UNIVERSITI TEKNOLOGI MARA

CSM451: CUSTOMER SERVICE PRINCIPLES

Course Name (English)	CUSTOMER SERVICE PRINCIPLES `APPROVED`
Course Code	CSM451

MQF Credit	4

Course Description	This course seeks to apply basic knowledge of customer service and technology fundamentals in business today. It also emphasizes a thorough understanding of customer service industry and explore the knowledge of current trends that lead to the successful implementation of customer service. It places a special emphasis on self-assessment and the mastery of the knowledge to improve individual and corporate productivity.

Transferable Skills	Reflective Learner Effective Communicator

Teaching Methodologies	Lectures, Blended Learning, Discussion

CLO		
	CLO1	Describe essential knowledge of customer service at current environment
	CLO2	Explain customer service empowerment and customer expectations.
	CLO3	Embrace communication skills required in dealing with internal and external customers
	CLO4	Illustrate ways in coping with challenging customers

Pre-Requisite Courses	No course recommendations

Topics
1. What is Customer Service? 1.1) What Is Customer Service? 1.2) Understanding of Satisfaction 1.3) Why Is Excellent Customer Service so Rare? 1.4) Five Needs of Every Customer 1.5) External and Internal Customers 1.6) Customer Attributes 1.7) Cost of Losing a Customer
2. The Challenges of Customer Service 2.1) Barriers to Excellent Customer Service 2.2) Power of Perception 2.3) Understanding Expectations 2.4) Scope of Influence 2.5) Reputation Management 2.6) Techniques for Exceeding Customers' Expectations 2.7) Keys to Credibility 2.8) Importance of Values 2.9) Ethics in Customer Service 2.10) Current Status of Customer Service 2.11) New Trends in Customer Service
3. Problem Solving 3.1) Role of Problem Solving in Customer Service 3.2) Creativity and Problem Solving 3.3) Problems as Opportunities 3.4) Confronting conflict 3.5) Problem-Solving Process 3.6) Problem-Solving Strategies 3.7) Developing Negotiation Skills 3.8) Professional Approaches to Apologizing and Conveying Bad News

3.9) Barriers to Problem-Solving and Decision Making
3.10) Importance of Follow-Up in Problem Solving

4. Strategy for Formulating a Plan for Success
4.1) Planning
4.2) Importance of Infrastructure
4.3) Culture (Definition)
4.4) High Touch and Low-Touch Customers
4.5) Consumption Behavior
4.6) Segmentation of Market
4.7) Development of a Strategy

5. Empowerment
5.1) What is Empowerment?
5.2) Importance of a Mission and Purpose Statement
5.3) Empowerment = Opportunity
5.4) Examples of Empowerment
5.5) Steps to Empowering Customer Service Providers
5.6) Co-production of Customer Service
5.7) Why Co-production Works?
5.8) Design of Systems
5.9) Guidelines for System Design

6. Communications in Customer Service
6.1) What is Communication?
6.2) Building Customer Intelligence
6.3) Methods of Communication
6.4) Listening
6.5) Voice Inflection as a Customer Service Tool
6.6) Telephones and Customers Service
6.7) Words to Use/Words to Avoid
6.8) Power Phrases
6.9) Power of Eye Contact
6.10) Appeal to the Senses in Communication
6.11) Communication and Technology

7. Coping with Challenging Customers
7.1) Who Are Challenging Customers?
7.2) Why Are Customers Challenging?
7.3) Are you Creating Challenging Customers?
7.4) Characteristics of Challenging Customers
7.5) Respect: A Classic Idea that Still Works
7.6) Understanding the Positive Power of Empathy
7.7) Responsibility Check
7.8) What to Do When You Are Wrong
7.9) Six Super Ways to Cope with Challenging Customers
7.10) The Payoffs of Coping with Challenging Customers

8. Motivation
8.1) What is motivation?
8.2) Needs and Wants
8.3) Motivating Factors
8.4) Understanding of Morale
8.5) Self-Concept and Motivation
8.6) Power of Self-Motivation
8.7) Teamwork
8.8) Methods of Saying Thank You and Motivating Others

9. Leadership in Customer Service
9.1) Leadership Defined
9.2) Know Thyself
9.3) Formal and Informal Leaders
9.4) Coach or Counselor
9.5) Characteristics of Excellent Leaders
9.6) Leadership and Goals

10. Technology and Customer Service
10.1) Today's Changing Marketplace
10.2) Understanding the Customer of the 21st Century
10.3) Embracing New Technologies
10.4) Call Centers
10.5) Customer Service Over the Internet

11. Excellence in Customer Service
11.1) Rewards of Providing Excellent Customer Service

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	INDIVIDUAL ASSIGNMENT - Situational questions on Current issues.	10%	CLO2
	Assignment	GROUP ASSIGNMENT - Mind Mapping	30%	CLO4
	Assignment	GROUP ASSIGNMENT - Case Study Analysis	40%	CLO3
	Test	TEST	20%	CLO1

Reading List	Recommended Text	• **Harris, E. K. 2014, *Customer Service: A Practical Approach*, 6 Ed., Pearson New Jersey**
Article/Paper List	This Course does not have any article/paper resources	
Other References	• **Book Dasu, S. & Chase, R. 2013, *The Customer Service Solution: Managing Emotions, Trust and Control to Win Your Customer's Business* , McGraw-Hill Campanies, Inc., New York**	
	• **Book Knapp. D. 2015, *A guide to customer service skills for the service desk professional* , Cengage Learning, Boston**	
	• **Book Lucas, R. W. 2012, *Customer Service: Skills for Success*, McGraw-Hill Campanies, Inc., New York**	
	• **Book Steve, C. 2013, *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary* , AMACOM American Management Association, New York**	
	• **Book Timm, P. R. 2014, *Customer Service: Career Success through Customer Loyalty* , Pearson, Boston**	