

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 1201</u>
COURSE TITLE	<u>Customer Sales and Service</u>
COURSE CREDIT HOURS	<u>2 2 : 0</u> Credits Lec Lab

I. Catalog Description

Practical information and techniques to create excellent customer sales and service unique to the travel public. **(2:0)**.

II. Course Objectives**A. Unit I. Introduction to Customer Service**

1. Define customer service.
2. Contrast traditional customer service with exceptional customer service.
3. Identify required customer service skills and competencies.
4. Describe diversity in the workplace relative to the travel and hospitality public.
5. Identify four personalities of customers.
6. Contrast customer service activities among different generational groups.
7. Communicate effectively with disabled persons.
8. Demonstrate product knowledge
9. Identify sales prospects
10. Develop sales strategies
11. Collect information about competitors.
12. Determine customer needs
13. Overcome customer objections
14. Perform up selling
15. Identify personal limitations
16. Communicate with supervisor about possible incentives
17. Close the sale
18. Perform word-of-mouth marketing.
19. Promote company culture.

B. Unit II. Customer Behavior, Loyalty, and Anger; Employee Attitude; and Relationship Building

1. Describe customers' buying behavior relative to their basic needs.
2. Distinguish between customer satisfaction and customer loyalty.
3. State the relationship between customer expectations and customer perceptions.
4. Describe methods companies use to measure customer satisfaction.
5. Describe a customer-service oriented attitude.
6. Recognize situational examples that elicit rage reactions in customers.
7. Identify actions Customer Service Representatives (CRSs) can take to ensure delivery of

- comprehensive customer service.
 - 8. Describe the customer service benefits of the teamwork approach in organizations.
 - 9. Portray a professional image
 - 10. Adapt to customer needs.
 - 11. Coordinate with other employees to reach intended goals.
- C. Unit III. Resolving and Recovering from Customer Problems and Complaints and Time and Stress Management
- 1. Describe the activities involved in proactive problem solving.
 - 2. List reasons that customers complain and describe the process for handling complaints.
 - 3. Discuss approaches to use when handling angry customers.
 - 4. Describe five types of customers who defect and why they do so.
 - 5. Describe the various types of feedback survey instruments.
 - 6. Identify ways to recover from an angry customer.
 - 7. Identify the key points of a win-back message.
 - 8. Describe the steps involved in solving customer problems.
 - 9. Identify techniques to better manage time.
 - 10. Discuss the importance of stress management.
 - 11. Distinguish between positive and negative stress.
- D. Unit IV. Verbal Communication and Listening Skills, Nonverbal Communication, and Effective Telephone Communication
- 1. Explain each of the elements in the communication process.
 - 2. Identify the behaviors of people who communicate using different communication styles.
 - 3. Compose examples of open, probing, closed, alternative choice, leading, and direct questions.
 - 4. Identify the fundamentals of business writing.
 - 5. Distinguish among the three levels of listening.
 - 6. Explain the importance of active listening.
 - 7. Develop techniques for becoming an effective listener.
 - 8. Describe barriers to effectively communicating and listening.
 - 9. Identify techniques for communicating with speakers of English as a Second Language.
 - 10. Describe the elements and interpretation of body language.
 - 11. Recognize the importance of having a dress code in the workplace.
 - 12. List examples of business etiquette and manners.
 - 13. Detail the essential customer service skills needed when communicating over the phone.
 - 14. Explain the purpose of voicemail and how to leave a customer-friendly message.
 - 15. Evaluate the quality and delivery of your voice when speaking.
 - 16. Distinguish between outbound and inbound telemarketing.
 - 17. Acknowledge customer appropriately.
 - 18. Demonstrate confidence.
 - 19. Maintain a clean and organized work environment.
 - 20. Build customer loyalty.
- E. Unit V. Challenges in a Global World
- 1. Discuss the impact globalization has had on the world economy.
 - 2. Discuss the reasons globalization of customer service has shifted from an offshore to a home shore environment.
 - 3. Describe the extent to which online services are growing and the challenges facing companies involved in e-commerce on the Internet.
 - 4. List the multichannel communication methods used by online shoppers.
 - 5. Describe the use of web-based technologies in customer service departments.
 - 6. Discuss the advantages and disadvantages of exchanging e-mail messages with customers.

7. Describe the application of instant messaging, chat rooms, and web blogs when serving customers online.

F. Unit VI. Managing, Training, and Rewarding Employees Who Provide Superior Customer Service

1. Explain the role of management in setting customer service standards.
2. Describe the effect of the work environment on customer service representatives.
3. List basic duties for most customer service representatives.
4. Identify reasons companies should train, empower, and reward service professionals.
5. Discuss the qualities that a good customer service manager should possess.
6. Express empathy.
7. Employ social media resources.

III. THECB Learning Outcomes (WECM)

1. Define customer service.
2. Identify the elements and steps involved and how they relate directly to sales.
3. Define the principles of selling travel.
4. List questions that qualify a client.
5. Identify the process to close a successful sale.
6. Explain the steps of problem solving to effectively handle customer challenges.
7. Define internal and external customer service and how it impacts the success of a business and customer retention.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent with communicating effectively to customers in the travel and hospitality industry.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. It is the responsibility of the students to complete assignments as outlined in the syllabus.
5. Web activities will be completed in the classroom, when time permits, or during open lab.

B. Unit Written Exams, Major Project, Assignments, and Attendance

1. There will be written exams.
2. A major project will be assigned.
3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competence of a student.

C. Final Evaluation

1. The course grade will be based on a point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			

600-0699 points (60 – 69%)	=	D
000-0599 points (00 – 59%)	=	F

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.