**CSK 2115 COMMUNICATION FOR CUSTOMER CARE AND RELATIONS**

This course explores the importance of customer service to an organisation’s success or overall business output. It helps students understand the need for creating and sustaining standards of excellent customer service in business operation for all kinds of organisations whether government or private. It also explores effective ways of developing and motivating employees and measuring service levels. It also examines how delivering customer service transforms organisations from ordinary to extra ordinary.

***Content:***

* Introduction
* Customer Service Excellence: How to Deliver Exceptional Value to Today's Busy Customer
* [Service Essentials: Basic Skills for Serving Others](http://www.businesstrainingworks.com/Customer-Service/The-Elements-of-Customer-Service-Training.html)
* [The Customer Connection: Essential Communication Skills for Giving Better Service](http://www.businesstrainingworks.com/Customer-Service/Customer-Communications-Training.html)
* [Outstanding Telephone Courtesy and Customer Service](http://www.businesstrainingworks.com/Customer-Service/Telephone-Customer-Service-Training.html)
* [Confidence and Professionalism for Call Center Employees](http://www.businesstrainingworks.com/Call-Center-Training.html)
* [Projecting a Warm, Welcoming, Professional Image at the Front Desk](http://www.businesstrainingworks.com/Customer-Service/Front-Desk-Training.html)
* [Delivering a Five-Star Customer Experience](http://www.businesstrainingworks.com/Customer-Service/Customer-Service-for-Hospitality-Training.html)
* [Delivering Customer Service for Better Patient Satisfaction](http://www.businesstrainingworks.com/Customer-Service/Customer-Service-for-Healthcare-Training.html)
* [Delivering Exceptional Retail Customer Service](http://www.businesstrainingworks.com/Customer-Service/Retail-Customer-Service-Training.html)
* [Customer Relationship Management](http://www.businesstrainingworks.com/Customer-Service/The-Basics-of-CRM-Training.html)
* [Managing Customer Service: Essentials for Coaching, Motivating, and Getting the Best out of Front-Line Employee](http://www.businesstrainingworks.com/Customer-Service/Managing-Customer-Service-Training.html)
* Models of Customer Service Quality e.g. Servqual Model e.t.c.

**Learning Outcomes:**

By the end of the course the students should be able to:

1. Define customer service from a broader context
2. Provide an excellent customer service experience
3. Determine service quality
4. Apply customer service models

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Francis Buttle. (2008).Customer Relationship Management, 2nd Edition

Berenbaum Diane (2007). How to talk to your customers: Create a great impression every time with magic

Wendy Leebov (2003). The Customer Relations Strategy for Health Care.