

Getting Customers and Keeping Them

Course Design

2007-2008

Course Information

Organization	Eastern Arizona College
Division	Business
Course Number	SBM 105
Title	Getting Customers and Keeping Them
Credits	1
Developed by	Frank E. Granberg/Mike Moore
Lecture/Lab Ratio	1 Lecture/0 Lab
Transfer Status	Non-transferable
Activity Course	No
CIP Code	52.0703
Semester Taught	Upon Request
Assessment Mode	Pre/Post Test (17 Questions/100 Points)
GE Category	None
Separate Lab	No
Awareness Course	No
Intensive Writing Course	No

Prerequisites

None

Educational Value

Business Owners, Management and Employees

Description

A course to help participants take an active role in the attraction, nurture, and maintenance of customers or clients in the very competitive twenty-first century global economy by participating in positive customer service activities. Designed for managers.

Supplies

None

Competencies and Performance Standards

1. Articulate the customer expectations for customer service levels in today's business.

Learning objectives

What you will learn as you master the competency:

- a. Identify customer expectations when they shop for products or services.
- b. Compare customer expectations today with customer expectations in 1988.

Performance Standards

Competence will be demonstrated:

- o in classroom response.

Criteria-Performance will be satisfactory when:

- o learner can list four customer expectations of his business.
- o learner can explain the differences between customer expectations today and ten years ago.

2. Define exceptional customer service as it pertains to your position in your company.

Learning objectives

What you will learn as you master the competency:

- a. Compare customer service definitions to your own business experience.
- b. Assign a definition that fits your belief system and determine if a behavior change needs to take place.

Performance Standards

Competence will be demonstrated:

- o in classroom response.

Criteria-Performance will be satisfactory when:

- o learner can give an oral definition of exceptional customer service.
- o learner can relate orally or in writing how this definition pertains to him/her personally.

3. Be aware of the profit or loss effect of poor customer service in any business.

Learning objectives

What you will learn as you master the competency:

- a. Demonstrate an understanding of what it takes to make a business profitable.
- b. Acquaint self with the relationship between exceptional customer service and business profitability.
- c. Apply what you have learned about the relationship between exceptional customer service and profit to your business.

Performance Standards

Competence will be demonstrated:

- o in classroom activities.

Criteria-Performance will be satisfactory when:

- o learner can list three positive profit effects of exceptional customer service.
- o learner can list three negative profit effects of business without exceptional customer service.

4. List management and employee roles in providing exceptional customer service.

Learning objectives

What you will learn as you master the competency:

- a. Arrange a list of management roles by which roles might positively impact exceptional customer service.
- b. Evaluate the impact of each role on exceptional customer service.
- c. Arrange a list of employee roles by which roles might positively impact exceptional customer service.
- d. Evaluate the impact of each role on exceptional customer service.

Performance Standards

Competence will be demonstrated:

- o in classroom activities.

Criteria-Performance will be satisfactory when:

- o learner can list four management roles that facilitate exceptional customer service.
- o learner can list four employee roles that facilitate exceptional customer service.
- o learner can select strategies for each group that facilitate exceptional customer service.

5. Through personal evaluation methods, identify poor customer service behavior and share examples with the class.

Learning objectives

What you will learn as you master the competency:

- a. Build a customer service evaluation tool.
- b. Prepare a list of businesses targeted.
- c. Evaluate your target business list one at a time, putting your evaluation into writing.
- d. List five characteristics of an employee who is practicing exceptional customer service.

Performance Standards

Competence will be demonstrated:

- o in classroom discussion.
- o in Field Trip evaluation.

Criteria-Performance will be satisfactory when:

- o learner can walk into any business and be able to evaluate the positive and negative customer service aspects of that business.
- o learner can translate his target business evaluation into oral or written terms.

6. Be willing to become an advocate of exceptional customer service in your organization.

Learning objectives

What you will learn as you master the competency:

- a. Construct a rationale for exceptional customer service.
- b. Develop code of behavior for persons who are going to deal with the public.

Performance Standards

Competence will be demonstrated:

- o through personal statement of commitment.

Criteria-Performance will be satisfactory when:

- o learner can demonstrate, through actions, that he/she is an exceptional customer service advocate.
- o learner agrees to participate in his/her organization as an exceptional customer service advocate.

7. Train your fellow employees, by example, exceptional customer service behavior.

Learning objectives

What you will learn as you master the competency:

- a. Gain the respect of fellow employees through your appearance and skills.
- b. Demonstrate your team attitude to both management and peers.

Performance Standards

Competence will be demonstrated:

- o in role play situation.
- o on the job.

Criteria-Performance will be satisfactory when:

- o learner has demonstrated, in his role play activities, that his behavior demonstrates exceptional customer service.
- o learner has demonstrated his exceptional customer service behavior to his management and peers.

Types of Instruction

Classroom Lecture/Discussion

Simulated Workplace Role Play

Field Research

Grading Information

Grading Rationale

Attendees are required to attend both sessions and complete all activities to Pass the course.

Grading Scale

- P Complete all activities.
- F Failed to complete all activities.