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| **TOU 3122 Customer Service Management** | **Course Title:**  |
| **Course Description:**The course provides students with knowledge about understanding a customer and equips them with skills on how to manage customers and meet their expectation and needs in the tourism industry  |
| **Course objectives:*** Understand the value of a customer service philosophy for business growth and service excellence
* Develop an integrated approach to customer service process management
* Understand implementation, assessment and compliance with the International Customer Service Standard
* Explain how to use best practice methodology to increase market share and customer retention
* Acquire leadership and management skills
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| **Course Outline:*** Introduction to Customer Service
* Customer Expectations
* Attitude development
* Personality Styles
* Customer communication Skills (Listening Skills)
* Use of Vocabulary in customer service (Telephone Techniques
* Handling difficult and Angry Customers
* Time management and Leadership skills
* Managing Customer feedback
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| **Learning Outcomes:*** Learn new knowledge about customer service philosophy
* Learn to apply leadership and management skills to develop an integrated approach to customer service.
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| **Method of Teaching/Delivery:**Lecture Hours – 30Practical Hours – 15Tutorial Hours – 15 | **Mode of Assessment:*** Course Work
* Practical
* Final written Exam
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| **Reading/Reference Materials:*** Cronin.J, Brady, G., (2000), Assessing the effects of quality, value, and customer satisfaction on consumer behaviour, intentions in service environment. Journal of retailing.
* Hartline, M. Ferrel, C. (1996), The management of customer- contact service employees; An empirical investigations. Journal of Marketing.
* Hallowel, R. (1996) The relationship of customer satifistaction, customer loyalty, and profitability; an empirical study. Journal of service industry management.
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