Format CO
Course Outline

Interpersonal Relationships & Customer Service   **TH 115**
          Course Title   Dept. & Course No.

I.   COURSE DESCRIPTION

A look into how people interact with each other and the factors that influence individual
preferences will take place. The relationships between the customer and the business
entity will be discussed. Customer expectations and dealing with a difficult guest
likewise will be covered. The basics of good customer service will be presented along
with problem-solving techniques. The students will participate in field
observations/studies

II.   SEMESTER CREDITS: 2

III.   CONTACT HOURS PER WEEK: __2__   __0__   __2__
                                                            (Lecture)   (Lab)   (Total)

IV.   PREREQUISITE: None

V.   STUDENT LEARNING OUTCOME   VI. COURSE CONTENT:
        Upon completion of the course, the student will be able, with 65%, accuracy to:

1. Describe customer and identify factors   A. Customer and factors that influence
   that could influence customer service.   customer service:
                                                       1. Service Provider's attitude
                                                       2. Socio-Economic changes
                                                       3. Components of a customer service

2. Identify and discuss the basic needs   B. Basic needs and expectations of
   and expectations of a customer(s).   customer:
                                                       1. Active Listening Process
                                                       2. Customer friendly systems
                                                       3. Elements of service culture
                                                       4. Hierarchy of Human Needs by
                                                          Abraham Maslow

3. Identify & discuss skills for success   C. Skills for success involved in the
   involved in the relationships between   relationships between the customer and
   the customer and business   business organization.
   organization.   1. Positive verbal communication:
                                                          a. Ensure/promote good interactions
                                                          b. 2-Way interpersonal dialogue
                                                          c. Avoid negative/harmful message

d. Feedback/Assertive talk

2. Nonverbal Communication
   a. Body language
   b. Gender roles
   c. Appearance and Grooming
   d. Proper Etiquette and manners

3. Customer Service Behavior/styles
   a. Rational
   b. Inquisitive
   c. Decisive
   d. Expressive

4. Describe signs of difficult customer encounters and how to handle them effectively.

D. Signs of difficult customer encounters and resolutions to solving problems:
   1. Recognize a variety of difficult personality types.
   2. The basis of customer needs
   3. Use of emotion-reducing model
   4. 5-steps of problem solving

5. Identify and discuss basic principles of good customer service.

E. Basic principles of good customer service:
   1. S's Principles of great customer service.
   2. Internal and external customer service
   3. Customer loyalty
   4. Telephone etiquettes
   5. Treating customer as a King

VII. MATERIAL AND EQUIPMENT:

A. Routine classroom materials
B. Overhead Projector
C. VCR, DVD & TV and videos
D. Handouts

VIII.   TEXT:

Robert W. Lucas, <u>Customer Service Skills and Concepts for Success</u>, Glencoe/McGraww Hill, 2002.

IX. METHOD OF INSTRUCTION

A. Lecture
B. Role play
C. Class discussion
D. Guest Speaker

XI.   METHOD OF EVALUATION

A. The criteria for evaluation will be based on the performance in the following Requirements:

Tests- 6 @ 50 points each-	300		50%
Final Exam		50	40%
Participation		50	10%
	Total		100%

B. Transmutation of grades is as follows:

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
65 - 69%	=	D
0 - 64%	=	F

Student's Name: _____   Semester Year: _____

Instructor _____ _____
                (Print Full Name)

RATING OUTCOME SCALE
5 = EXCELLENT
4 = ABOVE AVERAGE
3 = AVERAGE
2 = BELOW AVERAGE
1 = UNACCEPTABLE

Competency #1: Describe customers and identify the factors that influence customer services.

5	The students are able to describe types of customers and identify factors that influence the outcome of customer services with 90% accuracy.
4	The students are able to complete the above with 80-90% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency #2:   Identify and discuss the basic needs and expectations of customers.

5	The students are able to identify and discuss the basic needs and expectations of customers with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency #3: List and describe key elements involved in the relationships between the customer and the business organization.

5	The students are able to list and describe key elements involved in the relationships between the customer and business organization with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency # 4: Recognize behaviors of an irate customer and apply the steps to handle him/her using active listening process.

5	The students are able to recognize the behaviors of an irate customer and apply steps to handle him or her using active listening process with at least 90% accuracy..
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy

Competency # 5 Identify and explain the principles of good customer services.

5	The students are able to identify and explain the principles of good customer services with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 64% accuracy.

I certify that the student has completed all the competencies in this course and has achieved ratings as shown in each respective competency.

_____

Instructor's signature

_____

Date