



UNIVERSITI TEKNOLOGI MARA

CSM603: CUSTOMER RETENTION AND SERVICE RECOVERY

Course Name (English)	CUSTOMER RETENTION AND SERVICE RECOVERY APPROVED
Course Code	CSM603
MQF Credit	4
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	Effective Communicator Solution Provider
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion
CLO	CLO1 Identify different needs and types of customers CLO2 Construct strategies towards effective customer retention and recovery programs CLO3 Measure customer satisfaction using various measurement tools CLO4 Demonstrate capabilities in dealing with service breakdowns, customer complaints, requests and problems
Pre-Requisite Courses	No course recommendations
Reading List	Recommended Text Lucas, R. W. 2004, <i>Customer Service: Building Successful Skills for the Twenty-first Century</i> , McGraw-Hill/Irwin New York
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources