Course Name (English)	CUSTOMER RETENTION AND SERVICE RECOVERY `APPROVED`
Course Code	CSM510

MQF Credit	3

Course Description	This course aims to provide students with an understanding of the importance of customer retention and recovery in customer service. It is also designed to develop the expertise required to come out with the right strategies for customer retention and service recovery. Customer retention and recovery plays a very important role in maintaining good customer relationship with customers for business organizations. Issues such as complaint management, managing customer expectations, and building a culture for service recovery are also covered in this course.

Transferable Skills	Communication Skills Problem Solving Skills Critical Thinking Skills

Teaching Methodologies	Lectures, Case Study, Role Play, Problem-based Learning

CLO		
	CLO1	Apply the fundamental concepts of customer retention and service recovery in the current environment
	CLO2	Present the concepts and principles of customer retention and service recovery through verbal and non-verbal communication
	CLO3	Demonstrate autonomous learning through current issues related to customer retention and service recovery in the service environment

Pre-Requisite Courses	No course recommendations

Topics
1. Understanding Customer Retention 1.1) 1.1 Definition of Customer Retention 1.2) 1.2 Why we must retain our customers? 1.3) 1.3 Which customer we need to retain? 1.4) 1.4 Economics of customer retention 1.5) 1.5 Benefits of customer retention activities 1.6) 1.6 Tactics in retaining our customers
2. Understanding Customer 2.1) 2.1 Why it is important to know your customers? 2.2) 2.2 Major types of customers 2.3) 2.3 Common customer needs 2.4) 2.4 Things customer expect from you 2.5) 2.5 What are customer problems? 2.6) 2.6 What motivates customer to buy? 2.7) 2.7 Churn and Defection Rate
3. Dealing with Difficult Customer Effectively 3.1) 3.1 Who are the difficult customers? 3.2) 3.2 Why customers are difficult? 3.3) 3.3 Ways to cope with difficult Customers 3.4) 3.4 What to do when you are wrong?

4. Managing Customer Complaints Effectively
4.1) 4.1 Definition of complaint
4.2) 4.2 Types of complaints
4.3) 4.3 Types of customer who complain
4.4) 4.4 Why customers make complaints?
4.5) 4.5 Why customers do not complain?
4.6) 4.6 How to handle complaints effectively?
4.7) 4.7 What customer expects when they complain?
4.8) 4.8 Customer complaint questions.
4.9) 4.9 Don't in handling complaints

5. Developing Customer Loyalty
5.1) 5.1 Definition of loyalty
5.2) 5.2 Definition of customer loyalty
5.3) 5.3 Types of customer loyalty
5.4) 5.4 Characteristic of loyal customer
5.5) 5.5 The role of trust
5.6) 5.6 Five dimensions of trust
5.7) 5.7 Strategies to develop trust
5.8) 5.8 Loyalty program
5.9) 5.9 Provider characteristic affecting customer loyalty
5.10) 5.10 Customer Lifetime Value (CLV)

6. Understanding Service Recovery
6.1) 6.1 Service recovery
6.2) 6.2 Service breakdown
6.3) 6.3 Examples of service breakdown
6.4) 6.4 Situation that requires service recovery action
6.5) 6.5 Causes for service breakdown
6.6) 6.6 What customer expect during service breakdown
6.7) 6.7 Reasons for customer defection
6.8) 6.8 Approaches to service recovery
6.9) 6.9 Roadblocks to service recovery
6.10) 6.10 Service Level Agreement

7. Development of Service Recovery System
7.1) 7.1 Service recovery process
7.2) 7.2 Recovered customer: Second life cycle
7.3) 7.3 Common service recovery mistake
7.4) 7.4 Managing the service recovery effort
7.5) 7.5 Creating the culture
7.6) 7.6 Identifying service problems
7.7) 7.7 Resolving problems effectively
7.8) 7.8 Learning from recovery experiences
7.9) 7.9 Service recovery paradox

8. Measuring success of Retention and Recovery
8.1) 8.1 Benefits of measuring effectiveness
8.2) 8.2 Signals of effectiveness
8.3) 8.3 Customer satisfaction equation
8.4) 8.4 Service quality dimensions
8.5) 8.5 E-Service Quality dimensions
8.6) 8.6 Tools to measure effectiveness
8.7) 8.7 What to ask in a survey?
8.8) 8.8 Actions to be avoided in conducting survey
8.9) 8.9 Factors influencing customer satisfaction rates
8.10) 8.10 Customer satisfaction rating point scale
8.11) 8.11 Customer Satisfaction Index (CSI)

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group Assignment 1: Students are required to produce mind mapping for every chapters based on syllabus	20%	CLO1
	Assignment	Group Assignment 2: Students will be given a video on service failure and student will propose solutions to the problems.	20%	CLO3
	Group Project	Role Play: A group of 5 students is required to do a role play about any service failure and perform the service recovery to overcome the service failure	30%	CLO2
	Group Project	Group Project: A group of 5 students need to propose strategies for customer retention and present in the class	30%	CLO2

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources