COMMON COURSE OUTLINE: Course discipline/number/title: SMGT 1250: Managing Customer Service

A. CATALOG DESCRIPTION
1. Credits: 1
2. Hours/Week: 1
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course provides students with concepts and tools to increase organizational effectiveness and customer satisfaction through a process of assessing customer needs and empowering others to be responsive to those needs. Emphasis will be placed on creating a culture supportive of making customer focused decisions and leading others to excellence in customer service. Students will learn to use measurement tools to assess internal and external customer needs and levels of satisfaction. Recommended entry skills/knowledge: Reading and writing at the college level is encouraged.

B. DATE LAST REVISED (Month, year): November, 2001

C. OUTLINE OF MAJOR CONTENT AREAS:
This course will focus on how supervisors can apply customer driven service quality in the workplace.

1. Customer driven service quality
2. Cross-functional networks
3. Customer-centered systems
4. Supervisor's customer service and training roles
5. Integrated product concept
6. Customer requirements research tools
7. Dissatisfied customer requirements
8. Quality service triangle
9. Service cycle flow-chart
10. Service excellence barriers
11. Problem solving methods in customer service

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Explain the supervisor's role in managing customer service and how to capitalize on customer service opportunities.
2. Define customer driven service quality, the quality service triangle, customer service management grid, service cycle flowchart, service excellence barriers and problem solving methods.
3. Identify how to track and measure customer service results, set goals, determine action plans and explain dissatisfied customer economics.
4. Design a customer driven process.
5. Develop a customer service action plan.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Tests
2. Oral Presentations
3. Textbook Problems
4. Group Activities
5. Individual Projects
6. Application Papers

G. SPECIAL INFORMATION (if any): None