



Technical College of the Lowcountry
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ACR 160 CUSTOMER SERVICE RELATIONS

Course Description

This course covers how to deal with different types of customers, selling techniques, and correct record keeping.

3 Cr (3 lect/pres, 0 lab, 0 other)

Course Focus

The instructor will instruct correct customer service. There will be written and oral presentations.

Text and References

HVAC Customer Service Handbook, 2nd edition, Coscia. Published in 2005.

Published by: Coscia Communications Inc. 1605 Melrose Ave. Havertown, Pa. 19083

ISBN 0-9767552-1-1

Course Goals

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. read book introduction
2. restate split second response
3. use polite words
4. draw flow charts
5. write pertinent information
6. quantify the details
7. develop listening skills
8. greet a customer
9. create positive attitude
10. develop proper phone skills

11. express placebo service
12. explain truth obstacles
13. avoid absolute extremes
14. avoid imperative phrases
15. communicate using correct words
16. display using restraint
17. correct discourteous behavior
18. address voice mail etiquette
19. avoid vulgar language
20. communicate using email
21. focus on positive potential
22. label rational thinking
23. role-play angry HVAC customer
24. role-play apathetic technician
25. compose correct email
26. describe voice mail tag
27. maintain high integrity
28. exercise sound decision making
29. maintain neat appearance
30. practice safe driving
31. find model & serial numbers
32. compile parts list
33. learn flat rate pricing
34. fill HVAC service order
35. articulate HVAC service order
36. demonstrate problem solving
37. document HVAC system information
38. figure 30% markup
39. articulate sales contract
40. deliver sales speech
41. develop HVAC service plan
42. draft change out plan
43. write HVAC sales presentation
44. conduct vehicle inspection
45. compare key attributes

Student Contributions

Each student must complete all reading and written assignments.

The student will not be allowed in the lab with any type of open toe shoe. (flip flops etc.)

No cell phones are allowed to be used in the classroom or lab. This includes texting.

No recording of classes is allowed.

The student must have all required books by the second class of the semester. No copies of any books or manuals are allowed.

The student is expected to be in class on time.

The student will be required to research material prices and write service orders.
The student will prepare a sales proposal and give an oral presentation.

Course Evaluation

There will one test on flat rate pricing. 15 points

There will be an evaluation on the written service order. 15 points

Written sales order. 20 points

Oral presentation. 40 points

Open book exam. 10 points

Course Schedule

The class meets for 1.5 lecture/presentation hours two days per week.

Approved by: *Kenneth Flick* Developed/Revised: 1/7/2013
Ken Flick, Division Dean for Business/Industrial Technology

ADA Statement

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

Academic Misconduct

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

Attendance

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING. Reinstatement requires the signature of the division dean.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING. Reinstatement requires the signature of the division dean.
- In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.
- When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance.

Or

Under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

- Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.
- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.
- A copy of TCL's STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division Office and in the Learning Resources Center.

Hazardous Weather

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty, and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

Emergency Text Message Alert

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency Text Alert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp