Wednesday, 10:00 - 11:20 a.m. The class work 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.

University Transferability:

Some universities and 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%
Section Quizzes (5@14%)	70%
Research Paper	20%

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.

Section Quizzes

There will be 5 Section Quizzes, each worth 14% each, and will therefore contribute to 70% of your final grade. The purpose of these quizzes is to ensure that you have learned the material presented in a section before we continue forward in the course. Each section 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.

Research Paper

In groups of 2 or 3, you should 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 the customers obtain services, 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 your client operates in, allowing you to present the client with specific recommendations for improvement in their delivery of customer service.

*** Alternatively, you may propose your own research-based paper to me on a customer service issue or topic that interests you or in which you have been previously involved. Please talk to me about this before pursuing.*

Key Dates for BA 2710:	
Sept. 25	Quiz # 1 (Chapters 1-5)
Oct. 16	Quiz #2 (Chapters 7-11)
Oct. 30	Quiz #3 (Chapters 12-14, 16)
Nov. 15	Quiz #4 (Chapters 17, 19-23)
Dec. 6	Quiz #5 (Chapters 25-28, 32, 33, 35)
Dec. 8	Research Paper Due

Fall 2000 Course Schedule - Section A2

Week	Date	Readings
1	September 6	Introduction, Review
2	September 11, 13	Chapters 1, 2, 3
3	September 18, 20	Chapters 4, 5
4	September 25, 27	Quiz #1, Chapter 7
5	October 2, 4	Chapters 8, 9, 10
6	October 11	Chapter 11, Review
7	October 16, 18	Quiz #2, Chapter 12
8	October 23, 25	Chapters 13, 14, 16 (pg. 179-185 only)
9	October 30, Nov. 1	Quiz #3, Chapter 17
10	November 6, 8	Chapters 19, 20, 21
11	November 13, 15	Chapters 22, 24, Quiz #4
12	November 20, 22	Chapters 25, 26, 27, 28
13	November 27, 29	Chapters 32, 33, 35
14	December 4, 6	Review, Quiz #5
15	December 8	Research Paper Due