

<b>Module Code:</b>	BUS587
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<b>Module Title:</b>	Customer Service Excellence
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<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N340
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Alexis Mason
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018

Version no:1

With effect from: 24/09/2019

Date and details of revision:

Version no:

## Module Aims

1. To provide an introduction to the mastery of service in differing sectors of business activity in the public, private and third sectors
2. To understand the impact of the customer experience on differing business sectors
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

		Key Skills	
1	Assess and define the roles of customer service	KS1	KS6
		KS3	
		KS4	
2	Evaluate the expectations of customers within differing sectors of business activity and understand the methods of complaint handling, including social media	KS1	KS6
		KS3	
		KS4	
3	Develop and apply strong influencing and negotiating skills in order to develop strong professional relationships	KS1	KS6
		KS3	
		KS4	
4	Evaluate and implement reflective practice using case studies to develop customer-focused thinking	KS1	KS6
		KS3	KS10
		KS4	

### Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

## Derogations

None

## Assessment:

Indicative Assessment Tasks:

**Assessment One:** 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 Two:** As a group, students will create and present a training package for front of house restaurant staff and implement the plan by means of a practical exercise in serving and handling customer complaints as part of a front of house team. They will need to understand each other's role, why the complaints arose and how to handle them satisfactorily. The presentation should last 10 – 15 minutes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	60%	N/A	1500
2	3,4	Presentation	40%	N/A	N/A

## Learning and Teaching Strategies:

Learning will focus on developing the practical and academic skills necessary to make valid inferences about the role of and tools available to the finance manager. This will be achieved by means of lectures, tutorials and directed study. The lectures will cover the theory of topics and will be underpinned by the tutorials. The tutorials will be based around in-class exercises and case study discussions. Directed study will allow the students to enhance their understanding of the topics covered.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

**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**

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

**Other indicative reading**

Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2016) *Marketing Concepts and Strategies* 7/E Cengage Learning, Andover

Edgar, D. (2011) *Business Strategy: An Introduction*, 3rd edition, Palgrave

**Websites:**

The Chartered Institute of Marketing: [www.cim.co.uk](http://www.cim.co.uk)