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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 | | |
| **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 | | |
| **Learning Outcomes:**   * Learn new knowledge about customer service philosophy * Learn to apply leadership and management skills to develop an integrated approach to customer service. | | |
| **Method of Teaching/Delivery:**  Lecture Hours – 30  Practical Hours – 15  Tutorial Hours – 15 | | **Mode of Assessment:**   * Course Work * Practical * Final written Exam |
| **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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