

## **HTM 102 Customer Service Management**

*3 credits, 45 hours lecture*

### **Course Description**

The success or failure of hospitality and tourism businesses and destinations depends on customer service excellence. This course explores the fundamentals of customer service within the context of a competitive global tourism environment, including best practices of ethical customer service relations and cultural protocols

### **Pre and Co-requisites**

*None*

### **Course Learning Outcomes (CLOs)**

*Upon successful completion of the course, the student shall be able to:*

CLO1 Describe characteristics of quality customer service.

CLO2 Explain how first impressions can impact organizational success.

CLO3 Propose inclusive, ethical, and equitable customer service strategies with diverse external and internal customers and colleagues.

CLO4 Recognize opportunities to enhance customer experiences by identifying and meeting and/or exceeding their unique wants and needs.

CLO5 Apply appropriate technical skills and knowledge to meet and /or exceed customer service and solutions.

CLO6 Apply conflict resolution skills, show resourcefulness, tact, diplomacy and offer alternative solutions when dealing with customer service problems or complaints.

CLO7 Adhere to organizational policies and professional standards related to customer service and brand image.

CLO8 Use social networks and relationship management skills and tools to build and maintain internal and external relationships and brand loyalty.

CLO9 Apply service recovery strategies to convert customer dissatisfaction into customer loyalty.

CLO10 Keep current of customer service trends and competitor best practices to anticipate changes to an organization's expectations, standards, and objectives.

## Evaluation

Assessment Type	Percentage
Quizzes and tests	40%
Assignments and projects	50%
Discussion Forums	10%
<b>Total</b>	<b>100%</b>

## Course Completion Requirements

A grade of C- is required to pass this course.

## Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

## **Land Acknowledgement**

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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