

**Midstate College**  
**411 West Northmoor Road**  
**Peoria, Illinois 61614**  
**(309) 692-4092 (800) 251-4299**  
**Winter 2017**

**Course:** BUS325 Advanced Customer Satisfaction Strategies

**Credit:** 4 Quarter Hours

**Method of Delivery:** eLearning

**Course Description:** The student will learn proven processes for developing skills, attitudes, and thinking needed for successful customer satisfaction and loyalty. The course is designed to help people and organizations translate good service intentions into workable plans with sustainable customer service activities.

**Prerequisite(s):** none

**Text(s):** Management Meeting and Exceeding Customer Expectations, 10e

**Author(s):** Plunkett / Allen/ Attner

**Publisher:** Cengage Learning

**Text(s):** Delivering Happiness: A Path to Profits, Passion, and Purpose Paperback

**Author(s):** Tony Hsieh

**Publisher:** Grand Central Publishing

**Materials Needed for this Course:**

Additional Supplies: n/a

Hardware/Software and Equipment: meet the minimum eLearning system requirements and have access to a working computer.

- Topics:**
- 1.) A heightened awareness of the challenges and opportunities in customer service
  - 2.) The willingness and ability to gather performance-enhancing feedback
  - 3.) Specific behaviors that engage customers
  - 4.) Telephone techniques for excellent service
  - 5.) The ability to create friendly web sites, personable e-mail, and written messages
  - 6.) The tools for dealing with and recovering unhappy customers
  - 7.) An understanding of the impact of giving customers more than they anticipate
  - 8.) Specific techniques for exceeding expectations in value, information, convenience and timing
  - 9.) The ability to lead, expand, and empower the service process
  - 10.) Specific behaviors for personal and professional success
  - 11.) Skills for managing others in the pursuit of service excellence
  - 12.) An understanding of the future directions in customer service.

**Learning Objectives:** Upon completion of this course, the student will be able to:

1. Discriminate between good and bad customer service and how they affect the organization.
2. Distinguish the behaviors and communication styles that please customers.
3. Contrast the benefits and drawbacks of telephone communication in customer service.
4. Differentiate the key advantages and disadvantages of web-based customer service.
5. Analyze techniques for using customer feedback for productive process improvement.
6. Appraise the techniques for recovering lost customers by enhancing value perceptions.
7. Distinguish essential information and convenience in delivering excellent customer service.

8. Examine how to involve employees and customers in developing a service culture.

**Midstate Grading Scale:**

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

**Midstate Plagiarism Policy:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success:**

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 110 (in person); (309) 692-4092, extension 1100 (phone); [studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu) (email).

**Instructor:** Dr. Brian Young

Room/Phone: Office 232 & (309) 692-4092 ext. 2320

Midstate e-mail: [bjyoung@midstate.edu](mailto:bjyoung@midstate.edu)

Office Hours: appointments scheduled upon request

**Policies and Procedures:**

- All assignments must be completed on time. A minimum of 10% or one letter grade will be deducted for all late work received including exams and must be approved by the instructor before late work can be submitted or accepted
- All assignments must be keyed using Microsoft Word
- The student must retain copies of all assignments
- Academic dishonesty will be referred to our Dean of Students
- Students are expected to follow basic etiquette in online interaction as outlined in the Student Guide to eLearning

**Participation Requirements:**

Participation is a major requirement of learning, and lack of participation will negatively impact the final grade. Students must actively participate in class discussions by responding to other students' discussion questions, instructor's lecture, text readings, and assignments will receive a better grade than those students who do not participate regularly. All assignments must be submitted on time as indicated by the instructor. Students must complete all assignments, papers, projects, competencies, examinations, and attendance requirements. Students must have a grade of at least 70% to pass this course.

Students must post meaningful contributions toward the Classroom discussion a minimum of two times each week to earn full participation points.

Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

- On-campus = If a student attends an on-campus course, he or she will be counted as present.
- eLearning = To be considered in attendance for an eLearning course, the student must participate each week by submitting substantial, gradable work.

**Examination Information:** a mid-term and final examination will be given in this course.

**Methods of Evaluating Student Performance:**

Midterm Examination	25%
Final Examination	25%
Case studies Project & assignments	25%
Discussion and summary questions	25%

**Instructor's Grading Scale:**

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

**Barbara Fields Memorial Library**

Contact Information:

Librarian: Jane Bradbury

Location: Room 403

Phone: (309) 692-4092 ext. 4030

Fax: (309) 692-3893

Email: [library@midstate.edu](mailto:library@midstate.edu)

**Library Hours:**

Monday – Thursday 8:00 a.m. – 9:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

Saturday 9:00 a.m. – 12:00 p.m.

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

## **Research Guides**

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. **Plus** you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location: <http://midstate.libguides.com/business> or, follow the steps below:

1. Visit [www.midstate.edu](http://www.midstate.edu)
2. Click on Library Resources at bottom of page
3. Click on "Click the Cloud!" (in light blue color in middle of page)

### **Week by week:**

#### **Week 1**

**Topic:** Customer Satisfaction

**Assignments:**

Read Chapter 1 of the text

**Discussion Question**

Introduce yourself to the class

#### **Week 2**

**Topic:** Customer Satisfaction

**Assignments:**

Read Chapter 3 of the text

**Discussion Question**

Complete the self-management learning styles on page 63. Report your results. In a paragraph let me know what you have found of interest in the articles I've posted on customer service so far.

**Case Study**

Complete the Barnes and Nobles Refocuses on page 83.

Complete questions 1-2-3 relating to the case. Each question should be at least one paragraph in length.

### **Week 3**

#### **Topic: Customer Satisfaction**

#### **Assignments:**

Read Chapter 4 of the text

#### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 3**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material. The weekly summary is due by **Sunday, Day 7** of this week

Project: To be announced

### **Week 4**

#### **Topic: Customer Satisfaction**

#### **Assignments:**

Read Chapter 5 of the text

#### **Discussion Question (2 Parts)**

- 1.) Complete the exercise Quality Management Value Added on page 137 and answer the questions associated with this exercise.
- 2.) Complete the Empowerment at Toyota exercise on page 145 and answer the questions associated with this exercise.

#### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 4**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material. The weekly summary is due by **Sunday, Day 7** of this week

### **Week 5**

#### **Topic: Customer Satisfaction**

#### **Assignments:**

Read Chapter 6 of the text

#### **Discussion Question (2 Parts)**

- 1.) Complete the Self-management exercise Decision Making on page 159 and answer the questions associated with this exercise.
- 2.) Complete the Global Applications – Making the Right Decisions exercise on page 170 and answer the questions associated with this exercise.

### **Case Study**

Complete the Apple Inc. on page 190.

Complete **any two** of the following questions: 2-3-4-5 relating to the case. Each question should be at least one paragraph in length.

### **Week 6**

#### **Assignment:**

Midterm Exam over chapters 4-5-6

### **Week 7**

#### **Topic: Customer Satisfaction**

#### **Assignment:**

Read Chapter 7 of the text

#### **Discussion Question**

Complete the Ethical management exercise on page 215 or complete the managing the web exercise on page 222. Answer the questions corresponding to the exercise you chose and report your results.

#### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 7**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material. The weekly summary is due by **Sunday, Day 7** of this week

### **Week 8**

#### **Topic: Customer Satisfaction**

#### **Assignments:**

Read Chapter 8 of the text

#### **Discussion Question**

Complete the self-management exercise on page 233 and report your results.

### **Case Study**

Complete the case A Cultural Mismatch on page 280.

Complete the following questions: 1-2-3 relating to the case. Each question should be at least one paragraph in length.

### **Week 9**

#### **Topic: Customer Satisfaction**

#### **Assignments:**

Read Chapter 10 of the text

#### **Quiz over Chapters 7 and 8**

**Discussion Question**

Complete the Ethical Management exercise on page 334 and report your results.

**Week 10****Topic: Customer Satisfaction****Assignments:**

Read Chapter 12 of the text

**Discussion Question (2 parts)**

- 1.) Complete the Empowerment Exercise on page 307 and report your results.
- 2.) Complete Managing the Web on page 424 and answer the questions associated with the exercise.

**Case Study**

Complete the case Container Store on page 436.

Complete the following questions: 1-2-3 relating to the case. Each question should be at least one paragraph in length.

**Week 11****Topic: Customer Satisfaction****Assignments:**

Read Chapter 14 of the text

**Discussion Question**

Complete Managing the Web on page 477 and answer the questions associated with the exercise.

**Summary Question**

What was most valuable to you in this class? Did it meet your objectives? What could I do to make this class more successful?

**Week 12****Topic: Customer Satisfaction****Assignment:**

Final Exam