



**I. COURSE DESCRIPTION:** Students will develop an understanding of customer service and the skills associated with understanding the needs of customers, meeting those needs, and fostering an environment that encourages customers to return. The course is of interest to anyone who works with customers, either internal or external to the organization.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Define customer service  
Potential Elements of the Performance:
  - Explain the difference between internal and external customers.
  - List the 6 components of a customer service environment.
  - Identify the 4 principles of the FISH! philosophy.
  
2. Contribute to a culture of service  
Potential Elements of the Performance:
  - Describe strategies for providing effective customer service.
  - Explain the difference between an excellent and an average company.
  
3. Tailor customer service strategies to meet the needs of individual customers  
Potential Elements of the Performance:
  - Describe behavioural styles and how to communicate with each style.
  - Suggest ways to build stronger relationships with customers.
  
4. Recover from service breakdown  
Potential Elements of the Performance:
  - Describe ways to prevent service breakdown.
  - Describe ways to effectively deal with difficult customers.
  - Explain methods of building strong internal customer service relationships.
  - List the five phases of the service recovery process.
  
5. Provide accessible customer service  
Potential Elements of the Performance:
  - Describe methods of providing effective customer service for people from a variety of cultural backgrounds.
  - Complete the Ministry of Community and Social Services on-line training - Serve-Ability: Transforming Ontario's Customer Service

6. Describe how technology is used to provide customer service  
Potential Elements of the Performance:
  - List types of technology used to provide customer service.
  - Identify the advantages and disadvantages of using technology for service delivery.
  
7. Establish and maintain loyal customers  
Potential Elements of the Performance:
  - Describe the benefits of maintaining loyal customers.
  - Describe the characteristics of an excellent service provider
  - List the stages of each customer encounter.
  - Describe ways of enhancing the customers experience

**III. TOPICS:**

(Note: These topics sometimes overlap several areas of skills development and are not necessarily intended to be explored in isolated learning units or in this order.)

1. The Customer Service Profession
2. The FISH! philosophy
3. Contributing to the Service Culture
4. Customer Service and Behaviour
5. Service Breakdowns and Recovery
6. Customer Service in a Diverse World
7. Customer Service via Technology
8. Encouraging Customer Loyalty

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Lucas, Robert W., **Customer Service: Skills for Success (Fifth Edition)**.  
*McGraw-Hill Companies Inc.*

**V. EVALUATION PROCESS/GRADING SYSTEM:**

1. Assignments (50%)
2. Tests (50%)

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

#### **VI. SPECIAL NOTES:**

##### Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

#### **VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.