BA 178 Customer Service Outcomes

As a result of taking this course, students will be able to...

1. Understand the Service Imperative for maximizing profits.
2. Understand what can be learned about service from Scandinavia and the concept of Moments of Truth.
3. Describe the triangle of service.
4. Define the Service Strategy
5. Identify basic service techniques.
6. Identify what a successful service system looks like.
7. Be able to map a service system (process) and evaluate its performance using checksheets.
8. Be able to measure service performance with tools such as secret shopper reports and checksheets.
9. Describe how to hire, motivate, and train service people.
10. Describe the 10 deadly sins of service.
11. Describe how to RECOVER from a service error or mistake.
12. Relate the basic rules of using the telephone and writing to customers.
13. Be able to develop different strategies to deal with difficult customers.