



**I. COURSE DESCRIPTION:**

Customer Service is 32 hours of e-learning with the goal of educating contact centre apprentices on how to provide quality customer service while successfully closing sales. At the completion of training, apprentices will be able to define quality customer service, and describe how to measure it. They will be able to demonstrate how to effectively use communication skills to discover customers needs and determine solutions. Apprentices will be able to describe a sales strategy that will allow them to overcome sales objections and close sales. Finally, apprentices will have the skills to identify appropriate resources to assist with problem resolution, and be able to follow a given escalation procedure for that resolution.

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

Upon successful completion of this course, the apprentice will :

1. Define quality customer service.
2. Demonstrate how to connect with the customer.
3. Demonstrate effective communication skills.
4. Demonstrate how to discover and validate customer needs.
5. Identify methodology for determining solution to customer needs.
6. Describe a sales strategy formula.
7. Outline procedures for resolution to sales objections.
8. Describe procedures for closing the sale.
9. Describe various methods for measuring customer service.
10. Identify resources to assist in problem resolution.
11. Follow an escalation procedure for problem resolution.

**III. TOPICS:**

1. Learn to recognize, deliver and define quality customer service.
2. Connecting with your customer.
3. Effective communication skills.
4. Discover and validate the needs of the customer.
5. Learn how to determine solutions for your customer's needs.
6. Sales strategy that works.
7. How to overcome objections.
8. Successfully closing the sale.
9. How to measure customer service.
10. Resources and tools for problem resolution.
11. How to properly escalate to gain resolution.

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

**Access to the Aristotle Learning Platform through a Sutherland secure computer.**

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

- 1. 4 Quizzes – 5% each = 20%**
- 2. Final Assessment - =80%**

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:

### Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with Lisa Petingalo, Human Resources Manager. Visit Lisa in the Human Resources office or email her at [lisa\\_petingalo@suth.com](mailto:lisa_petingalo@suth.com).

### 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 **Aristotle** 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 advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.