

Course Objectives/Course Outline
Spokane Community College

Course Title: Customer Service

Prefix and Course Number: MMGT 223

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Define customer service and summarize the actions involved in customer service excellence
- Describe customer service's changing role in society and the merging of the customer service concept with all facets of business
- Apply customer service skills to business problems
- Explain appropriate strategies for various service situations
- Assess effective customer service strategies in various business operations

Course Outline:

- I. Fundamentals of Customer Service
 - A. Creating/maintaining positive customer relations
 - B. Efficient and effective quality service and products
 - C. Projecting a professional image
 - D. Communicating with customers
 - E. Handling complaints effectively
 - F. Maintaining time management
 - G. Working with culturally diverse clients