



Customer Service (08.0710) (District)

District > Intermediate > Marketing Education > Customer Service (08.0710) (District) > Brooks, Jeremy; Creveling, Jan; Densley, Bruce; Juett, David; Merrill, Ashley; Pace, Kelle; Paulsen, Erin; Peoples, John; Phillips, Brooke



Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Introduction to Customer Service (Week 1, 2 Weeks)</p>	<p>What is customer service? How does customer service (good or bad) effect a business?</p>	<p>Students will understand the components of customer service as it pertains to the particular business and customer.</p>	<p>Students will be able to: 1) research and delineate customer service policies and procedures of current business/marketing companies; 2) create customer service strategies based upon research; and 3) describe appropriate customer care based on service environment.</p>	<p>Customer Service Call Centers Retail Establishments Wholesale Businesses Service Industry</p>	<p>Customer Service Assignment Formative: Oral: Discussion Students will give examples from personal experience of both good and bad customer service.</p> <p>Unit Exam Summative: Test: Standardized</p>
<p>Customer Service Mindset (Week 3, 3 Weeks)</p>	<p>What are some basic customer services behaviors that would apply to all businesses? What is a Win-Win scenario and why is it crucial to the success of any business? How might customer service differ (or would it?) based on the type of business (call centers,</p>	<p>Students will: 1) gain a grasp of customer service behaviors, training and aptitude of the customer service mindset ("win-win"); 2) explain the importance of how, when and why customer service is essential to the success of the sales associate/employee and the business</p>	<p>Students will: 1) be able to create a customer service training program based on a service environment: (Call Centers, Retail, Wholesale, Service Industry and Others); and 2) demonstrate how to provide proper customer service through: A. Role Play B. Case Study C. Business Simulation D. Customer Service Environmental Factors (Hot, Cold, and Displays) and 3) explain the importance of when and why customer service is needed in the</p>	<p>Marketing Concept Win-Win Call Center Retail Wholesale Service Industry Product Industry Role play Case Study Business Simulation</p>	<p>Customer Service Program Evaluation Project Formative: Written: Report Complete an evaluation of a business customer service program and suggest changes</p>

<i>Unit</i>	<i>Essential Questions</i> retail, wholesale, service industry, other)?	<i>Content</i>	<i>Skills</i> business/marketing industry.	<i>Vocabulary</i> Customer Service Environmental Factors	<i>Formative & Summative Assessments</i> to implement ("Customer Service Research Project").
					<p>Customer Service Demonstration Formative: Performance: Authentic Task Demonstrate customer service through a role play, case study, business simulation or environmental factor analysis.</p> <p>Interview Formative: Performance: Authentic Task Conduct an interview with a customer service manager and present findings in class</p> <p>Extra Credit Customer Service Training Program Summative: Performance: Authentic Task Students will develop customer service training programs based on various service</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Target Customer/Profile (Week 6, 3 Weeks)</p>	<p>What is a customer profile and how are they used by businesses? What is the difference between a satisfied and dissatisfied customer and what are some techniques to handle customers who are dissatisfied, disgruntled, unhappy, or critical?</p>	<p>Students will be able to identify and understand the target customer objectives including 1) identifying and explaining the importance of a customer profile; 2) distinguishing between a satisfied & dissatisfied customer; 3) comparing and contrasting customer expectations in service.</p>	<p>Students will 1) be able to create a customer profile based on market segmentation; 2) explore techniques on how to handle dissatisfied, disgruntled, unhappy, and critical customers; 3) explain how some customer exchanges are more intimate & complex than others; and 4) explain how customer expectations change.</p>	<p>Target Market Customer Profile Market Segmentation -demographics -psychographics -geographics -behavioral Satisfied Customers Customer Loyalty Dissatisfied Customers Disgruntled Customers Unhappy Customers Critical Customers Service Business Product Business Wholesale/Vendor Business Multi-Dimensional Business Price Point Quality/Prestige Pricing</p>	<p>environments (call centers, retail, wholesale, service industry, other).</p> <p>Customer Profile Summative: Performance: Authentic Task Students will create a customer profile based on market segmentation and demonstrate the steps to deal with a dissatisfied customer.</p> <p>Unit Exam Summative: Test: Common</p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
<p>Critical Attributes and Soft Skills (Week 9, 4 Weeks)</p>	<p>What are the traits necessary to develop in order to provide exceptional customer service? What are soft skills and why are they so important in customer service? What are the key components of the customer service process?</p>	<p>Students will: 1) identify and understand the traits needed to provide exceptional customer service; and 2) explain the importance of eye contact, body language, and verbal communication in customer service; 3) understand what soft-skills are and why they are critical to the success of any business and 4) identify the customer service process.</p>	<p>Students must be able to: 1) demonstrate the skills necessary in customer service including listening, verbal communication, eye contact, body language; and 2) be able to demonstrate the customer service process.</p>	<p>hearing vs listening passive vs active listening eye contact body language voice-inflection soft skills Customer Rapport Product Knowledge Customer service process - Opening: Greet customer (Smile) - Discovery: Hearing and Listening (Really listen) - Resolution: (Paraphrasing, summarizing, mirroring, clarify) - Ownership: (employee empowerment) - Always: (Happy, positive, represent company)</p>	<p>The Customer Service Process Summative: Performance: Skill Demonstration Students will demonstrate the skills necessary in the customer service process in an authentic role play scenario.</p> <p>Unit Exam Summative: Test: Common</p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
<i>Aptitudes and Communicative Skills</i> <i>(Week 13, 2 Weeks)</i>	What aptitudes are necessary in customer service? What are effective communication skills and why are they needed in customer service? What are the key components of an employment portfolio? What are some forms of inter-office communications and how can they affect the success of a business?	Students will: 1) assess the aptitudes necessary in customer service; 2) understand what communication skills are needed for good customer service; 2) be able to identify the key components of an employment portfolio: - Job Applications - Resumes - Cover Letter - Interviewing Skills - Problem Solving and 3) understand the key components of inter-office communications - Phone - E-mail/electronic/chat - Memo - Messaging - Social media	Students will: 1) identify the aptitudes and develop the communication skills needed in providing excellent customer service; and 2) create an employment portfolio.	Aptitude test Personality inventory Communication Skills Networking Employment Portfolio - Job Application - Resume - Cover Letter - Thank-you letter - Interviewing Skills Dress for Success Inter-office communications - Phone - E-mail/electronic/chat - Memo - Messaging - Social media	Employment Portfolio Formative: Project: Personal Students will create a personal employment portfolio including a customized resume, a cover letter, a thank-you letter, and a key points checklist to consider during a job interview. Inter-Office Communication Exam Summative: Test: Common

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
Customer Service Resources <i>(Week 15, 2 Weeks)</i>	What are some ways to enhance customer service in a business setting? What are ways that businesses communicate with both employees and customers and which means of communication are best in different situations/scenarios? Why is confidentiality required in certain business transactions/settings?	Students will understand the resources available to enhance customer service.	Students will be able to identify various means of communication used by businesses and be able to identify which means of communication works best in various situations.	Customer Loyalty Referrals Goodwill Word-of-Mouth Reviews Forums Rate of Use “Secret Shopper” Inbound Calls Outbound Calls Email Social Media Surveys Print Mediums Broadcast Formal Evaluations Informal Evaluations Health Industry Travel Industry Entertainment Industry Lawsuits Fines HIPPA FERPA OSHA Internal Threats External Threats	Security Procedures Formative: Performance: Authentic Task Students will outline the security procedures utilized by a company. Secret Shopper Formative: Performance: Authentic Task Students will participate in a secret shopper activity. Unit Exam Summative: Test: Common

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
<p>Customer Loyalty and Satisfaction (Week 16, 2 Weeks)</p>	<p>Why and how does one measure customer satisfaction? Why is it important to retain customers and why and how and have loyalty programs entered into the equation over the last decade or so?</p>	<p>Students will: 1) understand how to evaluate, develop and measure customer loyalty and satisfaction; 2) identify expenses of getting new customers vs. the expenses of maintaining current customers; 3) understand customer retention as an integral part of management and grasp the impact of word of mouth; 3) understand the implementation and use of loyalty programs; and 4) evaluate & increase satisfaction in a customer service experience.</p>	<p>Students will be able to measure and evaluate the expenses involved with getting, maintaining, and satisfying customers and be able to evaluate and increase satisfaction in a customer service experience.</p>	<p>Loyalty Programs -memberships -airline miles -rewards -other Prospective Customers New Customers Customer Retention A Customer Service Experience (Guestology-Disney) Sales vs. Being Sold (tact and saavy) "Rating" Scales</p>	<p>Customer Loyalty and Satisfaction Summative: Test: Common Unit Exam Summative: Test: Common</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Addendum: Customer Service STARS (Week 1, 17 Weeks)</p> <p>State Exam Review and Exam (Week 18, 1 Week)</p>	<p>What are "Customer Service STARS" ? Note: This course can be summarized by the Customer Service STARS.</p>	<p>Students will understand the 5 basic components of the Customer Service STARS: Part 1: Customer <u>S</u>ervice Roles & Training Part 2: Identifying The <u>T</u>arget Customer Part 3: Learning and Using <u>A</u>ptitudes Part 4: Using Pro-Customer <u>R</u>esources & Techniques Part 5: Measuring and Improving Customer <u>S</u>atisfaction</p>	<p>Students will be able to identify the 5 components of the "Customer Service STARS."</p>	<p>"Customer Service STARS"</p>	<p>Customer Service STARS Formative: Performance: Authentic Task</p> <p>Using a business of your choice, identify how the components of the Customer Service STARS are configured. Include a description of each component as well as the corporate/business policy on Customer Service. Note: this assignment represents one out of twelve performance objectives for the course, 6 of which must be completed to fulfill state requirement for performance competencies.</p>

