



MASTER COURSE OUTLINE

A. SMT 1250 Managing Customer Service

B. COURSE DESCRIPTION:

This course introduces the fundamentals of customer service management. Topics include assessing customer needs, responding to changing expectations, and how to supervise and motivate customer service employees. Participants will explore customer service quality and productivity measurement tools and best practices. Participants will examine customer-driven service quality and how to apply it to the workplace.

(1 Cr – 1 lect, 0 lab)

C. *Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ☒ ILO 1: critical thinking (*Core Theme Goal 2*)
- ☐ ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ☐ ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ☐ ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Customer needs and expectations assessment
- Employee supervision
- Employee motivation
- Customer service measurement
- Customer-driven service

F. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

<u>GOAL</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
	Students will be able to	The student will successfully
* <u>Critical Thinking</u>	recognize and articulate the value assumptions which underlie and affect decisions, interpretations, analyses and evaluations made by ourselves and others.	1. create a customer service mission.

<u>CS</u>	recognize quality customer service.	1. define and identify quality customer service. 2. evaluate personal and professional experiences to determine elements of quality customer service.
<u>CS</u>	determine internal and external customer needs and the methods to meet those needs.	1. identify internal and external customers. 2. conduct a customer service audit.
<u>CS</u>	understand competencies needed for customer service effectiveness.	1. identify and measure customer satisfaction and feedback tools. 2. identify competencies needed for quality customer service.
<u>CS</u>	understand techniques to improve and support customer services.	1. explain or demonstrate a supportive technique for motivating employees to improve customer services. 2. teach employees how to provide quality customer service.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

H. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade

Revision date: 04/20/11; 09/01/16; 04/02/26

AASC Approval date: 09/20/16; 05/12/26

*These five MnTC Goals have been identified as Riverland Community College Core Themes. Every course in the Riverland Community College curriculum shall meet outcomes from one of these themes.

**These five MnTC Goals have been identified as Riverland Community College Disciplines. Riverland's MnTC courses also shall meet outcomes from a Discipline Area.

NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

*Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7A, 7B, 7A/B
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

**Riverland Community College Discipline Areas	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6