

COURSE PLAN

FIRST: BASIC INFORMATION

College

College : Faculty of Engineering Technology

Department : Mechanical Engineering Department

Course

Course Title : Customer Service Techniques

Course Code : 020201254

Credit Hours : 1(0 Theoretical, 1 Practical)

Prerequisite :

Instructor

Name : Dr. Suleiman Qasim Abu-Ein

Office No. :

Tel (Ext) :

E-mail : suleimanabuein@bau.edu.jo

Office Hours :

Class Times

Building	Day	Start Time	End Time	Room No.
00	00	00	00	00

Text Book

Title

- :
- Career Success through Customer Loyalty (6th Edition) Published by Pearson Higher Ed, April 5, 2013.
 - Automotive Service Management: Total Customer Relationship Management (Automotive Service Management Series), Mitch Schneider

References

Title

- :
1. The Cult of the Customer: Create an Amazing Customer Experience that Turns Satisfied Customers into Customer Evangelists, Shep Hyken

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course aims to develop students understanding of the foundation and principles of customer service and their application in a vehicle operation setting and focuses on building life-long customer relationships strategies.

Explain and apply fundamental concepts of business ethics. Understand four basic moral principles as an approach to moral reasoning. Apply the principles of effective writing and communication. Adapt a message to audience needs and use appropriate tone.

COURSE OBJECTIVES

The objective of this course is to enable the student to do the following:

- Explain the principles of emphasize the importance of customer service in a customer-oriented business or organization.
- Explain the basic knowledge of analyzing the attributes necessary to provide excellent customer service
- Explain the principles of assessing customer needs and effectively utilize good customer service skills to achieve customer satisfaction.
- Explain the principles of applying effective communication skills in a customer service setting.
- Explain the principles of recognizing and **describe** how to deal with difficult customers.
- Explain the principles of evaluating the effectiveness of various customer service techniques.

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- CLO1. Explain the principles of **definition** of **customer service**
- CLO2. Explain the principles of **excellent customer service**
- CLO3. Explain the principles of **relationship building**
- CLO4. Explain the principles of **ethics**
- CLO5. Explain the principles of **different** types of customers
- CLO6. Explain the principles of **customer communication skills**
- CLO7. Explain the principles of **active listening skills**
- CLO8. Explain the principles of **dissatisfied customers**

COURSE SYLLABUS

Week	Unit	Content	Related LO and Reference (Chapter)	Proposed assignments
1	Definition of Customer Service	<ul style="list-style-type: none"> • Introduction • Customer Service Principles 	CLO1	
2	Excellent Customer Service -1	<ul style="list-style-type: none"> • B-1 Attitudes and servitude • B-2 First impressions 	CLO2	
3	Excellent Customer Service -2	<ul style="list-style-type: none"> • B-3 Techniques for exceeding customer's expectations • B-4 Professional image 	CLO2	report
4	Relationship Building -1	<ul style="list-style-type: none"> • Establishing rapport. • Identifying customer needs (external) • Identifying coworker needs (internal) 	CLO3	
5	Relationship Building -2	<ul style="list-style-type: none"> • Valuing customers. • Retention building: <ol style="list-style-type: none"> a) Ongoing relationships. b) Attributes of a good customer service provider 	CLO3	report

Week	Unit	Content	Related LO and Reference (Chapter)	Proposed assignments
6	Ethics	<ul style="list-style-type: none"> • Definition of Ethics. • Principles of Ethics. • Work Ethics. 	CLO4	report
7	Different types of customers	<ul style="list-style-type: none"> • International customers. • Generational differences. 	CLO5	report
8	Mid Exam			
9	Customer Communication Skills - 1	<ul style="list-style-type: none"> • Face-to-face. • Telephone skills. 	CLO6	
10	Customer Communication Skills - 2	<ul style="list-style-type: none"> • Written communication: <ol style="list-style-type: none"> a) Emails. b) Social Media 	CLO6	
11	Customer Communication Skills - 3	<ul style="list-style-type: none"> • Proper language. • Non-verbal communication- especially for international/cross-cultural 	CLO6	report
12	Active Listening Skills - 1	<ul style="list-style-type: none"> • G-1 Anticipating a customer's needs 	CLO7	
13	Active Listening Skills - 2	<ul style="list-style-type: none"> • G-2 Using listening skills to exceed expectations 	CLO7	report
14	Dissatisfied Customers - 1	<ul style="list-style-type: none"> • Handling Complaints. • Fixing the Problem. 	CLO8	
15	Dissatisfied Customers - 2	<ul style="list-style-type: none"> • Recovery. • Restore. 	CLO8	report
16	Final Exam			

COURSE LEARNING RESOURCES

The effectiveness of teaching in this course depends on making students familiar with the basic knowledge of developing students understanding of the foundation and principles of customer service and their application in a vehicle operation setting and focuses on building life-long customer relationships strategies.

Teaching methods:

- Lectures and HomeWorks: using PowerPoint for, example, by the teacher to provide the students with the all information that they need, and to give them a home work as a research method or/and report.
- Online research skills, watching related videos such as you tube, on topics related to course objectives and recent developments in the field of specific work.

Learning skills and adaptability: Developed by transferring students and reconfiguring work teams to enable them to adapt to other individuals from time to time.

ONLINE RESOURCES

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ASSESSMENT TOOLS

(Write assessment tools that will be used to test students ability to understand the course material and gain the skills and competencies stated in learning outcomes)

ASSESSMENT TOOLS	%
Quizzes	10
Researches and Reports	
Participation	
Oral Exams	
Activities/attendance	
Presentation	10
Mid Exam	30
Final Exam	50
TOTAL MARKS	100

THIRD: COURSE RULES**ATTENDANCE RULES**

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

0 – 49 Fail
50 – 100 Pass

REMARKS

{The instructor can add any comments and directives such as the attendance policy and topics related to ethics}

COURSE COORDINATOR

Course Coordinator: Dr. Suleiman Abu-Ein

Department Head:

Signature:

Signature:

Date:

Date: