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BMGT 245.50: Customer Service Management

Kim A. Larson

University of Montana - Missoula, kim.larson@mso.umt.edu

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**MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BMGT245-S15-K.Larson, Customer Service Management (online)

DATE REVISED: Spring 2015

SEMESTER CREDITS: 4

PREREQUISITES: None

FACULTY: Kim Larson

E-MAIL ADDRESS: Kim.Larson@umontana.edu

OFFICE HOURS: By appointment via UM email

COURSE DESCRIPTION: Designed to prepare employees and managers to meet customers' expectations. Review of customer service philosophy and techniques. Services marketing, quality issues, service design and delivery, customer interaction systems, complaint handling and service recovery, customer relationships, loyalty management, and operations are addressed.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

1. Understand customer service concepts, satisfaction, and the relationship between customer service and current management and marketing theory.
2. Identify and describe an organization's internal and external customers.
3. Describe and analyze service processes.
4. Describe the relationship and interaction between customers and service organizations.
5. Identify customer expectations and measure and evaluate customer satisfaction and loyalty.
6. Determine how to create and maintain customer relationships.
7. Identify factors that make people diverse in order to more effectively communicate with and serve a diverse customer population.
8. Develop listening skills and understand listening barriers.
9. Communicate effectively with customers – non-verbal, verbal, written and electronic.
10. Formulate complaint management strategies and systems.
11. Explain the role of technology in enhancing the speed, convenience, and productivity of service delivery systems.
12. Apply the concepts of customer service management to current and future careers.
13. Understand problem resolution and recovery strategies.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Testing and Assignments:

Weekly assignments are due each Sunday by midnight and become unavailable on Moodle when due (Sunday at midnight). Late work will be accepted for one week past the weekly Sunday midnight deadline, but projects that are submitted late will be lowered one to five points per project. Projects not submitted will be recorded as zeros. Assignments will no longer be accepted past the “one week late” allowance.

There is no opportunity to make up missed tests or quizzes unless an emergency situation occurs and appropriate documentation is submitted in a timely manner (example: submitting a Doctor’s note for illness as soon as possible). The professor must be notified before the test is administered in order for a make-up exam to be given. Students must make arrangements with Professor to take the test. It is up to the Professor to allow or not allow a test to be made up depending upon the circumstances. Homework, tests, projects, and assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade at the end of the semester and determined by the following grading scale:

Grading Scale

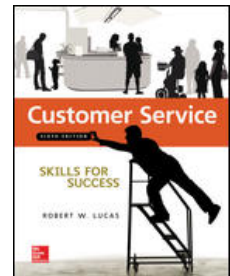
A 90-100

B 80-89

C 70-79

D 60-69

REQUIRED TEXT: Lucas, Robert W. (2015). *Customer Service, Skills for Success 6th Ed*, McGraw-Hill, New York, NY. (ISBN: 978-0-07-354546-2)



COURSE OUTLINE:

- I. Customer Service in the Current Century
 - a. Definition and Importance of Customer Service
 - b. Growth of the Service Sector
 - c. Societal Factors Affecting Customer Service
 - d. Consumer Behavior Shifts
 - e. The Customer Service Environment
 - f. Addressing Changes
- II. Contributing to the Service Culture
 - a. Defining a Service Culture
 - b. Establish Service Strategy
 - c. Customer-Friendly Systems
 - d. Strategies for Promoting a Positive Service Culture
 - e. Separating Average from Excellence
- III. Verbal Communication Skills

- a. Two Way Communication
- b. Positive Attitudes and Communicating Positively
- c. Listening/Feedback
- d. Avoid Negative Communication
- e. Dealing Assertively with Customers
- f. Assertive vs. Aggressive
- IV. Nonverbal Communication Skills
 - a. Nonverbal Communication Defined
 - b. Gender and Nonverbal Communication
 - c. Cultural Impact of Nonverbal Communication
 - d. Negative Nonverbal Behaviors
 - e. Strategies for Improving Nonverbal Communication
- V. Listening to the Customer
 - a. What is Listening
 - b. Characteristics of a Good Listener
 - c. Causes of Listening Breakdowns
 - d. Strategies for Improving Listening
 - e. Information Gathering Techniques and Guidelines
- VI. Customer Service and Behavior
 - a. Identifying Behavioral Styles
 - b. Communicating with Each Style
 - c. Building Stronger Relationships
 - d. Dealing with Perceptions
- VII. Service Breakdowns and Service Recovery
 - a. Define Service Breakdown
 - b. Role of Behavioral Style
 - c. Dealing with Difficult Customers
 - d. Emotion-Reducing Model
 - e. Reasons for Customer Defection
 - f. Value of Existing Customers
 - g. Working with Internal Customers
 - h. Problem Solving and the Problem Solving Process
 - i. Implementing a Service Recovery Strategy
- VIII. Customer Service in a Diverse World
 - a. Define Diversity
 - b. Impact of Cultural Values
 - c. Providing Quality Customer Service to Diverse Customer Groups
 - d. Communicating with Diverse Customers
- IX. Customer Service via Technology
 - a. The Role of Technology in Customer Service
 - b. Call Centers/Help Desks
 - c. Tapping into Web-Based and Mobile Technologies
 - d. Technology Etiquette and Strategies
 - e. The Telephone in Customer Service

- X. Encouraging Customer Loyalty
 - a. The Role of Trust
 - b. Customer Loyalty
 - c. Customer Relationship Management
 - d. Provider Characteristics Affecting Customer Loyalty
 - e. Making the Customer Number One
 - f. Enhancing Customer Satisfaction as a Strategy for Retaining Customers
 - g. Tips for Improving Self-Concept

CLASS POLICY: You may use the labs at Missoula College to complete your projects. Please note that **the final exam is required** and you cannot get through the course if you do not take it at the designated time during final exam week. It is recommended that you have regular access to a computer installed with the Microsoft Office Suite (preferably MS Office version 2010 or 2013) for you to complete assignments required for this class. The University of Montana Bookstore sells the Microsoft Office 365 version 2013 Suite for about \$80.

ACADEMIC INTEGRITY: All students must practice academic honesty. Academic is conduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct code. The [Student Conduct Code is available online](http://life.umt.edu/vpsa/student_conduct.php) for review at http://life.umt.edu/vpsa/student_conduct.php.

DISABILITY ACCOMMODATION: Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the [Disability Services for Students website](http://www.umt.edu/dss/) at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).