

# BADM-1040: PRINCIPLES & PRACTICES OF CUSTOMER SERVICE

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## Cuyahoga Community College

**Viewing: BADM-1040 : Principles & Practices of Customer Service**

**Board of Trustees:**

2006-05-25

**Academic Term:**

2006-08-28

**Subject Code**

BADM - Business Administration

**Course Number:**

1040

**Title:**

Principles & Practices of Customer Service

**Catalog Description:**

How to create customer satisfaction and loyalty: developing and using questions, building rapport, using conflict resolution techniques, making basic business calculations and using business decision-making model to convey information and solve customer problems.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Course Outcome(s):**

Define and explain the factors of customer service that create customer satisfaction and loyalty and contribute to the successful performance of customer service responsibilities.

**Objective(s):**

1. Analyze marketing influences when making customer service decisions
2. Define the concept of customer-driven organizations
3. Explain the importance of knowing, understanding, and adhering to customer policies
4. Describe and apply the characteristics of a successful customer service representative
5. Define the roles and functions of customer service
6. Establish work priorities based on customer and organization needs
7. Explain what multitasking means in a support environment
8. Explain the means by which customer loyalty is built

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**Course Outcome(s):**

Develop and use questions, rapport, and conflict resolution techniques to convey information both verbally and in writing to solve customer problems

**Objective(s):**

1. Use conflict resolution skills when dealing with others
2. Use listening, questioning, paraphrasing, and cultural sensitivity to develop a rapport and build credibility with customers.
3. Develop and use questions effectively to uncover customer problems and issues

**Course Outcome(s):**

Solve customer problems by using the business decision-making model.

**Objective(s):**

1. Identify the problem
  2. Gather information and analyze the problem
  3. Identify alternatives for solving the problem
  4. Evaluate alternatives for solving the problem
  5. Select appropriate alternatives for solving the problem
  6. Implement the alternative selected
  7. Evaluate the success of the decision
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**Course Outcome(s):**

Use basic business calculations to determine margins, discounts, and pricing

**Objective(s):**

1. Calculate gross margins
  2. Calculate mark-ups and mark-downs
  3. Calculate pricing using appropriate INCO terms
  4. Calculate applicable business discounts
  5. Apply appropriate pricing strategies aligned with organizational goals
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**Course Outcome(s):**

Explain a business transaction from commencement through completion

**Objective(s):**

1. Describe order flow from receipt through pick, pack and ship
  2. Describe the processes used to assure customer creditworthiness
  3. Describe the basic shipping/receiving process and various transportation modes.
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**Methods of Evaluation:**

1. Exams
2. Exercise/Problems
3. Role play
4. Case Study
5. Papers
6. Journal

**Course Content Outline:**

1. CONCEPTS
  - a. Marketing influences
  - b. Customer-driven organizations
  - c. Positive customer service attitude
  - d. Roles and function of customer service
  - e. Work priorities based on customer needs
  - f. Multitasking
  - g. Open ended questions
  - h. Conflict resolution
  - i. Techniques build customer rapport
  - j. Cultural sensitivity
  - k. Decision-making model
  - l. Customer service in a diverse world
- m. Customer rapport
- n. Margin
- o. Discounts
- p. Pricing
- q. Business transaction cycle

- r. Order entry cycle
  - s. Shipping receiving practices & procedures
  - t. Alternate modes of transportation
  - u. Product affinities
  - v. Stress management techniques
2. SKILLS
- a. Effective listening techniques
  - b. Elicit customer issues
  - c. Identify roles and functions of customer service
  - d. Determine work priorities based on customer needs
  - e. Suggest and sell related products
  - f. Develop appropriate questions
  - g. Write letters and reports
  - h. Evaluate decisions
  - i. Calculate gross margins, markups and mark downs
  - j. Perform credit checks
  - k. Resolve conflicts
  - l. Build customer rapport
  - m. Oral and written communications
  - n. Use industrial distribution terminology
  - o. Manage stress
3. ISSUES
- a. Diversity in the marketplace
  - b. Stress
  - c. Channel conflict

## Resources

Ogders, Pattie. *The World of Customer Service*. South-Western Publishers, 2003.

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Harris, Elaine K. *Customer Service: A Practical Approach*. Upper Saddle River, NJ: Prentice-Hall, 2003.

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Swartzlander, Anne. *Serving Internal and External Customers*. Upper Saddle River, NJ: Prentice-Hall, 2004.

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Bacal, Robert. *Perfect Phrases for Customer Service: Tools, Techniques and Scripts for Handling any Situation*. New York: McGraw Hill, 2005.

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Blanchard, Kenneth. *Raving Fans: A Revolutionary approach to Customer Service*. New York: William Morrow Co, 2003.

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## Resources Other

1. ISSA: International Customer Service Association website: [www.ICSA.com](http://www.ICSA.com)

Top of page

Key: 824