MKT 135
Customer Service Techniques

Course Description
This course covers how businesses can improve customer service to build loyalty and improve business results. An understanding of how to exceed customer expectations and the use of effective communication is included. 3 Cr (3 lect/pres, 0 lab, 0 other)

Course Focus
Focus of course is in understanding customer expectations, turnoffs and techniques to improve service. A customer service improvement plan will be prepared.

Text and References

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. * delineate Net Promoter process
2. apply relationship marketing
3. discern service issues
4. discern job stress causes
5. differentiate positive negative email benefits
6. differentiate listening hearing skills
7. differentiate automated response pros and cons
8. * develop service strategy
9. discuss customer diversity
10. delineate nominal group process
11. discuss One-to-One personalization
12. * delineate effective customer relationships
13. define loyal customer
14. define customer share
15. define A Plus information
16. compare customer retention programs
17. assess telephone techniques
18. assess service shortcomings
19. articulate motivational techniques
20. articulate effective ice-breakers
21. articulate call center benefits
22. describe unwanted customer
23. identify feedback benefits
24. write suggestions feedback letter
25. recognize emerging service trends
26. * recognize customer turnoffs
27. quantify lost customer costs
28. provide customer recovery examples
29. observe non-verbal signals
30. * observe customer service
31. list time management skills
32. discuss brainstorming process
33. identify personality factors
34. * write service improvement plan
35. identify emerging trends
36. graph service data
37. explain indifference zone
38. explain employee empowerment
39. explain customer centered culture
40. evaluate TCL student services
41. participate online discussions
42. evaluate A Plus efforts
43. establish idea generating agenda
44. enhance message clarity
45. list conversation icebreakers

Student Contributions
Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class. Students are expected to complete all quizzes, exams, and homework assignments according to the published schedule. For TCL attendance policy, please refer to the student handbook.

Course Evaluation
Your grade will be based on the percentage of point’s earned/the total number of points possible.
(8) Weekly Assignments-200 points
(1) Exam-100 points
(1) Project-150 points

The grading scale for this course is as follows:
90-100=A
80-89=B
70-79=C
60-69=D
0-59=F

*The Instructor reserves the right to modify the number of assignments and/or point totals as needed. The grade scale will not be modified.

Course Schedule
This online course material will be posted weekly. It is the student’s responsibility to check Blackboard for new assignments, exams and projects. Please pay attention to assignment deadlines. Late work will not be accepted. Please see Blackboard for the schedule of coursework and assignment deadlines.

Approved by: Kenneth Flick
Developed/Revised: 5/2013
Ken Flick, Division Dean for Business/Industrial Division
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.
- 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 withdrawal 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

0 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, WZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSO 1230 AM, WAEV 97.3, WTC 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 TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp