Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

Course Number: BUSG1005

Course Title: Customer Service Excellence

Course Description: Customer Service Excellence will prepare the students to serve customers in a manner that results in the highest level of customer satisfaction. The course will include customer service basics such as proper etiquette when greeting customers and assessing customers' needs; clear communication and interpersonal skills; handling potentially negative situations; customer advocacy, conflict resolution, and mindfulness of customer reviews. The course will review the process of providing service to a diverse customer base.

Suggested Course Prerequisite(s): n/a

Course Resources: n/a

Student Learning Outcomes:
1. Describe types of customers; identify customers' needs, and determine strategies to provide quality customer service.
2. Identify factors that demonstrate effective communication skills and why they are important.
3. Discuss the role of respect, good manners, and courtesy in the workplace.
4. Learn best practices in communicating negative information to the customer.
5. Conflict resolutions strategies to deescalate negative situations with customers when they are dissatisfied with the outcome of a situation.
6. Participate in role play activities, particularly with high conflict situations.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Minimum Student Skills:

1. Ability to use word processing programs on a personal computer and Collin College's version the CANVAS learning management system.

2. The student is entirely responsible and accountable for their pace and completion of course requirements.
3. Beyond routine course management, the student is required to initiate any necessary
communication(s) with the Instructor.
4. Text files can be submitted as Microsoft Word documents (.doc) or in rich text format (.rtf).