

THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

COURSE NAME:	Customer Service
COURSE CODE:	HOSP1102
CREDITS:	3
CONTACT HOURS:	45 (45 Hours Theory)
PRE-	None
REQUISITE(S):	None
CO-REQUISITE(S):	

COURSE DESCRIPTION:

This course will focus on developing an awareness of the importance of customer service to the success of the tourism and hospitality industry. It aims at developing skills, attitudes, and thinking patterns needed to win loyalty.

COURSE OUTCOMES:

Upon successful completion of this course, students **should:**

1. understand the importance of customer service to the Hospitality Industry
2. appreciate the ways in which customer flow and queuing systems have improved the quality of service.
3. demonstrate interpersonal skills necessary for the delivery of quality customer service.
4. apply decision making and conflict resolution techniques in solving customer complaints.
5. show application of professional codes of conduct necessary in the enhancement of quality customer ca

UNIT I – The Concept of Customer Service

(3 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. explain the evolution of service from the early 20th century to present
2. examine the four (4) inherent characteristics of service.
3. explain the importance of customer service.
4. discuss the roles of technology in enhancing the customer service experience.

Content:

1. What is service?
2. Overview of the service industry
3. Traditional versus modern management hierarchy
4. Importance of service
5. Nature/characteristics of customer service – intangibility, heterogeneity, perishability, inseparability.
6. Roles of technology in customer service delivery

UNIT II – Developing Customer Loyalty (10 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. show how application of the laws of service can aid in building customer loyalty
2. discuss strategies that lead to customer loyalty
3. review industry best practices for achieving customer satisfaction
4. Explain the importance of developing a strong service culture

Content:

1. The Laws of Service –
 - a. Satisfaction = perception – expectations
 - b. First impressions are important
 - c. A service oriented attitude alone will not assure good service, etc.
2. Handling moments of truth
- 3.

4. Strategies for creating customer loyalty
5. Three (3) categories of customer turnoff
 - a. Value turnoffs
 - b. System turnoffs
 - c. People turnoffs
6. Zone of indifference
7. Service Culture

UNIT III - The Psychology of Customer Flow (3 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. discuss the methods used to handle customer flow
2. discuss how technology can assist in managing customer flow

Content:

1. Customer Flow
2. Waiting lines –
 - a. match capacity to demand,
 - b. make the wait invisible.
 - c. respond to how customers perceive the wait.
 - d. Make the wait equitable.
3. ‘Virtual waiting’
4. Technology and customer flow – efficiency, speed, convenience, diversification of service

UNIT IV– Social Media and Communication Skills

(12 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. explain the importance of communication in the service industry
2. use simulated exercises to demonstrate how communication skills can be utilized to bring satisfaction.
3. discuss social media etiquette.
4. examine ways in which social media and online businesses have affected communication

Content:

1. Reasons for communication

2. Communication process
3. Formal vs. Informal communication
4. Voice inflection as a customer service tool
5. Power of eye contact
6. Power phrases and words to avoid
7. Barriers to communication
8. How to improve communication with customers
9. How to deal with different types of customers
10. Listening skills
11. Telephone skills
12. Social media

UNIT V– Problem Solving and Conflict Resolution

(9 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. analyse given situations dealing with customer care and conflicts
2. solve conflict situations in order to achieve a win-win situation.

Content:

1. Role of problem solving in customer service
2. Types of Customers
 - a. Disgusted
 - b. Whining
 - c. Assertive/Aggressive
 - d. Disappointed
 - e. Hurried
 - f. Angry
3. Creativity and problem solving skills
4. Problem solving process and strategies
 - a. Reasons for complaints
 - b. Strategies to deal with complaints
5. Development of negotiation skills
6. Empowerment

UNIT VI – Personal Development

(5 hours)

Learners Outcomes:

Upon successful completion of this unit, students should be able to:

1. demonstrate the ability to work efficiently and effectively in teams
2. apply stress and time management techniques to given situations
3. demonstrate appropriate professional attributes in given situations
4. demonstrate appropriate use of protocol

Content:

1. Team work
2. Self-concept
3. Stress and time management
4. Attributes of professional service personnel – proper grooming, punctuality, personality, attitude and aptitude.
5. Observing protocol – Greetings, dealing with officials, proper introductions

METHODS OF DELIVERY:

1. Lecture
2. Video Presentations – e.g. YouTube
3. Guest lectures
4. Role Play
5. Projects
6. Tests
7. Simulations
8. Case Studies

METHODS OF ASSESSMENT AND EVALUATION:

- | | |
|-------------------------|-----|
| 1. Course Work | 50% |
| 2. Examination(2 hours) | 50% |

RESOURCE MATERIAL:

Prescribed:

Harris, E. (2012) Customer Service: A Practical Approach (6th Edition)

Timm, P R. (2010).*Customer Service- Career Success Through Customer Loyalty* (6thed).
New York, NY:Pearson

Recommended:

Willams, M. (2002). *Providing Quality Service: What Every Hospitality Service Provider Needs to Know*. New York, NY: Prentice Hall.

Henry, B. (2003). *Quality Customer Care for the Caribbean*. Kingston, Jamaica.