

BUS 131 CUSTOMER SERVICE SOLUTIONS

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COURSE DESCRIPTION:

Customer care interactions of all sorts happen between people every day. This course will help you strive to get F.I.T. for customer service. Getting F.I.T. (Focused Interpersonal Training) will help you become more aware of how to recognize and deal with the feelings, pressures, annoyances, and biases that customers have and that you as a customer service provider also possess. Your ability to address these interpersonal issues can make the difference between creating return business and losing the customer.

As a participant in this course, you will be asked to consider understanding your own business and professional experiences as we discuss both the customer care process and how to strive for service excellence. Areas to be covered in this class include: Self-assessment, building a foundation and setting the tone, “moments of truth,” understanding customers and their needs, interpersonal communication skills, task skills, problem-solving, and telephone skills.

To address various learning styles, your course instructor will use a variety of formats including visual lectures, discussions, case studies, videos, and readings. Because your instructor is striving to create a positive and interactive learning community, your input is welcomed, and you are encouraged to make suggestions throughout the course concerning topics and activities.

COURSE GOALS:

The goals of this class are two-fold. First, this class will help you understand and demonstrate some of the tasks and interpersonal communication skills necessary for successful customer service interactions both face-to-face and over the telephone. Second, you will recognize the important role that front-line service providers play in impacting whether a customer stays with a particular business or goes to the competition.

COURSE OBJECTIVES:

As a participant in this course, you will have the opportunity to gain:

1. Awareness of the role that customer service plays within an organization, of the complexities of the customer service process, and of the function of technology in customer service.
2. Insights what is necessary to provide quality customer service.
3. Better understanding of yourself as a customer service professional and how being in particular cultures/environments affects your interactions with diverse customers.
4. Appreciation of the positive results of using effective listening and multicultural communication skills in interactions with customers.
5. Knowledge and practice in researching excellence in customer service by both interviewing a customer service professional and by observing customer service in action through a site visit.

COURSE ACTIVITIES:

You will be asked to (1) read the assigned chapter(s) for each week, (2) contribute to your small group/team and class discussions, (3) interview a customer service professional, (4) observe a company with customer service in progress, (5) submit written assignments concerning the interview and the site visit, (6) present responses to case studies and other activities, and (7) complete chapter tests.

COURSE TEXTBOOK:

Contact the ECC Bookstore: eccbookstore@elgin.edu; 847-214-7395

STUDENTS WITH DISABILITIES:

ECC takes service to those with disabilities seriously. If you have a disability (physical, mental, emotional, and/or learning), you may be entitled to some accommodations, services, or support. Although you do not have to reveal any disability, you do need to provide documentation to the college through the Learning Skills Center if you require any services. Your best interest is to notify both the instructor and the Learning Skills Center of a disability so that support can be arranged. All information provided remains confidential. If you do not inform the college, college faculty and staff are not required to alter any standard procedure.

The procedure to follow for utilizing services or support is two-fold. First, go to counseling and sign a release to have documentation of your disability sent to the college. Then, make an appointment for an interview with the Director of the Learning Skills Center, Annabelle Rhoades (847.214.7220, SRC 108H).

ADDITIONAL ASSISTANCE PROVIDED:

Because your success is important, to assist you with homework and other class activities, you can sign up for **private tutoring**, which in most cases is free. Go to the Tutoring Lab in SRC (*Alumni Room* behind cafeteria) to sign up for this program. In addition, you can go to *The Write Place* on the third floor of SRC for help with your writing. (More details about these programs in *D2L Content*). Also take advantage of your instructor's office hours for additional help with assignments.

COURSE REQUIREMENTS:

1. **“Attend” class regularly and consistently.**
2. All assignments are **due on dates indicated in D2L.**
3. According to College policy, **all assignments must be YOUR OWN WORK.**
4. **Participate in all Discussions.**
 - a. Please **be thoughtful and complete in your answers posted in each forum**
 - b. After you have posted your own thoughts, make sure you **take time to read what our fellow learners have written, and reply appropriately.**
 - c. **Be respectful of others. Use civil discourse.**
5. To be successful in this class, you need to make sure that you post your comments in the appropriate discussion forums **before the stated deadlines.**