

# WORKNC-3B: CUSTOMER SERVICE IN THE WORKPLACE

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**Effective Term**

Fall 2025

**CC Approval**

03/07/2025

**AS Approval**

03/13/2025

**BOT Approval**

03/20/2025

**COCI Approval**

05/15/2025

## SECTION A - Course Data Elements

**CB04 Credit Status**

Noncredit

**CB22 Noncredit Category**

Workforce Preparation

**Discipline**

Minimum Qualifications	And/Or
Vocational (short-term): Noncredit (Specific Degree and Professional Experience)	

**Subject Code**

WORKNC - Work Experience Noncredit

**Course Number**

3B

**Department**

Work Skills Noncredit (WORKNC)

**Division**

Career Education and Workforce Development (CEWD)

**Full Course Title**

Customer Service in the Workplace

**Short Title**

Workplace Customer Service

**CB03 TOP Code**

0506.00 - \*Business Management

**CB08 Basic Skills Status**

NBS - Not Basic Skills

**CB09 SAM Code**

C - Clearly Occupational

**Rationale**

Course updated due to renumbering.

## SECTION B - Course Description

### Catalog Course Description

This course is designed to provide the student with certain key skills and attitudes in order to effectively meet the needs of customers. The participants will be introduced to the key elements of outstanding customer service. Topics will also include understanding and exceeding customer expectations, and how to deal with unrealistic expectations. The course addresses why customers leave, and the long-term value of customers.

## SECTION C - Conditions on Enrollment

### Open Entry/Open Exit

Yes

### Repeatability

Unlimited - Noncredit OR Work Experience Education

### Grading Options

Pass/No Pass Only

### Allow Audit

No

## Requisites

## SECTION D - Course Standards

### Is this course variable hour?

No

### Total Instructional Hours

9

## Distance Education Approval

### Is this course offered through Distance Education?

Yes

### Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Hybrid	Permanent
Entirely Online	Permanent

## SECTION E - Course Content

### Student Learning Outcomes

**Upon satisfactory completion of the course, students will be able to:**

1. Demonstrate key skills in order to effectively meet customer needs and provide outstanding customer service.

### Course Objectives

**Upon satisfactory completion of the course, students will be able to:**

1. Identify and define outstanding customer service.
2. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions.
3. Differentiate among internal and external customers.

### Course Content

1. What is Customer Service?
  - a. Why customer service is important.
  - b. Why we need it.
  - c. What's the difference between good customer service and outstanding customer service.
2. Who Are Your Customers?

- a. Defining internal customers
  - b. Identifying internal customers
  - c. Serving internal customers
  - d. External customers
  - e. Team effort in customer service
  - f. Differentiate among internal and external customers.
3. Key Elements of Outstanding Customer Service
- a. Reliability
    - i. Keep your promise to customers
    - ii. Corporate promises
    - iii. Personal promises
  - b. What do you do if you break a service promise?
    - i. Apologize: Sincere, Timely, Personal

**Methods of Instruction**

**Methods of Instruction**

Types	Examples of learning activities
Discussion	Role-playing and classroom simulations
Activity	Individual and group problem solving
Group Work	Case analysis

**Instructor-Initiated Online Contact Types**

- Announcements/Bulletin Boards
- Chat Rooms
- Discussion Boards
- E-mail Communication
- Video or Teleconferencing

**Student-Initiated Online Contact Types**

- Chat Rooms
- Discussions
- Group Work

**Course design is accessible**

Yes

**Methods of Evaluation**

**Methods of Evaluation**

Types	Examples of classroom assessments
Problem Solving	Oral and/or written case analysis
Projects	Oral and/or written action plan
Other	Journal completion

**Assignments**

**Reading Assignments**

- 1. Textbook
- 2. Current articles in newspapers, magazines, and business periodicals
- 3. Materials handed out in class

**Writing Assignments**

- 1. Written scenario analysis
- 2. Action Plan
- 3. Multiple worksheets handed out in-class
- 4. Journal entries on how student applied techniques learned in class to various environments including the workplace and at home.

**Other Assignments**

CRITICAL THINKING

1. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions
2. Utilize problem solving techniques in dealing with customer service situations

## **SECTION F - Textbooks and Instructional Materials**

### **Material Type**

Textbook

### **Author**

William B. Martin

### **Title**

Quality Customer Service: It's Everybody's Job

### **Edition/Version**

5th edition

### **Publisher**

Crisp Publications

### **Year**

2009

### **ISBN #**

978-1426018336

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## **Course Codes (Admin Only)**

### **ASSIST Update**

No

### **CB00 State ID**

CCC000639356

### **CB10 Cooperative Work Experience Status**

N - Is Not Part of a Cooperative Work Experience Education Program

### **CB11 Course Classification Status**

J - Workforce Preparation Enhanced Funding

### **CB13 Special Class Status**

N - The Course is Not an Approved Special Class

### **CB23 Funding Agency Category**

Y - Not Applicable (Funding Not Used)

### **CB24 Program Course Status**

Program Applicable

### **Allow Pass/No Pass**

Yes

### **Only Pass/No Pass**

No