

Module Code:	BUS451
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Module Title:	Customer Service Excellence
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Level:	4	Credit Value:	10
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Cost Centre(s):	GSEW	<u>JACS3</u> code:	N211
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School:	Social & Life Sciences	Module Leader:	Gaenor Roberts
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Scheduled learning and teaching hours	16 hrs
Guided independent study	84 hrs
Placement	0 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module aligned to BA (Hons) Business for QA and assessment purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: April 2018
 With effect from: April 2018
 Date and details of revision:

Version no:1

Version no:

Module Aims

1. To understand the impact of the customer experience on differing business sectors
2. Complaint handling for effective customer experience
3. To be able to analyse customer feedback and trends
4. To understand the purpose of a planned approach to customer service

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

1	Understand and define the customer service roles in your organisation	KS1	
2	Identify the expectations of customers within differing sectors of business activity and understand the methods of complaint handling, including social media	KS3	KS5

Transferable skills and other attributes

Students will be able to;

1. Develop effective interpersonal and verbal communication skills.
2. Develop effective oral and written communication of ideas and arguments.
3. Increase personal effectiveness: such as critical self-awareness, self-management, time management and sensitivity to diversity in people and situations

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Indicative Assessment one:

Students will be expected to present a review of their current customer service strategy, identifying internal and external customers and evaluating their current processes and customer offering. Where a student's organisation does not use social media they will be asked to outline how the use of social media could be introduced and add value to the organisation's customer service strategy.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Presentation	100%	15 mins to include Q&A	N/A

Learning and Teaching Strategies:

This will be delivered by Coleg Cambria (only) to a group of managers who are currently employed within a range of local organisations. It will be delivered over a 2 day period with ongoing mentoring and support in the workplace through work place visits and tutorials.

Learning materials will be available on Google classroom.

Teaching and learning will follow the principles of the College's Teaching and Learning Strategy and will involve a range of strategies including group work, discussions, lectures, case studies to develop theoretical concepts and skills. The use of guest speakers and the student's experience will be used to support and develop concepts.

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

Practical development of learning and skills through delivery of an event will underpin the lectures and tutorials.

Syllabus outline:

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

Indicative Bibliography:
Essential reading
<p>Laws, E and Thyne, E. (2005). <i>Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction</i>, Binghamton: The Haworth Press, Inc.</p> <p>Spector R. & McCarthy P.D. (2012), <i>The Nordstrom Way to Customer Service Excellence</i>. John Wiley & Sons.</p>
Other indicative reading
<p>Allen, J et al (2008), <i>Festival and Special Events Management</i>: Wiley Chichester</p> <p>Bowdin, G et al (2012), <i>Events Management</i>. 3rd edition Routledge</p> <p>Websites www.visitbritain.org http://www.visitwales.com/ https://www.visitengland.com/ www.visitmanchester.com www.visitchester.com</p>