

Course Title	Quality Customer Service			
Course Code	BUSS103			
Course Type	Lecture & Presentations			
Level	Higher Diploma			
Year / Semester	1st Year / 2nd Semester			
Teacher's Name	Stella Kyriasidou			
ECTS	4	Lectures / week	2	Laboratories / week
Course Purpose and Objectives	This course will emphasize the relevance of customer service in all types of businesses. Topics include: importance of customer service, external and internal customers, cost of poor customer service, challenges of customer service, ethics in customer service, problem solving, empowerment, effective communication, dealing with difficult customers, motivation and leadership, customer retention and measurements of customer satisfaction.			
Learning Outcomes	<p>After successful completion of the course, students are expected to:</p> <ul style="list-style-type: none"> ▪ Explain and apply the various tools and techniques of customer. ▪ Communicate effectively with customers in writing, orally, and using technology. ▪ Demonstrate techniques for resolving customer problems and complaints. ▪ Explain the issues with and challenges in delivering quality customer service. ▪ Describe organization-wide issues in developing effective customer service processes. ▪ Explain the importance of customer retention and the methods of measuring customer satisfaction. ▪ Prepare well-researched and well-written and effective oral reports. 			
Prerequisites			Required	
Course Content	<ol style="list-style-type: none"> 1. The Customer Service Profession 2. Contributing to the Service Culture 3. Verbal Communication Skills 4. Non-Verbal Communication Skills 5. Listening to the Customer 6. Customer Service Behavior 7. Service Breakdowns and Service Recovery 8. Customer Service in a Diverse World 9. Customer Service via Technology 			

	10. Encouraging Customer Loyalty
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory Reading</p> <ul style="list-style-type: none"> • Evenson, Renee (2011), Customer Service Training 101, 2nd, American Management Association, ISBN: 9780814416419. <p>Additional Reading</p> <ul style="list-style-type: none"> • Medlik, S. (2000), The business of hotels, 4th, Routledge, ISBN: 0750641150
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English