



LEARN ON DEMAND

QMS 201 Customer Service Improvement Skills

DESCRIPTION

Students will develop cognitive processes and behavioral skills needed to improve personal and work group effectiveness. Techniques are discussed and demonstrated in assessing internal and external customer needs and develop plans for delivery of quality customer service. Topics include customer's point of view, benchmarking quality customer service processes, developing partnerships with customers, measuring customer satisfaction, self-evaluation, personal mission statements, time management, communication and listening techniques, coaching, mentoring, group problem solving, and decision making techniques.

Credit Hours: 3

Contact Hours: 45

Prerequisites/Co-requisites: QMS 101

Module	Credit Hours	Description
Module 1	1.0	Effective Customer Service
Module 2	1.0	Understanding the Customer
Module 3	1.0	Healthy Customer Service Relationships
Total Credit Hours	3.0	

Instructor Information

To access and view instructor contact information, click on Meet Your Instructor from the menu on the left when you access your course in Blackboard.

Required eResources

Gibson, P. (2008). The World of Customer Service. South-Western. Cengage Learning e-book

Unit 1: Jung-Type Inventory. [Http://www.humanmetrics.com](http://www.humanmetrics.com)

Unit 2: Gibson, P. (2008). The World of Customer Service. South-Western. Cengage Learning e-book
Chapter 5, Chapter 9, Chapter 10, Chapter 11, and Chapter 12

Unit 3: Gibson, P. (2008). The World of Customer Service. South-Western. Cengage Learning e-book
Chapter 6 and Chapter 8

Software Requirements

Make sure the appropriate software and plug-ins are installed on your computer. Be sure to review, and if necessary, install appropriate software and plug-ins listed in the software section of the Start Here area in the Blackboard module shell.

Schedule/Calendar

This course module is offered on a self-paced basis. Calendar start and finish dates are determined by the student's **Enrollment Notification**.

COURSE MODULE INFORMATION

Competencies/Student Learning Outcomes

Module 1:

Upon completing this module, the student will:

1. Demonstrate interpersonal skills to relate to individuals of diverse backgrounds and status.
2. Develop a personal vision and mission statement

Outline

- I. Introduction and philosophy

- II. Increasing personal effectiveness
- III. Increasing work group effectiveness

Module 2:

Upon completing the module, the student will:

1. Explain Internal and External Customers.
2. Develop and use tools and processes necessary to benchmark customer service.

Outline

- I. Quality Customer Service
- II. Who is the Customer?
- III. Adopting a Customer's Point of View
- IV. Customer Needs

Module 3:

Upon completing this module, the student will be able to develop and use tools and processes necessary to benchmark customer service.

Outline

- I. Planning a quality customer initiative
- II. Implementing a quality customer initiative
- III. Benchmarking quality customer processes

GENERAL EDUCATION COMPETENCIES

Students should prepare for twenty-first century challenges by gaining:

1. Knowledge of human cultures and the physical and natural worlds through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts.
2. Intellectual and practical skills, including
 - inquiry and analysis
 - critical and creative thinking

- written and oral communication
- quantitative literacy
- information literacy
- teamwork and problem solving

3. Personal and social responsibility, including

- civic knowledge and engagement (local and global)
- intercultural knowledge and competence
- ethical reasoning and action
- foundations and skills for lifelong learning

4. Integrative and applied learning, including synthesis and advanced accomplishment across general and specialized skills.

GRADING CRITERIA

Pre-Test

Students are required to complete the Pre-Test, which consists of True/False and multiple choice questions. The Pre-Test is designed to Measure the student's knowledge and skill level prior to participation in the module learning content; as well as helping the learner to identify certain areas he/she will need to focus on in the course module content.

Test questions cover module competencies and the feedback is consistent in assisting student to recognize areas in which further study would assist the student with the overall learning process and building on mastery of the subject matter.

Eligibility for Credit for Prior Learning is determined with an overall score of 80% to 100% on the Pre-Test.

If a score of 80 – 100% is achieved on the Pre-Test, the student will be presented with the option of taking the Post Test to earn Credit for Prior Learning. The choice will be appear in test format asking the student to choose TRUE to indicate

YES to attempting the Post Test or FALSE to indicate No to attempting the Post Test. If the answer is NO, the Learning Content for the module will be accessible to the student.

Credit for Prior Learning

KCTCS Online Learn on Demand open-entry course modules are based on the goal that students will demonstrate competency. Through KCTCS Online Learn on Demand, students have one opportunity to receive credit for prior learning. To receive this credit, students must demonstrate mastery of the course module competencies through the following steps:

- Take the pre-test. The pre-test may only be taken once to receive prior credit. If the score on the

pre-test meets a level of pre-determined competency, the student will have the option to immediately take post-test.

- If the student demonstrates mastery of competencies on the post-test, a final grade will be awarded and the student will receive credit for the course. The final grade is based upon the actual score earned on the post-test. Credit for the course includes the post-test score along with any other assignments affecting the final course grade.
- If the student does not demonstrate mastery of competencies on the post-test, the student must remain enrolled in the course module until successfully completing all of the course module requirements and the post-test, or until the end date of the course module- whichever comes first. Upon the end date of the course module, the student will receive a final grade based on completed assignments and post-test scores.

If the score on the pre-test is 80% or higher, the student will have the option to immediately take the post-test. If the student achieves 90% or better on the Post Test and completes the Customer Service Evaluation Assignment with a minimum score of 180/200 points, s/he will receive Credit for Prior Learning (CPL).

Note: In addition to the post test for Module 3, students are expected to evaluate the level of positive customer service of an organization, using either ISO 9001:2008, Clause 7.1 and 8.2.1 OR Section 3 of the Malcolm Baldrige Criteria for Performance Excellence. The organization may not be one for which the student works.

Post Test

After successfully completing each Module, students will take the Post-Test. Students may have two chances to achieve the necessary score on the post-test. The score on the exam as well as the cumulative score on Journals and Quizzes within the Modules will comprise the score for the class. Students must earn 80% or better to be successful.

Components, Assignments, Quizzes

Module 1 is comprised of seven (7) journals worth 20 points each, three unit quizzes worth 20 points each, and the post test worth 100 points.

Module 2 is comprised of five (5) journals worth 20 points each, five (5) unit quizzes worth 20 points each, and the post test worth 100 points.

Module 3 is comprised of two (2) journals worth 20 points each, one unit quiz worth 30 points, a project worth 100 points, and the post test worth 100 points.

Summary of Tasks

After completing Module 3, students are expected to evaluate the level of positive customer service of an organization, using either ISO 9001:2008, Clause 7.1 and 8.2.1 OR Section 3 of the Malcolm Baldrige Criteria for Performance Excellence. The organization may not be one for which the student works.

Students are to read all material, participate in all assignments, projects, and assessments will be graded within 48 hours of submission during the work week

Final Grading Calculation (for all Modules)

This course is presented as a full course with sub units called modules (since these modules can be taken separately). You will receive a score for each module. That score based on the credit hour (or weight) of each module will determine your final grade for the full course.

The percentage score received for each module will be multiplied by the credit hours of the module to give a total module percentage. Each of the total module percent scores will be added together then divided by the total credit hour of the full course to obtain a Final Percentage score for the class. Based on where the final percentage score falls on the grade scale will determine the final letter grade to be posted for the student.

Example -

Module	Module Score	Credit Hours	Percentage Total
Module 1	460	X 1.0	460
Module 2	460	X 1.0	460
Module 3	420	X 1.0	420
	Total Credit Hours>	3	1340
	Final Percentage Score>	=	

Grading Scale

The following grading scale will be used:

Grade	Score Achieved
A	783 - 870
B	696 - 782
C	609 - 695
D	522 - 608
E	0 – 521

POLICIES

Plagiarism Statement

Plagiarism and cheating are serious academic offenses. The KCTCS regulations pertaining to plagiarism and cheating can be found in Sections 2.3.1.1, 2.3.1.2, and 2.3.1.3 of the KCTCS Code of Student Conduct. Penalties for violation of these policies can be found in Section 2.3.2.1 and 2.3.2.2.

Disability Statement

The Kentucky Community and Technical College System would like to help students with disabilities achieve their highest potential in academic studies. In order to receive accommodations on assignments or examinations, proper documentation must first be provided to the Office of Disability Services at your home campus. You must then self-identify and conference with the Director of Disability Support Services or Manager of Disability Services to begin receiving accommodations in the course/module. For more information, contact the KCTCS Online Help Desk.

HELP AND SUPPORT

Blackboard

The Blackboard Support Center can help provide support via Frequently Asked Questions, email, chat, and phone regarding Blackboard 24 hours a day, 7 days a week.

Help can be accessed by navigating to the top of your course webpage and selecting "Help" in blue. You can also access directly with this link: <http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8158>

Student Services

The KCTCS Online Student Services Help Desk provides Frequently Asked Questions, email, chat, and phone service 24 hours a day, 7 days a week. Student Services staff can help you with any question you have about the application process, financial aid, registering for classes, tuition payments, and other student services.

You can access KCTCS Online Student Services here: http://kctcs-lod.edusupportcenter.com/sims/helpcenter/layoutOne/SelfHelpHome.seam?inst_name=kctcs_lod&cid=3765

Course-Specific Questions

If you have a specific question about the course or the content, please contact your instructor as soon as possible. Your instructor's contact information is under the "Meet Your Instructor" link on the course menu. Please allow 24-48 hours for your instructor to respond to your questions.

Starfish

Starfish is a student support tool that can help you succeed in your course. Your instructor can raise flags if there's a concern about your progress, give you kudos for good performance, or make to-do items for you that will help you succeed. You can also use Starfish to schedule appointments with your instructor or your

Virtual Student Success Coach. Be sure to click on "Starfish" from the navigation menu in Blackboard to learn more and to create your student profile!

by Elizabethtown Community & Technical College is licensed under a Creative Commons Attribution 4.0 International License.

Based on a work at <http://online2workforce.com/>.

Permissions beyond the scope of this license may be available at <http://elizabethtown.kctcs.edu/>.