



**Grande Prairie Regional College – Department of Business
Course Outline**

**BA 2710 Customer Service
Winter 2012**

Credits: 3

Hours: 45 hours (3-0-0)

Description: This course prepares students to focus on customer service. Topics include the understanding of the principles of customer service and relationship building, how to develop a positive philosophy of selling as determined by customer service principles, and the understanding of how relationship building, customer service and selling interrelate.

Pre-requisite: None

Transferability: BA 2710 can be used to fulfill the requirements of a Business Administration Diploma which may be accepted as part of a block transfer arrangement (e.g. Athabasca University 2+1 and 2+2, University of Lethbridge 2+2, etc.) Other institutions may, or may not, accept BA 2710 for transfer credit; contact the receiving the institution .

Instructor: Bill Corcoran

Contact: Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca

Office Hours: MW 2:30 to 4 p.m. or by appointment. Appointment is usually better since I’m very prone to wandering.

Text: Heppell, Micheal. *5 Star Service, 2nd edition*. Edinburgh, Scotland: Pearson Education Limited , 2010.

Text Usage: We’ll use the text extensively in the course; you need to have access to a copy.

Grading: 50% Mini Quizzes/Assignments (4 @ 12.5% - best 4 of 5 to count)
25% Group Project – Video and Class Presentation
25% Individual Paper – Customer Service Applied Research Paper and Presentation

Please note: There will not be a Final Exam scheduled by the Registrar for this course.

Final Grade: This course will use the standard GPRC grading scheme

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	
C+	2.3	67-69	Satisfactory
C	2.0	64-66	
C-	1.7	60-63	
D+	1.3	55-59	Minimal Pass
D	1.0	50-54	
F	0.0	0-49	Fail



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Statement on Plagiarism and Cheating:

Refer to the Student Conduct section of the College Admission Guide at

<http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

Course Schedule:

Week 1 – Jan. 5 - INTRODUCTION

- Introduction and Course Outline
- What is Customer Service?

Week 2 – Jan. 10, 12 – BASIC CONCEPTS

- The Service Star – Ch. 1
- Wee Wows – Ch. 2
- Customer Magic Moments – Ch. 31
- Suppliers are Customers – Ch.41
- Hills and Valleys – Ch. 49

Week 3 – Jan. 17,19 – MORE BASIC CONCEPTS

- Heads Up – Ch. 3
- Emotional Bank Account – Ch. 10
- Putting on the Ritz – Ch. 4
- **Mini Quiz #1 – (Jan. 19)**

Week 4- Jan. 26, 28 – IMPRESSIONS/EMPOWERMENT

- One Chance to make a first impression – Ch. 17
- What's in a Smile – Ch.16
- The Distraction of Dirt – Ch. 37
- I honestly don't care about your problem – Ch. 18
- Empowering Staff – Ch. 19
- Secret Shopper – Ch. 45

Week 5 – Jan. 31 and Feb. 2 – LISTENING TO YOUR CUSTOMERS

- Complaints – a chance to shine – Ch. 5
- Embracing new technology – Ch. 6
- Beware of the silent customer – Ch. 7
- The Blind Spot – Ch. 43
- Bigger Buyer is watching you – Ch. 44



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- **Mini Quiz #2 – (Feb. 2)**

Course Schedule (continued):

Week 6 – Feb. 7,9 – RESOLVING ISSUES

- RADAR thinking – Ch. 8
- RADAR thinking at work – Ch.9
- It's your Best Friend – the Awkward Customer – Ch.22
- The Customer is Always Right – Not – Ch. 14
- Feel, Felt, Found – Ch. 15
- Special Requirements – Ch. 26

Week 7 – Feb. 14,16 – LOOKING AT IT FROM THE CUSTOMER'S VIEWPOINT

- 99 Per Cent of People are Good – Ch. 11
- Top 3 Referability Habits – Ch. 12
- It's not what you say – Ch. 21
- Sell me a Solution – Ch. 47
- **Mini-Quiz #3 (Feb. 16)**

READING WEEK – Feb, 20-24 – No classes

Week 8 – Feb. 28, Mar. 1 - CULTURE

- Building a Customer Service Brand – Ch. 23
- Service Values – Ch. 25
- Be individual, encourage individuals – Ch. 24
- Recruiting service professionals – Ch. 26
- Take it from the Top – Ch. 48
- Ring the Bell – Ch. 13

Week 9 – Mar. 6, 8 – COMPETITION

- Prepare for and relish your competition – Ch. 20
- Know your competition – Ch. 33
- Prep time for Student Presentations
- **Mini-Quiz #4 (Mar. 8)**

Week 10 – Mar. 13,15 – STUDENT VIDEOS

- **Student Presentations – Group Video Project (Mar. 13 or 15)**

Week 11 – Mar. 20, 22 – SYSTEMS

- Designing fantastic service – Ch.39
- Systemize routines – personalize exceptions – Ch.35
- Speed it up – Ch. 34
- Creativity gives better service – Ch. 40



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- Making the mundane marvelous – Ch. 36
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Course Schedule (continued):

Week 12 – Mar. 27,29 – TELEPHONE and OTHER TECHNOLOGIES

- Voicemail, answering machines, etc. – Ch. 28
- Telephone service – Ch.29
- Advanced telephone service – Ch. 30
- Super scripts – Ch. 27
- Other Technologies
- **Mini Quiz #5 (March 29)**

Week 13 – Apr. 3,5 – LEFTOVERS

- Use People's Names – Ch. 32
- Thank you cards – Ch. 38
- Service PR – Ch. 42
- Prep Time for Papers and Presentation

Week 14 – Apr. 10,12 – STUDENT PRESENTATIONS

- **Customer Service Applied Research Paper and Presentations (Apr. 10 or 12)**

Bill Corcoran
January 2012
Grande Prairie Regional College