



**Grande Prairie Regional College
Department of Business
BA2710
Customer Service**

Fall 2011
September 12- December 14
Mondays and Wednesdays, 10:00am-11:20am
Room F207

Instructor: Nicole Vourliotis
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Office Hours: Tuesdays, 10am-
12pm and by appointment
C311A

Communication

Please feel free to email me at nvourliotis@gprc.ab.ca with any questions or concerns you have about the coursework. Email is the best way to get in contact with me, and I will return your email as quickly as possible. You should email me if you plan to be late or miss class.

Course Description

Welcome to BA2170! This course will prepare students to deal with various challenges in the customer service field. 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.

Contact Hours

This class will meet for 80 minutes, twice each week. You will receive 3 credits upon completion of the course.

Course Objectives

Upon successful completion of the course, students will be able to:

- Identify and articulate the principles of customer service.
- Establish strategies for positive customer service interactions.
- Communicate clearly and effectively, both orally and in writing.
- Understand the relationship between customer service, personal relationships and selling.

Attendance

Please be advised that your presence in class, participation in classroom discussions and completion of assignments are vital to your success in the course. You should attend each class on time and ready to work. Please be sure to contact the instructor if you must miss a class.

Electronic Devices

Your electronic devices should be switched off and remain away for the duration of the class. Checking for messages/calls/time is unacceptable.

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 .

Course Materials

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

Note: We'll use the text extensively, so please ensure that you have a copy.

Other materials will be posted on the class Moodle site.

Course Requirements

<i>Assignment</i>	<i>Due Date</i>	<i>Weight</i>
Customer Service Portfolio	Completed portfolio due by December 12 th Individual entry dates throughout the semester	10%
Customer Service Paper and Presentation	November 9 th	15%
Group Video and Presentation	November 28 th	25%
Quizzes	Throughout the semester	50%

Plagiarism

Please note that if you are working with a group, proper acknowledgment should be provided. It is your responsibility to ensure that you have not plagiarized; if you are not sure, please check before turning in your work!

Here are some valuable online resources about plagiarism:

- <http://owl.english.purdue.edu/owl/resource/589/01/>
- <http://guides.library.ualberta.ca/content.php?pid=62200&sid=460271>
- <http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize>
- http://www.writing.northwestern.edu/avoiding_plagiarism.html

Group Work

You may be assigned a group to work with for assignments. Please remember that each member of the group is responsible for positively contributing to the experience.

Grading

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

Course Schedule

Week	Topic	Chapters
September 12/14	Introduction What is Customer Service?	Handouts
September 19/21	Basic Concepts of Customer Service	Chapters 1-4
September 26/28	Basic Concepts, Continued	Chapters 10, 31, 41, 49
October 3/5	Impressions Staff	Chapters 16, 17, 18, 19, 37, 45
October 12 *Monday, October 10- No Class	Customer Communications	Chapters 5,6,7,43,44
October 17/19	Resolving Issues	Chapters 8,9,14,15,22,26
October 24/26	The Customer's Perspective	Chapters 11, 12, 21, 47
October 31/ November 2	Workplace Culture	Chapters 13, 23,24, 25,26, 48
November 7/9	Competing for Customers Customer Service Paper presentations	Chapters 20, 33
November 14/16	Service Systems	Chapters 34,35,36,39,40
November 21/23	Technology and Service	Chapters 27, 28, 29, 30
November 28/30	Video Presentations	Handouts
December 5/7	Loose Ends	Chapters 32, 38, 42
December 12/14	Portfolio Presentations	Handouts