

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Superior Customer Service	<b>Level:</b>	5	<b>Credit Value:</b>	10
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<b>Module code:</b>	BUS565	<b>Is this a new module?</b>	Yes	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre:</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>Trimester(s) in which to be offered:</b>	1 or 2 or 3	<b>With effect from:</b>	June 16
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<b>School:</b>	Business	<b>Module Leader:</b>	George Savva
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Scheduled learning and teaching hours	15 hrs
Guided independent study	85 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>100 hrs</b>

<b>Programme(s) in which to be offered</b>	<b>Core</b>	<b>Option</b>
Standalone module, aligned with UG business programme for QAA purposes	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval April 16

APSC approval of modification *Enter date of approval*

Have any derogations received SQC approval?

Version 1

Yes  No  N/A ✓

**Module Aims**

1. To provide an introduction to the mastery of superior service
2. To understand the impact of customer expectation of service delivery
3. Complaint handling and the impact of social media
4. To be able to analyse customer feedback and trends

**Intended Learning Outcomes**

## Key skills for employability

- KS1 Written, oral and media communication skills  
 KS2 Leadership, team working and networking skills  
 KS3 Opportunity, creativity and problem solving skills  
 KS4 Information technology skills and digital literacy  
 KS5 Information management skills  
 KS6 Research skills  
 KS7 Intercultural and sustainability skills  
 KS8 Career management skills  
 KS9 Learning to learn (managing personal and professional development, self-management)  
 KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Understand and define the roles of Customer Service	KS1	KS5
		KS6	KS7
2	Understand expectations of customers and the role they play in customer satisfaction	KS2	KS9
		KS10	KS3
		KS5	
3	Evaluate and analyse case studies to develop customer-focused thinking	KS6	KS7
		KS1	KS3
		KS4	KS8
		KS9	

Transferable/key skills and other attributes

To critically analyse information  
 Leadership and team working skills  
 To use research in order to create ideas and problem solve

**Assessment:**

*Guidance: Please give details of indicative assessment tasks below.*

The assessment will allow students to research customer service citing examples of good and bad practice. They will need to show an understanding of the origins of modern customer service and the different methods of training and outcomes. They will be expected to suggest ways in which standards of customer service can be improved. Practical and current examples should be used to illustrate.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO: 1,2,3	Group presentation	100%	N/A	2000–2500

**Learning and Teaching Strategies:**

The module will be taught as a standalone module with a full two days of face to face delivery covering the topic. This will be backed up with online materials using Moodle for students to access after the module has taken place.

The taught lectures will be designed to provide students with sufficient underpinning theory related to the module with a focus on actual examples to encourage independent exploration of the topic and personal reflection and application.

Students will be encouraged to contribute their own examples and identify elements of theory to develop and strengthen their own learning through interpretation and exposure to their own workplace for reflection.

There will be the opportunity for group discussions during the session to explore concepts, introduce the notion of reflective thinking and develop team work skills and problem solving.

**Syllabus outline:**

1. Introduction to Customer Service Excellence
2. Communication including non-verbal
3. Practical examples of Customer Service
4. The art of complaint handling
5. Negotiating skills
6. Managing risk

**Bibliography:****Essential reading**

Spector R. & McCarthy P.D. (2012), *The Nordstrom Way to Customer Service Excellence*. John Wiley & Sons.

Laws, E and Thyne, E. (2005). *Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction*, Binghamton: The Haworth Press, Inc.

**Other indicative reading**

Allen, J et al (2008), *Festival and Special Events Management*. Wiley Chichester

Getz, D (2007), *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth-Heinemann

Harrin E (2006), *Project Management in the Real World* BCS Swindon

Reid, R. and Bojanic, C. (2009). *Hospitality Marketing Management*, New Jersey: John Wiley & Sons

**Websites**

[www.visitbritain.org](http://www.visitbritain.org)

[www.visitwales.org](http://www.visitwales.org)

[www.visitengland.org](http://www.visitengland.org)

[www.wreccsam.com](http://www.wreccsam.com)

[www.discoverhospitality.com](http://www.discoverhospitality.com)

[www.instituteofhospitality.org](http://www.instituteofhospitality.org)

[www.conferenceandhospitalityshow.co.uk](http://www.conferenceandhospitalityshow.co.uk)