Technical Customer Service

Contact Center

BT 175 HY ~~ Fall 2017

Instructor: Juergen Kneifel, MBA

Office: Olympus 210, hours T/W/T 9:45 to 11 a.m.
                     Please communicate by email or Canvas

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CATALOG DESCRIPTION

Capstone course tied to the TCSR Customer Support Certificate. This course offers students lab experience whereby live calls will be handled as though the agents are in a workplace setting. Students will be required to communicate effectively, then accurately enter data into the customer's account record. The course will combine classroom instruction with live lab exercises. This course is the culmination of studies in supervision, customer service, communication, keyboarding, computer literacy and others. Key elements to the course include dealing with difficult customers, understanding call center analytics/benchmarks and metrics, conducting data searches within customer records, and accessing customer history. Students will also be required to visit at least one of the area call centers operated by our industry partners.

TEXT AND SUPPLIES

Required Text:

Call Center Management on Fast Forward, Brad Cleveland   ISBN 978 0 9854611 0 2

Required Supplies and Technology: Internet Access via your personal computer or campus-provided computers with access to the Canvas online classroom. You will also need current Microsoft Word Processing software and Internet access for research.

EvCC Core Learning Outcomes

Everett Community College has identified the following as Core Learning Outcomes. BUS 154 specifically addresses the outcomes marked with either an I (Introduce) or an A (Assess).

☑ I ☐ A Engage and take responsibility as active learners.
☐ I ☑ A Think critically.
☐ I ☑ A Communicate effectively.
☐ I ☑ A Participate in diverse environments.
☐ I ☐ A Utilize information literacy skills.
☐ I ☑ A Demonstrate computer and technology proficiency.
☐ I ☐ A Identify elements of a sustainable society.

Business Technology Program Outcomes

In addition to Everett Community College Core Learning Outcomes, students in the Business Technology program work toward completion of the following program outcomes. BUS 154 specifically addresses the Business Technology Program Outcomes that are marked with a ☑.

☑ I ☐ A Anticipate and actively explore innovative solutions to technological and organizational challenges.

☐ I ☑ A Demonstrate critical thinking, analytical, and quantitative skills in making decisions and completing tasks and projects.

☐ I ☑ A Demonstrate effective verbal and written communication using the principles of clear thinking, awareness of audience, appropriate conventions of format, structure, and language.

☑ I ☐ A Apply knowledge and experience to foster personal growth and better appreciate the diverse world in which we live.

☐ I ☐ A Use computers to input, manage, and interpret information and to solve business problems in a variety of situations.

☐ I ☐ A Demonstrate an understanding of social, economic, and environmental systems in the context of sustainability.

STUDENT LEARNING OBJECTIVES

- Define excellence in call center service.
- Explain the need for metrics in a call center.
- Identify call escalation protocol and how it is used.
- Describe the use of analytics in the call center.
- Explain how the traditional call center is changing to adapt technology to customer expectations.
- Demonstrate skill in proper handling of various customer calls through monitored lab exercises.
- Describe the importance of empathic listening skills for a CSR.
- Explain why a call center must be mission driven.
- Demonstrate ability to effectively and collaboratively work within teams.
- Describe a live call center experience based on field visit.
- Present a team written and oral review of call center visit.
- Participate as an effective team member in a diverse group to collaboratively solve problems and coordinate team presentation..

STUDENT ENGAEMENT

- Use software, (word processing, spreadsheets, databases, presentation, transcription, calendar tools, or other software programs) to input, manage, and interpret information. Students demonstrate skill through document creation, effective use of the software, and production and/or objective tests.
- Recognize values and behaviors that reflect professional ethics, legal standards, sustainable business practices, and organizational expectations. Students are evaluated on their ability to apply these principles in group and individual projects and tests.
- Work independently and apply critical thinking, analytical, and quantitative skills in decision making and problem solving within diverse cultural contexts. Students use concepts presented and demonstrate through completion of individual or team projects and tests.
- Use communication, teamwork, and interpersonal skills to demonstrate internal and external customer support. Student skill is evaluated by means of team and individual presentations (written and oral), projects, and tests.

Online Sections: Online sections meet completely at a distance using Canvas with no face-to-face classroom sessions. All class activities will be delivered and returned by computer.

For both online and hybrid sections, it is the student's responsibility to have access to a working computer with Internet access. All EvCC students have access to campus computers; so you are expected to come to campus to complete work if you do not have a working computer or required programs at home. Another option is to access a public library computer with Internet access. Your instructor is not able to provide technical support for software or hardware issues.

You will find classroom resources such as handouts, PowerPoint lectures, external links, and discussion activities available in the Canvas website. Group activities will need to be conducted through online dialog with teammates. Typically, teams will try to meet in a public location (campus library or Starbucks, etc. during the quarter to complete their team projects. Additionally, you will have the opportunity to work in small groups and complete quizzes and tests online at your convenience. To receive help with Canvas issues, contact distance@everettcc.edu.

ONLINE ATTENDANCE
As an online student, you should visit the online Canvas classroom regularly and participate to access homework and participate in class discussions several times a week. Research shows that college students who participate have higher grades than students with more sporadic engagement and work habits. In other words, don't be a slacker and don't sit on the sidelines…Get involved!

ONLINE COMMUNICATION
The primary means of communication in this class is the Canvas classroom. The campus system automatically sets up an e-mail account for you. You can have messages forwarded to another e-mail account following the Canvas directions in the Student Help Directory. Handouts are available in the Lessons tab of our Canvas classroom.

Under the Communicate tab, you can view your In Box, check for course announcements, and send quick messages using Quick Message. In addition, you can use the Live Chat for Students, Online Office Hours, and Discussion Forum at the Communicate tab.

Directions for sending e-mail to instructor and classmates:

1. Go to the **Communication tab** on the top of your Canvas screen
2. Click **Quick Message**
3. Select from the choices to send to individual users or the entire class
4. Provide an appropriate e-mail subject line for your message
5. Keep your messages brief and to the point to ensure an appropriate reply.
6. Type your full name at the end of the message. E-mail addresses don't always identify the user, so please be sure to include your first and last name when you end the message.

Telephone Messages:

Feel free to call my office telephone (425) 388-9964 x 7390 at any hour of the day or night. I check phone messages at the beginning and end of my teaching day. If you need to leave a message, please be sure to leave your full name, class enrolled in, and your return telephone number.

ACADEMIC HONESTY

Academic honesty is highly valued at EvCC. You must always submit work that represents your original words or ideas. Be sure you cite all relevant sources and make clear the extent to which outside sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications. If you're using the text as a source it is okay to cite a page number. Be aware of plagiarism laws and protect yourself by quoting and citing your resources-- give credit to the original sources and be careful to label your opinions or summaries. Any use of someone else's work with the intent to submit it as your own will result in a failing grade for that assignment and possible failure of the course.

ACCOMMODATIONS

In compliance Everett Community College's policy and equal access laws, I am available to discuss appropriate academic accommodations that you may require as a student with a disability. Request for academic accommodations need to be made during the first week of the quarter, except for unusual circumstances, so arrangements can be made. Students are encouraged to register with the Center for Disability Services (located in Parks 267 right across from the bookstore) for disability verification and for determination of reasonable academic accommodations. Feel free to contact CDS at 425.388.9272 if you have any questions.

GRADING SCALE

All written and oral work will be graded using the standard scale below:

94-100%	A	83-87%	B	73-77%	C	63-67%	D
90-93%	A-	80-82%	B-	70-72%	C-	60-62%	D-
88-89%	B+	78-79%	C+	68-69%	D+	00-59%	E

GRADING SECTIONS

The following sections explain the categories of work, which will be used to accumulate points towards your final grade. This is a brief description. Please note that specific directions are given in the Lessons tab of Canvas for each week's assignment and projects. **All weekly assignments, discussions, and quizzes are due Sunday evening by midnight**. There will be additional activities with alternate due dates. Each item will be documented with handouts and due dates in the weekly folder of the Canvas Modules tab.

Discussions (20%):
There will be weekly reading and writing assignments. Your work and discussion comments must be complete and turned in on time in order to receive credit. If you miss turning in an assignment by the due date, you will receive zero (0) points for that item. Discussion forums are available for the week, so you can post and reply at your convenience throughout the week. However, you will be required to post your initial comment early in the week and reply to classmates on multiple days throughout the week in order to receive full credit.

Quizzes (40%)
Quizzes that correlate to the textbook, *Call Center Management.* Specific quiz material from chapters and due dates will be noted in the weekly file folders under the Modules tab in Canvas.

Simulations (20%)
Complete Simulations and directions along with due dates as assigned.

Field Report (20%)
Field report involves class visit to a local contact center and analysis of workplace environment, job opportunity, promotion within the organization and career options.

Here's a step-by-step approach to help you through the weekly work:

► At the beginning of each week, log in and read the **Announcement** posted by your instructor. The Announcement will give you a brief overview of the week.

► After reading the Announcement page, go to the **Lessons** tab and click on the weekly folder and review the information. The weekly folders contain assignment due dates, handouts for the week, quizzes, discussion links, and other materials needed to submit your assignments.

► Prepare all assignments using a current version of **Microsoft Word** and print on clean paper using a high quality printer.

► **Weekly due dates are typically Sunday at midnight**. You will be electronically submitting discussions, quizzes, and written assignments in Canvas.