

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

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: CUSTOMER SERVICE TRAINING

CODE NO. : RES122 **SEMESTER:** 2 & 4

PROGRAM: HOSPITALITY OPERATIONS - FOOD & BEVERAGE
HOSPITALITY MANAGEMENT – HOTEL & RESORT
CULINARY MANAGEMENT

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DATE: May 2011 **PREVIOUS OUTLINE DATED:** June 2010

APPROVED: "Penny Perrier" June/11

		<hr/>	Chair	<hr/>	DATE
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.

II. 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.

- Why service matters
- Behaviours that engage your customers
- Listening to customers
- Usage of telephone for good service
- Websites and electronic communication
- Recognizing and dealing with customer turnoffs
- Emerging trends in customer service
- Customer feedback
- Recovering the potentially lost customer
- Exceed expectations with value
- Exceed customer expectations with information
- Exceed customer expectations with convenience and timing
- Dealing with emotional labour
- Motivate employees to give good service

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Timm, Paul R., (2008) Customer Service: Career Success Through Customer Loyalty. 5th ed. Prentice Hall Upper Saddle River, NJ

V. EVALUATION PROCESS/GRADING SYSTEM:

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

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 - 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	
W	Student has withdrawn from the course without academic penalty.	

Professor's Evaluation

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

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. ***It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.***

Dress Code:

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom. For further details, please read the Hospitality Centre dress code.

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 word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided and agreed to by the professor in advance.

Testing Absence:

If a student is unable to write a test for medical reasons on the date assigned, the following procedure is required:

- In the event of an emergency on the day of the test, the student may require documentation to support the absence and must telephone the College to identify the absence. The college has a 24 hour electronic voice mail system (759-2554) Ext. 2600.
- The student shall provide the Professor with advance notice preferably in writing or e-mail of his/her need to miss the test with an explanation which is acceptable to the professor.
- The student may be required to document the absence at the discretion of the Professor.
- All decisions regarding whether tests shall be re-scheduled will be at the discretion of 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 "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.
- The student is responsible to make arrangements, immediately upon their return to the College with their course Professor in order to make-up the missed test.

VII. COURSE OUTLINE ADDENDUM;

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