

WORKNC-3B: CUSTOMER SERVICE IN THE WORKPLACE

Effective Term

Fall 2025

CC Approval

03/07/2025

AS Approval

03/13/2025

BOT Approval

03/20/2025

COCI Approval

05/15/2025

SECTION A - Course Data Elements

CB04 Credit Status

Noncredit

CB22 Noncredit Category

Workforce Preparation

Discipline

Minimum Qualifications	And/Or
Vocational (short-term): Noncredit (Specific Degree and Professional Experience)	

Subject Code

WORKNC - Work Experience Noncredit

Course Number

3B

Department

Work Skills Noncredit (WORKNC)

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Customer Service in the Workplace

Short Title

Workplace Customer Service

CB03 TOP Code

0506.00 - *Business Management

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Course updated due to renumbering.

SECTION B - Course Description

Catalog Course Description

This course is designed to provide the student with certain key skills and attitudes in order to effectively meet the needs of customers. The participants will be introduced to the key elements of outstanding customer service. Topics will also include understanding and exceeding customer expectations, and how to deal with unrealistic expectations. The course addresses why customers leave, and the long-term value of customers.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

Yes

Repeatability

Unlimited - Noncredit OR Work Experience Education

Grading Options

Pass/No Pass Only

Allow Audit

No

Requisites

SECTION D - Course Standards

Is this course variable hour?

No

Total Instructional Hours

9

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Hybrid	Permanent
Entirely Online	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Demonstrate key skills in order to effectively meet customer needs and provide outstanding customer service.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Identify and define outstanding customer service.
2.	Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions.
3.	Differentiate among internal and external customers.

Course Content

1. What is Customer Service?
 - a. Why customer service is important.
 - b. Why we need it.
 - c. What's the difference between good customer service and outstanding customer service.
2. Who Are Your Customers?

- a. Defining internal customers
 - b. Identifying internal customers
 - c. Serving internal customers
 - d. External customers
 - e. Team effort in customer service
 - f. Differentiate among internal and external customers.
3. Key Elements of Outstanding Customer Service
- a. Reliability
 - i. Keep your promise to customers
 - ii. Corporate promises
 - iii. Personal promises
 - b. What do you do if you break a service promise?
 - i. Apologize: Sincere, Timely, Personal

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	Role-playing and classroom simulations
Activity	Individual and group problem solving
Group Work	Case analysis

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Problem Solving	Oral and/or written case analysis
Projects	Oral and/or written action plan
Other	Journal completion

Assignments

Reading Assignments

1. Textbook
2. Current articles in newspapers, magazines, and business periodicals
3. Materials handed out in class

Writing Assignments

1. Written scenario analysis
2. Action Plan
3. Multiple worksheets handed out in-class
4. Journal entries on how student applied techniques learned in class to various environments including the workplace and at home.

Other Assignments

CRITICAL THINKING

1. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions
2. Utilize problem solving techniques in dealing with customer service situations

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

William B. Martin

Title

Quality Customer Service: It's Everybody's Job

Edition/Version

5th edition

Publisher

Crisp Publications

Year

2009

ISBN #

978-1426018336

Course Codes (Admin Only)

ASSIST Update

No

CB00 State ID

CCC000639356

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

J - Workforce Preparation Enhanced Funding

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No