

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY  
NORTHERN ONTARIO HOSPITALITY AND TOURISM INSTITUTE**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE: CUSTOMER SERVICE TRAINING**

**CODE NO. : RES 122 SEMESTER: 2**

**PROGRAM: HOSPITALITY OPERATIONS - FOOD AND BEVERAGE PROGRAM  
HOSPITALITY MANAGEMENT – HOTEL AND RESORT PROGRAM**

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**DATE: Jun 2007 PREVIOUS OUTLINE DATED: Oct 2006**

**APPROVED:**

	_____	_____
	<b>DEAN</b>	<b>DATE</b>

**TOTAL CREDITS: 3**

**PREREQUISITE(S): none**

**HOURS/WEEK: 3**

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## **I. COURSE DESCRIPTION:**

This course will provide students with the critical knowledge and skills needed to deal with customers in a hospitality environment. Each student will develop their communication, interpersonal, and diplomacy skills to successfully accommodate tourists and ensure customer satisfaction. A customer-focused approach will underline all aspects of this course.

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

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

1. Discuss the role of customer service in business success.

### Potential Elements of the Performance:

- Define customer satisfaction
- Research and discuss the importance of customer service to the overall success in the Hospitality business
- Relate the importance of customer service skills to career and personal success

This learning outcome will constitute approximately 10% of the final mark.

2. Identify and discuss the need for customer service in the resort environment.

### Potential Elements of the Performance:

- Research and outline industry standard customer service skills
- Research and discuss how to create customer loyalty
- Identify and discuss how customer service contributes to the overall resort experience

This learning outcome will constitute approximately 30% of the final mark.

3. Develop a positive and humble attitude towards the customer and employer.

Potential Elements of the Performance:

- Research employer customer service requirements
- Analyze and assess his/her personality and determine areas of strength and risk in order to improve overall customer service skill development

This learning outcome will constitute approximately 15% of the final mark.

4. Apply their customer service knowledge and skills throughout their daily activities in the Northern Ontario Hospitality and Tourism Institute.

Potential Elements of the Performance:

- Demonstrate and practice customer service skills through faculty, peer and customer interaction
- Document, reflect and analyze prior customer service experiences

This learning outcome will constitute approximately 20% of the final mark.

5. Continually improve their performance as customer service professionals on an ongoing basis within and beyond the classroom environment.

Potential Elements of the Performance:

- Develop and implement a customer service improvement plan which will address: personal development objectives, short and long term goals, pro-active problem-solving and decision-making skills, personal attitude and behaviour, diplomacy skills, motivation, verbal and non-verbal communication skills, recovery skills, and exceeding people's expectations

This learning outcome will constitute approximately 20% of the final mark.

6. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the resort environment.

Potential Elements of the Performance:

- Solicit and use constructive feedback in the evaluation of his/her knowledge and skills
- Identify various methods of increasing professional knowledge and skills
- Apply principles of time management and meet deadlines
- Recognize the importance of the guest, the server-guest relationship, and the principles of good service

This learning outcome will constitute approximately 5% of the final mark.

**III. TOPICS:**

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

- The role of customer service in a successful career
- Fostering positive attitudes
- Maintaining a customer focus to ensure customer satisfaction
- Prevention in customer service
- The importance of consistent professionalism
- Recognize and deal with customer turnoffs
- Deal with dissatisfied customers
- Exceed customer expectations
- The role of the supervisor / manager / leader
- Telephone and email skills
- Behaviour that wins customer loyalty
- Continuous customer service improvement plan - changing conventions in customer service

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

Timm, Paul R., (2005) Customer Service: Career Success Through Customer Satisfaction. 3<sup>rd</sup> ed. Prentice Hall Upper Saddle River, NJ

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

3 Tests ( 24% each)	72%
Project/Assignments	20%
Classroom Attendance/Participation/Professionalism	<u>8%</u>
Total	100%

Guidelines re grading:

Assignments:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be typed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless the student and the professor have come to an agreement prior to the due date.

Tests:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "D". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

The following semester grades will be assigned to students in postsecondary courses:

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

### **Dress Code**

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

### Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

### Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

### Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

### Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.