

**SHASTA COLLEGE**  
*Professional Workplace Skills Series*  
**COURSE OUTLINE**

**COURSE TITLE**

**SERVICE ORIENTATION ESSENTIALS**

**NUMBER OF UNITS**

**PREREQUISITE**

None

**COREQUISITE**

None

**TOTAL HOURS**

Lecture:

Worksite Learning:

**ADVISORY**

None

Lab:

Distance Learning:

**CATALOG COURSE DESCRIPTION**

**OBJECTIVES**

**Student Learning Objectives:**

Upon successful completion of this course, the student should be able to:

- A. Discuss the characteristics of quality customer service.
- B. Provide examples of internal and external customers.
- C. Describe the two types of customers encountered in service situations.
- D. Explain the value of the long-term customer to a business.
- E. Discuss the five skills used in demonstrating professional customer service
- F. Develop a customer service skills action plan for a given job.

**COURSE CONTENT**

- I. Introduction
  - A. Course Overview
  - B. Engagement Activity-Candy Gram
    1. “Good Customer Service is Important Because ....”
    2. Debrief
- II. What is Quality Customer Service?
  - A. Definition of Customer Service (new)
  - B. What is Quality Customer Service? [SLO]
    1. Activity: Best Customer Service Experience, Part 1 and 2
      - a. Student experience
      - b. Characteristics of excellent customer service – David Letterman style list



2. Activity: Worst Customer Service Experience, Part 1 and 2
  - a. Student experience
  - b. Characteristics of bad customer service – David Letterman style list
3. Video: “Remember Me”
  - a. Discussion ties back to importance of good customer service
4. Discussion/Handout: Customer Service Facts
  - a. Discussion ties back to “Remember Me” video

### III. Who Are Our Customers?

- A. Definition [SLO]
  1. Internal customer
  2. External customer
  3. Activity: Who Are Your Customers?
    - a. Teams of 5: Brainstorm activity to identify internal/external customers for various types of businesses
    - b. Debrief

### IV. Customer Expectations

- A. What Does the Customer Want? Activity worksheet
  1. Part 1 - Expectations vs. desires in a variety of businesses
  2. Part 2 – Identifying expectations
  3. Part 3 – Unrealistic expectations
  4. Part 4 – Addressing unrealistic expectations
- B. Why Do Customers Leave?
  1. Types of Customers [SLO]
    - a. Customers Who Fight
    - b. Customers Who Take Flight
    - c. Activity: What Type of Customer Are You? (new)
      - 1) Identify fight or flight tendencies
      - 2) Share experiences
      - 3) What would it take to satisfactorily resolve the situation for you?
  2. Why Customers Leave – Statistics overhead
  3. Customers Leave When – Poor customer service
- C. Why Do Customers Stay?
  1. Video – “I’ll Be Back” – optional
  2. The Value of Long-Term Customers [SLO]
    - a. Discussion: What organizations students are loyal to and why.
    - b. Discussion: What is the lifetime value of the customer to a business?

### V. Professional Customer Service Skills (shortened content)

- A. Five Skills for Demonstrating Professional Customer Service [SLO]
  1. Maintain or Enhance a Person’s Self-esteem
  2. Ask for and Offer Information
  3. Listen and Respond with Empathy
    - a. Overhead: Customers don’t care what you know until they know that you care
  4. Check for Understanding
  5. Ask and Offer Help to Solve a Problem

- B. Activity: Using Empathy before Solving Customer Problems
  - 1. Identify feelings expressed by customer over situation
  - 2. Paraphrase the point of view or emotions back to the customer
  - 3. Last - seek a solution to the problem
- C. Activity: Using Positive and Customer Benefit Statements
  - 1. Turn negative statements into positive statements
  - 2. Specify customer benefit to motivate customer
- D. Owning Your Mistakes - Lecture
- E. Using Prepared Scripts for Challenging Conversations
  - 1. Activity: Being Prepared for the Inevitable Callers (new)
    - a. Teams write scripts for the following topics:
      - 1) Handling non-stop talkers
      - 2) Handling angry callers
      - 3) Handling abusive callers
    - b. Class debrief w/correct scripts
- F. Activity: The A-Zs of Customer Service
  - 1. Student teams summarize what they have learned by identifying a word for each letter of the alphabet describing customer service.
  - 2. Class Debrief
- G. Developing a Customer Service Skills Action Plan – (new)
  - 1. Activity: Develop a Customer Service Skills Action Plan
    - a. Builds on Team Player Action Plan
    - b. Identify Customer Service behaviors necessary for the desired job
    - c. Determine your natural customer service skills
    - d. Identify 5 new customer service skills to improve upon

## VI. What You Have Learned

## VII. Review Questions

## VIII. Resources and References

- A. All CSA and NS module lists
- B. All videos will be listed as optional unless otherwise specified.

## Methods of Instruction

- Class discussion and participation
- Hands-on learning activities
- Individual and group problem solving
- Lecture
- Cases
- Video options