MGM210 Quality Customer Service

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course introduces the student to the theory, concepts and methodologies that contribute to quality customer service. Emphasis is on behavioral, technological and management of service criteria to deliver quality, inter-industry service in the global business environment.

Course Outcomes

At the completion of this course, students should be able to:

- Explain the concept of Quality Customer Service
- Respond to diverse styles, beliefs and values to treat all customers as individuals
- Describe the importance of vision and mission in developing a service culture
- Distinguish appropriate strategies to match customer styles
- Identify communication styles that contribute to quality service
- Argue the pros and cons of loyalty programs
- Define the best practices to manage quality service
- Interpret where technology enhancement can benefit service outcomes
- Describe the best customer service practices of a variety of industries with global scale

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).

- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

There is no required textbook. All readings are provided within the course.

Bookstore Information

The bookstore can be located in the left-hand navigation panel of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website: https://community.canvaslms.com/docs/DOC-4121

Weekly Schedule

Week 1	The Concept of Quality Customer Service
Outcomes	• Explain the concept known as quality customer service • Distinguish between actions that can be studied and behaviors that can be learned to optimize levels of service • Review the components of a customer-focused-strategy • Analyze economic factors that led to an era of quality customer service
Readings	• The art of customer service • Management's role in quality customer service • The importance of quality In a recessionary economy • Six best practices for delivering a successful customer experience transformation project • Quality: the only profit strategy • The 9 principles of quality customer service
Lectures	The Concept of Quality Customer Service, Parts 1&2
Multimedia	Customer service tips: The science and art of outstanding customer service.
Discussion 1	**Pick your company**
Discussion 2	**Quality customer service**
Assignment	**Organizational Research**

Week 2	What is Service Culture?
Outcomes	Explain the elements of service culture. Distinguish between service cultures in a variety of industries Review mission and vision statements contributing to service culture. Analyze strategies that promote service culture
Readings	• Aligning with vision and values • Aligning organizational processes with mission: The case of service excellence

	• Starting an execution revolution
	• Making vision statements meaningful
	• What is Culture?
Lectures	What is a Service Culture? Vision and Mission
Multimedia	Service culture strategy: A business briefing by John Tschohl
Discussion	**Service Culture**
Assignments	**Organization Research Continued**
Quiz	Refer to your course

Week 3	Difficult Customers and Service Recovery
Outcomes	Identify a variety of personality styles and needs. Analyze common causes of customer dissatisfaction Distinguish between appropriate strategies to match customer style
Readings	• Service recovery for trainers • Empathize with irate customers • How to turn complaints into loyalty • Towards a re-conceptualisation of service failure and service recovery: A consumer-business perspective • Consequences of perceived acceptability of a bank's service failures • It's a matter of style
Lectures	Handling Difficult Customers Service Recovery
Multimedia	Four basic personality types
Discussion	**Difficult customer situations**
Assignments	**Strengths and weaknesses**

Week 4	Communication – Verbal, Non-Verbal and Listening
Outcomes	Explain the elements of effective communication Distinguish cues that impede or help to achieve customer satisfaction Review strategies to improve communication skills Analyze the impact of gender and culture in providing quality customer service in a global business environment
Readings	The personal touch Active empathetic listening and selling success: A conceptual framework The role of non-verbal communication in service encounters: A conceptual framework The value of verbal skills A Tale of Two Stores…
Lectures	Elements of Effective Communication Non-Verbal Communication and Listening Skills
Discussion	**Verbal, non-verbal cue or listening barriers**
Assignments	**Communication strategy**
Quiz	Refer to your course

Week 5	Managing Customer Service
Outcomes	Identify the components of quality service that need to be managed for success Explain the cost versus benefit of managing customer service as a strategic corporate imperative List a variety of metrics that provide management with quality information to effectively manage customer service. Analyze best practices in managing quality service
Readings	**Slide Show:** • Managing customer service **Articles** • Managing innovation through customer coproduced knowledge in electronic services: An exploratory study

	• MBNA customer satisfaction comes easily
	• Customer is king
	• A balanced approach to providing quality, satisfaction and efficiency
	• The CRM behaviour theory - Managing corporate customer relationships in service industries.
	• Managing customer expectations in financial services: Opportunities and challenges
	• Better Customer Treatment Decisions
Lectures	Managing Customer Service: Theory Managing Customer Service: Process
Discussion	**Quality information to manage customer service**
Assignment	**Drivers of the trend toward quality customer service as a differentiator worldwide**
Quiz	Refer to your course

Week 6	Managing Customer Service and Customer Loyalty Programs
Outcomes	Propose customer loyalty programs
	Argue the pros and cons of loyalty programs
	Explain how companies have enhanced service through the use of loyalty programs
	Analyze the components of successful loyalty programs and the contribution made to service levels
Readings	• Developing an effective customer loyalty program
	• Customer satisfaction and customer loyalty as predictors of future business potential
	• Customer Loyalty Programs: *Are They Profitable?*
	• Does customer demotion jeopardize loyalty?
	Additional Resources
	• The 'moment of truth' in customer service
	• Building a positive customer experience
	• External equity, loyalty program membership, and service recovery

	• Information technology and the performance of the customer service process: A resource-based analysis
	• Study finds consumers most likely to recommend reward programs offering everyday value
	• In justice we trust: Predicting user acceptance of e-customer services
	• Consumers get practical with rewards programs
Lectures	Customer Loyalty Programs Profitability of Customer Loyalty Plans
Discussion	**Informal and formal loyalty program**
Assignments	Informal and/or formal loyalty program evaluation
Quiz	Refer to your course

Week 7	Technology Driving Service
Outcomes	Interpret the ways in which technology plays a role in delivery of quality service Distinguish between costs and benefits of technological enhancements Identify examples when technology and communication skills are both required to deliver exceptional service Analyze the use of technology to enhance service delivery capabilities
Readings	An Interdisciplinary Perspective on IT Services Management and Service Science The role of technology readiness in customers' perception and adoption of self-service technologies What is quality? Online banking in India: An approach to establish CRM Going global with Innovations from emerging economies: Investment in customer support capabilities pays off
Lectures	Technological Evolution Technological Application
Discussion	**Technology used to deliver quality service**
Final Project	**Quality Customer Service Improvement Plan**

Quiz	Refer to your course

Week 8	Customer Service in a Diverse Global Universe
Outcomes	Identify beliefs and values that contribute to diversity in providing quality service Distinguish between actions required to respond to all customers as individuals Compare non-verbal and verbal behaviors representative of a variety of cultures Analyze opportunities that exist in the global diverse universe through quality service
Readings	• Diversity training ups Saks' sales • Trust: an intercultural comparison of consumer perceptions • Dining and diversity: Catering to a multicultural clientele
Lectures	Customer Service in a Global Universe Types of Diversity
Discussion	Diverse global environment
Assignments	Post course self-evaluation & Complete the course evaluation survey

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	30%
Discussions	25%
Quizzes	20%
Final Project	25%
Total	**100%**

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Put your first and last name and your course number (i.e., Joan Brown, ENG101), on each of the emails you send to your Professor and/or other staff.
- Participate fully in all threaded discussions.
- Contact the Canvas Help Desk for resolutions to your technology problems.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.
- Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Polices can be found on the College's website.

Disclaimer

As a disclaimer, any materials in or related to this course are provided for educational purposes only and not for the purpose of providing any legal, financial, accounting, tax or other professional advice or services. The information provided in this class is of a general nature, and it cannot substitute for the advice of a licensed professional in any respect. The application and effect of laws may vary widely depending on the specific facts and jurisdiction, and no representation or warranty is made with respect to the accuracy of any materials in or related to the course. Accordingly, the information provided is solely for general educational purposes.

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct