

# Customer Service Excellence

## Course Syllabus

### 21 Hours

#### **Course Description**

Customer Service Excellence is designed to teach basic and advanced customer service strategies, such as creating a customer-focused organization, knowledge management, developing communication skills, resolving conflict, and building customer relationships. The module helps to prepare learners to work in a customer support center or help desk environment.

#### **Learning Objectives**

Upon completion of the course, students will understand:

- Basic role of Customer Service, having positive interactions, and arranging organizations to be oriented around excellent customer service
- The level and scope of organizational customer focus in a given scenario
- How to determine the obstacles to a team's success, as well as recommend actions for improvement
- Assess how well the guidelines for communicating customer advocacy have been followed, and how to relate to different communication styles
- Knowledge management fundamentals and methods used in customer interactions, as well as advantages of understanding how mobile technology is applied to such interactions
- Creating a customer experience map for a given scenario, including how to assess the guidelines for communicating the customer advocacy approach

#### **Course Format**

Customer Service Excellence is a self-paced, online course delivered through the learning management system Skillsoft. The site to access the coursework is [su.skillport.com](http://su.skillport.com). Login credentials will be provided to you on the cohort launch date. If you do not receive them by the launch date, please check your Spam/Junk folder of your email and/or contact your advisor or O2O program coordinator. Once you have logged into your account, you can locate the coursework by selecting "View My Learning Plan."

Coursework is delivered through videos, tutorials, and tests. No textbooks are required for the course; however, students are encouraged to utilize additional resources to assist with certification preparation. Resource Guides with lists of supplemental study materials for each certification are available at <http://libguide.getvet.syr.edu/curriculum/>.

#### **Course Completion Requirements**

Customer Service Excellence coursework is due within 90 days from the assignment date. The course hours listed at the top of the syllabus reflect the time it would take to click through the slides and do not account for taking notes or the end of module tests. You must complete all fourteen modules listed in Topic 1.

At the beginning of a module, you will be asked to take a pre-test. Scoring 80% or higher on the pre-test signifies competence in the information that will be covered; you will therefore be waived from completing the module. A non-credit certificate of completion will be awarded for successful completion of the coursework.

#### **Support**

- For technical support, please contact Skillsoft Support at [support.skillsoft.com](http://support.skillsoft.com)
- For program support or questions, please contact your advisor or O2O program coordinator

## Course Outline

### **Topic 1: Customer Service Excellence**

- 1.1 Customer-focused Interaction
- 1.2 Creating and Sustaining a Customer-focused Organization
- 1.3 Identifying and Managing Customer Expectations
- 1.4 Customer Advocacy: Supporting a Customer Advocacy
- 1.5 Customer Advocacy: Enhancing the Customer Experience
- 1.6 Customer Advocacy: Communicating to Build Trusting Customer Relationships
- 1.7 Shaping the Direction of Customer Service in Your Organization
- 1.8 Customer Service Confrontation and Conflict
- 1.9 Internal Customer Service
- 1.10 Customer Service over the Phone
- 1.11 Customer Service Fundamentals: Building Rapport in Customer Relationships
- 1.12 Conflict, Stress, and Time Management
- 1.13 Communication Skills
- 1.14 Team and Customer Relationships