# COURSE INFORMATION FORM

**DISCIPLINE**  
CSIS  

**COURSE TITLE**  
Customer Services Principles  

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**CATALOG DESCRIPTION**

A course in the principles of customer service as it applies to the IT help desk environment. Students gain a solid base of knowledge in customer service concepts and strategies, meeting customer wants and needs, providing superior customer service, handling difficult customers and building permanent customer relations.

**PREREQUISITES**

None

**EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)**

Upon completion of this course, the student will be able to:

1. Differentiate between excellent and poor service, delivery and communications.
2. Describe the business/consumer relationship.
3. Identify the traits of a successful customer service specialist.
4. Communicate technical terminology effectively.
5. Utilize proper etiquette in the use of the telephone, fax, email and other communication tolls.
6. Identify methods of handling difficult customers.

**GENERAL EDUCATION OUTCOMES (ESO)**

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

The student will demonstrate:

1. The ability to use industry specific software and/or apply troubleshooting skills to solve problems. (4)
2. Create and defend solutions to real life business challenges. (1,6)
3. Demonstrate professional oral and written communication skills (4-6)
4. Work effectively in a team environment. (1-6)

CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

Chapter Assessments (1-6)
Final Exam (1-6)
Skills Based Assessment (1-6)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Objectives of World Class Service

II. Product/Service – Business and Consumer Relationships
   A. Function of marketing
   B. Sales-service relationship

III. Business Leadership
   A. Traits of a successful customer service specialist
   B. Primary objectives of customer service
   C. Rules for success in customer service

IV. Techno-literacy and the Successful Employee
   A. Keeping up-to-date on products, accessories and service
   B. The necessity of educating customers on products
   C. Speaking at customer’s level of comprehension

V. Phone, Fax and Email Etiquette
   A. Security consideration in telephone conversations
   B. Use of fax cover sheet
   C. Essential parts of email communication
   D. Importance of proofreading
   E. Cell phone guidelines

VI. Interpersonal Relationships – Dealing with Difficult People
   A. Effective methods of dealing with conflict
   B. Difficult vs ill intentioned people
   C. Questioning to insure understanding the real customer complaint

VII. Professionalism and Ethics
   A. Respect for customer
   B. Ethical and unethical customer decisions

VIII. Listening-Activating a Listener
    A. Listening vs talking
    B. A listener’s filters
    C. Interpreting body language
    D. Effective listening techniques
    E. Importance of feedback
    F. Recognizing valuable clues
    G. Handling negative feedback