

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number: MKT 260**

**Credits: 3**

**Course Title:** Customer Service Management

**Course Description (including lecture hours, lab hours, total contacts)**

Examines the role of customer service in achieving a firm's long-term goals; discusses the basic principles of effective customer service and explores the tasks and responsibilities of a customer service manager. Includes such topics as purpose of customer service; establishment of customer service goals and policies; recruitment, selection and training of customer service employees; motivation techniques; empowering employees for better decision making; and evaluation of customer service employees and program. Lecture 3 hours per week.

**General Course Purpose**

This course provides students with skills and knowledge to enhance their ability to build and sustain relationships with loyal committed customers and employees through exceptional service.

**Course Prerequisites/Corequisites** (*Entry-level competencies **required** for enrollment*)

None

**Course Objectives** (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Know how customers can become partners through service intimacy and an ongoing relationship
- b. Recognize the importance of positive word-of-mouth in getting and keeping customers
- c. Recognize the kinds of behaviors and personality factors that please customers
- d. Describe the important distinction between hearing and listening
- e. Know the benefits and Drawbacks of Telephonic Communications
- f. Recognize the varying levels of importance that companies place on customer feedback.
- g. Understand the case for customer recovery
- h. Understand intrinsic and associated value which can affect a customer's loyalty to you or your company
- i. Understand the benefits of creating and supporting user groups
- j. Understand and consider the use of virtual waiting techniques

**Major Topics to be Included**

- a. Behavior and Personality Factors that Please Customers
- b. The Difference Between Listening and Merely Hearing
- c. Benefits and Drawbacks of Telephone Communication
- d. Web-based Customer Service
- e. Why Customer Feedback is so Important
- f. Developing Recovery Skills
- g. Causes of Stress
- h. Exceeding Customer Expectations and Convenience

**Effective Date of Course Content Summary:** August 25, 2008