

Master Syllabus

BIS 1400 - Customer Service

Division: Business and Public Services

Department: Business Information Systems

Credit Hour Total: 3.0

Lecture Hrs: 3.0

Date Revised: January 2014

Course Description:

Introduction to concepts of customer service. Topics to include: face-to-face and phone-based communication with customers, professionalism and workplace behavior, decision making, problem solving, conflict resolution and negotiation skills, use of emerging technologies, role-play scenarios, case studies and preparation for career advancement.

General Education Outcomes:

- ▣ Oral Communication Competency
- ▣ Written Communication Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency

Course Outcomes:

Customer Service Skills

Apply appropriate customer service skills in a variety of settings such as face-to-face, telephone, and online.

Assessment Method: Locally developed exams

Performance Criteria:

75% or higher on exams

Emerging Technologies

Discuss emerging technologies within customer service, to include web based and phone based customer service.

Assessment Method: Locally developed exams

Performance Criteria:

75% or higher on exam

Job Strategies

Learn and apply skills necessary to thrive in the field of customer service.

Assessment Method: Locally developed exams

Performance Criteria:

75% or higher on exam

Outline:

Effective teamwork and one-to-one situations

Confidentiality, negotiation, problem solving

Customer service telephone skills

Professional attitude, communication and the customer service setting

Technology and customer service

Quality tools and tracking

Scenarios, case studies, and solutions

On-line customer service

Job strategies