

## Tidewater Community College Delivering Knock Your Socks Off Service (BUSC 1538)

**Course Introduction and Objectives:** Reveals the secrets of customer care—including how to see things from the customer’s perspective, become a fixer and problem solver, cope with “customers from \*\*\*\*,” know when to bend the rules—all in easy-to-follow steps and the same down-to-earth style. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

**Textbook:** Zemke, R. and Williamson, B. H. *Delivering Knock Your Socks Off Service.* American Management Association, Saranac Lake, NY, 1998. ISBN: 0-7612-1339-2.

**Teaching Methods:** This course will be taught in a seminar and participative lecture format that includes some class discussion and problem solving.

### **Course Schedule:**

<b><u>Topic</u></b>	<b><u>Subjects Covered</u></b>
1	<u>Serving Customers:</u> (The service advantage, customers are demanding, customers are everywhere, moments of truth, to the customer you are the company, keeping pace with changing customer needs, and delivering exceptional service).
2	<u>Principles of Knock Your Socks Off Service:</u> (RATER factors, Reliability: keeping the service promise, Assurance: building customer trust, Tangibles: taking pride in appearances, Empathy: seeing things from the customer’s point of view, Responsiveness: helping the customer promptly, quality customer service, self-assessment and action plan, and the ten deadly sins of customer service).
3	<u>The Rules of Knock Your Socks Off Service:</u> (Honesty is the only policy, all rules were meant to be broken, do the right thing...regardless, exceptional service is in the details, good selling is good service—good service is good selling, never underestimate the value of a sincere “Thank You”).
4	<u>Communicating with the Customer:</u> (Listening is a skill—use it, ask effective questions, winning words and soothing phrases, facts for face-to-face, tips for telephone talk, and putting pen to paper or fingers to keyboard).
5	<u>Smart Answers to Tough Customer Questions:</u> (Interpreting needs and anxieties, diplomatic answers to peevish questions, three helpful phrases to all questions, and twenty things you should never say to a customer).
6	<u>Educating the Customer:</u> (Right and wrong, educate customers about your services and products, educate about completing paperwork, educate about information sources, educate through personal delivery, and building customer relationships through education).

- 7 The Problem Solving Side of Knock Your Socks Off Service: (Be a fantastic fixer, use the well-placed “I’m Sorry,” fix the person, fair-fix the problem, and customers from \*\*\*\* are customers too).
- 8 Knock Your Socks Off Service Fitness: Taking Care of You. (Master the art of calm, keep it professional, the competence principle: always be learning, and celebrate success).

**Continuing Education Units (CEUs)**: Upon completion of this course students are awarded 2 non-graded CEUs, and a Certificate of Completion.

**Continuing Occupational-Technical Education**: This is a required course for completion of the AMA Certification in Customer Satisfaction, and can be applied as an elective for Certificate for the Administrative Professional and Sales and Marketing.