COURSE OUTLINE: HSP122 - CLIENT SERVICES 2

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Approved: Karen Hudson, Dean, Community Services and Interdisciplinary Studies

Course Code: Title	HSP122: CLIENT SERVICES
Program Number: Name	1054: HAIRSTYLING
Department:	HAIRSTYLIST
Academic Year:	2024-2025
Course Description:	This course enables the student to communicate effectively with clients and co-workers. Students develop a customer service plan to create consistency in the client experience. This plan includes value added services that create client retention and upgraded sales. Customer service strategies are practiced on how to recruit and retain a clientele. Students also learn how to interpret consultation information to provide a specific service and maintenance plan to exceed client expectations.
Total Credits:	1
Hours/Week:	1
Total Hours:	14
Prerequisites:	HSP112
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	HSP310
Vocational Learning Outcomes (VLO's) addressed in this course: Please refer to program web page for a complete listing of program outcomes where applicable.	**1054 - HAIRSTYLING** VLO 5 Develop and use client service strategies that meet and adapt to individual client needs and expectations.
Essential Employability Skills (EES) addressed in this course:	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Cosmetology and Foundations bundle by Milady Publisher: Milady Binding Edition: 14th Edition ISBN: 9780357871492 Workbook package by Milady Publisher: Milady Binding

ISBN: 9780357922170

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Demonstrate a thorough client needs assessment with home care recommendations.	1.1 Communicate with client to determine expectations 1.2 Perform a visual hair and scalp inspection 1.3 Apply relevant knowledge of principles and elements of design to determine client needs 1.4 Utilize various media to determine expectations 1.5 Confirm client understanding of expectations 1.6 Schedule next appointment based on maintenance of client`s hair 1.7 Recommend home care routine and products based on client`s hair

Course Outcome 2	Learning Objectives for Course Outcome 2
2. Apply customer service techniques for client recruitment and retention.	2.1 Understand the importance of a customer service care plan 2.2 Demonstrate customer service techniques for unforgettable experiences 2.3 Apply efficient and effective communication to meet client`s expectations

Course Outcome 3	Learning Objectives for Course Outcome 3
3. Apply appointment booking techniques using a variety of technologies.	3.1 Participate in ticket upgrading 3.2 Research alternative salon software applications 3.3 Utilize various media sources to build clientele 3.4 Demonstrate rebooking strategies

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	30%
Employability skills	30%
Milady workbook	20%
Quizzes and exams	20%

Date: July 17, 2024

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.