

**Northern Marianas College**  
**CURRICULUM ACTION REQUEST**

**Effective Semester / Session:** Fall 2012

**Type of Action:**

- New
- Modification
- Cancellation
- Move to Inactive (Stop Out)

**Course Alpha and Number:** MG 239

**Course Title:** Principles of Customer Service

**Reason for initiating, revising, or canceling:**

To update the course to reflect changes in course description, course content, student learning outcomes, assessment measures, and textbook.

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Lawrence Lee

July 20, 2012

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Proposer

Date



Rosa Tudela, Acting Department Chair

7/27/12

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Department Chair

Date

Barbara Merfalen



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Dean of Academic Programs and Services

8.17.12  
Date

# Northern Marianas College

## Course Guide

Course: MG 239 Principles of Customer Service

**1. Department**  
Business

**2. Purpose**

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

**3. Description**

**A. Required/Recommended Textbook(s) and Related Materials**

Required:

Harris, Elaine. *Customer Service: A Practical Approach*. 5th ed.  
New Jersey: Prentice-Hall, 2010.

Readability level: Grade 10

**B. Contact Hours**

1. **Lecture:** 3 hours per week / 45 hours per semester

2. **Lab:**

3. **Other:**

**C. Credits**

1. **Number:** 3

2. **Type:** Regular degree credits

**D. Catalogue Course Description**

This course provides students with the basic concepts, techniques, and current trends in the customer service industry. Special areas of emphasis include problem solving, motivation, leadership, development of a customer service culture and strategy, creating customer service systems, coping with challenging customers, new customer service technologies, customer retention, and measuring customer satisfaction. Prerequisite: MG 206, or upon approval of the instructor. English Placement Level: EN 101, or upon approval of the instructor. Math Placement Level: None. (Offered Fall)

**E. Degree or Certificate Requirements Met by Course**

This course is required for the A.A.S. in Business Administration and the A.A.S. in Hospitality Management.

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### F. Course Activities and Design

Instructional activities for the course will include lectures, discussion, simulations and role playing, reading assignments, group activities, guest speakers, videos, oral presentations, and other related instructional activities.

### 4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisite(s): MG 206, or upon approval of the instructor.

English Placement Level: EN 101, or upon approval of the instructor.

Math Placement Level: None

### 5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary.

Instructional resources needed for this course include printer, multimedia projector and monitor or screen, instructional DVDs, DVD player, flash drive, whiteboard, whiteboard markers, photocopied handouts, and appropriate reference materials.

### 6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0;

B: Above average – grade points: 3.0;

C: Average – grade points: 2.0;

D: Below average – grade points: 1.0;

F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 What is Customer Service?
  - 1.1 The importance of customer service
  - 1.2 Customer service defined
  - 1.3 The difference between customer expectations and customer perceptions
  - 1.4 Examples of customer service
  - 1.5 The five needs of every customer
  - 1.6 External vs. internal customers
  - 1.7 Customer attributes
  - 1.8 The high cost of losing a customer
  
- 2.0 The Challenges of Customer Service
  - 2.1 Common barriers to customer service
  - 2.2 Recognizing and managing customer perceptions
  - 2.3 The scope of influence, and reputation management
  - 2.4 Techniques for exceeding customers' expectations
  - 2.5 Keys to credibility
  - 2.6 The importance of values and ethics in customer service
  - 2.7 New trends in customer service
  
- 3.0 The Role of Problem Solving in Customer Service
  - 3.1 The problem solving process
  - 3.2 Problem solving strategies
  - 3.3 Developing negotiation skills
  - 3.4 Barriers to problem solving and decision making
  
- 4.0 Strategy for Formulating a Plan for Success
  - 4.1 The importance of infrastructure
  - 4.2 Culture in the workplace
  - 4.3 High-touch and low-touch customers
  - 4.4 Consumption behavior
  - 4.5 Market segmentation
  - 4.6 Strategy development
  
- 5.0 Empowerment
  - 5.1 Examples of empowerment
  - 5.2 Steps to empowering customer service providers
  - 5.3 Coproduction of customer service
  - 5.4 Customer service system design

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- 6.0 Communications in Customer Service
  - 6.1 Building customer intelligence
  - 6.2 Modern methods of communication
  - 6.3 Effective telephone techniques in providing customer service
  - 6.4 Communication and technology
  
- 7.0 Coping with Challenging Customers
  - 7.1 Why are customers challenging?
  - 7.2 Characteristics of challenging customers
  - 7.3 The positive power of empathy
  - 7.4 Techniques for coping with challenging customers
  
- 8.0 Motivation
  - 8.1 What is motivation?
  - 8.2 Needs and wants
  - 8.3 Motivating factors
  - 8.4 Morale
  - 8.5 Self-concept and motivation
  - 8.6 Teamwork
  - 8.7 The power of self-motivation
  - 8.8 Methods of saying thank you and motivating others
  
- 9.0 Leadership in Customer Service
  - 9.1 Leadership defined
  - 9.2 Formal and informal leaders
  - 9.3 Characteristics of excellent leaders
  - 9.4 Creation of a customer service culture
  - 9.5 Leadership without position
  
- 10.0 Customer Retention and Measurement of Satisfaction
  - 10.1 Customer retention defined
  - 10.2 Value of existing customers
  - 10.3 Developing a customer retention program
  - 10.4 Measuring customer satisfaction
  - 10.5 Sources of information
  - 10.6 Benefits of measuring your effectiveness
  
- 11.0 Technology and Customer Service
  - 11.1 The 21<sup>st</sup> century customer
  - 11.2 Embracing new technologies
  - 11.3 Customer service over the Internet
  - 11.4 Enhancing service experiences and building customer loyalty

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- 12.0 Excellence in Customer Service
  - 12.1 Excellence is the goal
  - 12.2 What is happening in the "real world"
  - 12.3 Rewards of providing excellent customer service

## 8. Instructional Goals

This course will introduce students to:

- 1.0 The definition of customer service;
- 2.0 Various examples of customer service activities/practices, and techniques for exceeding customers' expectations;
- 3.0 Customer attributes and the concept of market segmentation;
- 4.0 Common barriers to customer service and methods for minimizing or eliminating these barriers;
- 5.0 The importance of values and ethics in customer service and the challenges associated with ethical decision making;
- 6.0 The relationship between strategy and empowerment in creating a culture that encourages consistent delivery of excellent customer service;
- 7.0 The benefits of relationship marketing and techniques for successfully cultivating lasting and mutually beneficial connections with customers;
- 8.0 Various approaches to dealing with challenging customers;
- 9.0 The impact that high or low morale may have on an organization;
- 10.0 The relationship between leadership and motivation in customer service;
- 11.0 Customer retention and various methods of measuring customer satisfaction; and
- 12.0 Emerging trends in customer service technology.

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## 9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Define customer service;
- 2.0 Describe various examples of customer service activities/practices, and techniques for exceeding customers' expectations;
- 3.0 Differentiate customer attributes and explain the concept of market segmentation;
- 4.0 Identify common barriers to customer service and describe methods for minimizing or eliminating these barriers;
- 5.0 Explain the importance of values and ethics in customer service and the challenges associated with ethical decision making;
- 6.0 Describe the relationship between strategy and empowerment in creating a culture that encourages consistent delivery of excellent customer service;
- 7.0 Explain the benefits of relationship marketing and list several techniques for successfully cultivating lasting and mutually beneficial connections with customers;
- 8.0 Compare and contrast various approaches to dealing with challenging customers;
- 9.0 Explain the impact that high or low morale may have on an organization;
- 10.0 Describe the relationship between leadership and motivation in customer service;
- 11.0 Define customer retention and various methods of measuring customer satisfaction; and
- 12.0 Explain the emerging trends in customer service technology.

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## 10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Class attendance and participation;
- 2.0 Homework assignments;
- 3.0 In-class activities;
- 4.0 Quizzes and examinations;
- 5.0 Individual and group projects; and
- 6.0 Oral presentations.