

NC 683: CUSTOMER SERVICE II: ESSENTIALS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Winter 2021
Credits:	0
Total Contact Hours:	24
Lecture Hours :	24
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	48
Strongly Recommended:	High intermediate or advanced English language skills; grasp of paragraph form and PowerPoint presentation.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

The Customer Service II: Essentials course introduces learners to and expands upon the basics of customer service and communication. Students will learn how to conduct themselves professionally in an American work setting and how to communicate effectively with coworkers and customers. Additionally, students will learn techniques, such as emotional awareness and conflict management resolution in order to develop and maintain positive outcomes in a professional or business environment. Open entry/exit. 24 lecture hours.

Course Objectives

- Develop appropriate communication skills for the workplace.
- Distinguish among various conflict management types and techniques in the workplace.
- Learn about and identify diverse communication styles.
- Learn about American norms and customs in a work setting.
- Respond to and effectively implement feedback from a superior.
- Learn appropriate language for admitting mistakes, giving instructions, and asking follow-up questions in a polite manner.
- Identifying and recognizing miscommunications with customers.
- Implement effective techniques for teamwork.
- Learn appropriate language for admitting mistakes and expressing opinions and ideas.
- Demonstrate improved communication skills with customers, coworkers, and superiors.
- Use appropriate communication styles in mock dialogues with instructor and classmates.
- Identify incorrect communication styles of situational workplace videos through viewing and discussion.

Major Course Content

1. Define and recognize the importance of customer service.

- a. Added value to company, business, or organization
- b. Customer relationship and loyalty
- c. Brand loyalty

2. Learn the characteristics of good customer service and skills needed to meet or exceed customers' expectations.

- a. Rapid response times
- b. Customer feedback collection and analysis
- c. Customer self-service
- d. Omni-channel support
- e. Emotional intelligence
 - The five features of emotional intelligence
- f. Creative problem-solving
- g. Clear and consistent communication

3. Identify the formats of customer service and demonstrate ability to communicate effectively using all formats (i.e. verbal, written, formal, informal, email, text, etc.).

- a. Phone call / Text message
- b. Email
- c. Video conferencing
- d. Self-service
- e. Messaging
- f. Social media
- g. Live chat, chatbots

4. Make use of conflict management strategies when dealing with difficult customers.

- a. Basics of conflict management
- b. Scenarios and context of conflict management

5. Demonstrate awareness of developing appropriate attitudes with all customers.

6. Learn and practice communication skills: verbal and non-verbal, including tone of voice, body language, word choice, etc.

7. Use appropriate language for admitting a mistake with customers.

8. Identify and apply correct and incorrect ways and techniques for servicing customers.

9. Listen to audio portions and watch video clips of typical customer service workplace examples.

10. Demonstrate ability to distinguish between correct and incorrect communication styles with customers.

11. Demonstrate a grasp of American cultural norms, customs, and values and their relevance to an American work setting.

- a. Directness
- b. Overt communication
- c. High-context vs. low-context cultures and the implications for both
- d. Apply these norms to a work setting

Suggested Reading Other Than Required Textbook

Materials supplied and/or created by the instructor (i.e. Power Point and Voice Thread presentations, videos, websites, and documents)

- <https://www.commisceo-global.com/resources/country-guides/usa-guide> - <https://www.forbes.com/sites/carolkinseygoman/2011/11/28/how-culture-controls-communication/#7b838abb263b>

Examples of Required Writing Assignments

Paragraph(s) on application of theories learned to personal work setting

Examples of Outside Assignments

Role-play group project and in-class online presentations

Instruction Type(s)

Lecture, Online Education Lecture