|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | Customer Service Techniques | **Instructor** | Sarah Hoffman |
| **Credits** | 2 | **Office Phone** | (920)755-3297 |
| **Course Number** | 10-104-109 |
| **Weeks/Beginning** | Semester 1 September 3 – January 22 |  |  |
| **Day/Time** | Monday - Friday  (1B) 8:43-9:28 a.m. |
| **Location or Room** | 130 | **Office Hours** | Mon – Thurs: 7:30 – 4:00  Friday: 7:30 – 3:30  If these times are not conducive to your schedule, please send me an email to schedule a time that is convenient. |
| **Delivery** | Face to Face |  |  |

***Email:***

Please contact me at [shoffman@mishicot.k12.wi.us](mailto:shoffman@mishicot.k12.wi.us) if you have questions. During the week (Monday – Friday) I will make every attempt to return your email within 24-48 hours. With that said, time management skills are very important in determining your success in this course. Be sure to plan ahead.

It is important that you check your MHS email daily as you will receive essential information in your inbox.

***Course Description:***

This course prepares the student to analyze customer-centric service, apply customer service action behaviors, categorize customer behavior, demonstrate problem solving, evaluate verbal and nonverbal communication, analyze customer globalization, and utilize customer service technologies.

***Textbooks:***

Reference: The World of Customer Service (Gibson)

***Learner Supplies:***

1. Access to Computer with Internet Access

***LTC Core Abilities, those highlighted will be focused on during this class:***

1. Demonstrate Critical Thinking
2. Demonstrate Responsible Work Ethic
3. Communicate Effectively

***Course Competencies (Goals):***

|  |
| --- |
| 1. Explain Customer Service |
| 1. Create Customer Relationships |
| 1. Categorize Customer Service 2. Express Communication Skills |
| 1. Summarize Customer Service Culture |
| 1. Design Systems of Customer Service Excellence 2. Formulate Customer Representatives Qualities 3. Anticipate Five Star Customer Service |

***Assessment:***

Your success will be determined by mastery of the subjects covered. Mastery will be determined through reading of the chapters and completing critical questions, discussion forums, completion of end of chapter projects, and written reports (10 or 12 point font/double spaced).It is your responsibility to keep all graded work returned to you until the end of the semester. You may be asked to verify your grades with the instructor.

***Attendance and Participation***"Attendance" and presence are required for this class. This course is designed to provide a forum in which you, as a student, can work together with others to build your supervisory skills. Your participation in all class discussion is important to your academic and professional growth and to the learning of the other participants. Please do not "drop out" for a period of time and then expect to "drop back in." If your business or personal obligations or illness require you to be absent for a week, please contact the instructor and arrange to make up the work you will miss.

* ***Attendance is defined as being on time at the scheduled start time. You will receive 2 participation/attendance points for each class period. If you arrive late or leave early, you will receive 1 participation/attendance points for the class period.***

***Hospitality Department Professional Standards***

Professional behavior enhances the learning environment and is expected during class. Professional behavior includes arriving on time, treating others respectfully, being prepared for class, and active and constructive participation in classroom discussions and activities, staying off your cell phone and staying off the computer. Any violations of professional standards will result in the loss of professionalism points. Violations may include but are not limited to: failure to complete assigned work prior to class, outbursts during class, behavior that may distract other students, arriving late/leaving early, and failure to contribute positively to class discussions and/or group work.

***Discussion Forums & Assignment Uploads:***

Discussion forums should be thoughtful and a minimum of one paragraph for each chapters’ discussion forum. The discussion forums should be completed as your FIRST learning activity. Upload all assignments as ONE word document to the “Schoology.” Use the Schoology to submit your work, not email. Your assignments are graded directly from there.

***Netiquette Guidelines:***

a. Check the discussion frequently, respond appropriately and stay on subject.

***Use proper grammar, spelling, paragraphing, and punctuation. This will affect your awarded points for discussion forums.Discussion Board responses should be 1 paragraph or approximately 100 words.***  
b. Focus on one subject per message and use pertinent subject titles.  
  
c. Capitalize words only to highlight a point, for titles, and for acronyms (e.g., IRS). Capitalizing otherwise is generally viewed as SHOUTING!  
  
d. Be professional and careful with your online interaction. Never put in a mail message anything you would not put on a postcard.   
  
e. Cite all quotes, references, and sources.  
  
f. When posting a long message, it is generally considered courteous to warn readers at the beginning of the message that it is a lengthy post.  
  
g. It is considered extremely rude to forward someone else's messages without their permission.  
  
h. It is fine to use humor, but use it carefully. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism). Feel free to use emoticons :-) or ;-) to let others know you're being humorous. However, don't assume that the inclusion of a smiley :) will make the recipient happy with what you say or wipe out an otherwise insulting comment.  
  
i. It is extremely bad form to simply reply to a message by including the entire previous message: edit out all the irrelevant material.  
  
j. Wait overnight to send emotional responses to messages. Be brief without being overly terse.

***Guidelines for Success:***

* Communicate with your instructor.
* Establish Academic Goals.
* Develop a Time Management System.
* Stay on Top of Your Assignments.
* Establish a Study Routine.

***Grading Rationale:***

I will do my best to facilitate your learning experience and give you tools and structure to be successful in this class; however, the actual learning of the material is up to you. While you must take responsibility for your own education, if there is anything I can do to help, please let me know. **Your work MUST be your own.**Cheating on an assignment or exam will be determined by the instructor and will result in a grade of zero on that assignment or test. Two instances of cheating will result in an “F” for the class.

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Points** | **Possible Portfolio Artifacts** |
| Weekly Assignments: | 100 points |  |
| Mystery Shopper Project: | 75 points | Yes |
| Final Assessment Paper: | 65 points |  |
| Participation (10pts x 8) : | 80 points |  |
| AHLEI Exam ($36 fee): | 30 points | Yes – Certification |
| Guest Service Gold Work Book | 25 points |  |
| Total: | 375 points |  |
| **\*Assignments and points are subject to change** |  |  |

* ***Attendance is defined as being on time at the scheduled start time. You will receive 2 participation/attendance points for each class period. If you arrive late or leave early, you will receive 1 participation/attendance points for the class period.***

***LTC Grading Scale:***

|  |  |
| --- | --- |
| A | 93 – 100 % |
| B | 85 – 92 % |
| C | 78 – 84 % |
| D | 70 – 77 % |
| F | 69 % or below |
| IC | Incomplete becomes an F if all incomplete work is not turned in by the end of the following semester to the instructor.  **Important Note:** You must achieve a ‘C’ or better for this class for it to be applied to your degree program.  \*Please note that we will follow Mishicot High School’s grading scale for your high school report card, but LTC will use their grading scale for your credits earned through their college.  **Mishicot High School Grading Scale:**  A 93-100 %  B 86-92 %  C 78-85 %  D 70-77 %  F 69 % or below |

***Business and Technology Portfolio Assessment:***

All program students need to be aware that artifacts from this course should be discussed with the course instructor(s) and included in your final portfolio assessment project. Additionally your learning milestones journal should be updated to include competencies covered. (This is a consistent document that will be updated continually throughout your program and be assessed.)

***Outside of Class Work***

This course requires the student to do work in addition to the scheduled class-time. *You can expect to spend 2-3 hours per course hour (e.g. 3-hour class may require 6-9 hours outside class work) working on learning activities and assessments. This is a 2 credit class; plan on 4-6 hours of work associated with it.*Keep in mind, this time is for one class, and is an average; your individual time may vary. If you are taking more than one class, be sure to allow additional time for them as dictated by the courses.

***Late Assignments:***  
All assignments will be turned into the instructor on the scheduled due date/time. Assignments submitted via e-mail will be accepted. Points and grading of late work is as follows:

|  |  |
| --- | --- |
| Turned in on time according to schedule | Eligible for Full Credit |
| Turned in AFTER the due date up to the last day of class | 5 points |
| Assignments graded as a 0 after the final class | Regardless of your grade with those 0’s your final grade will be dropped one letter grade |
| Projects, Presentations, and Exams | Eligible for full credit if present on the day due. If not completed or present you will receive a 0, and drop one letter grade. |

***Course Drop:***

Students dropping/transferring classes need to either:

* Obtain a Course Audit/Drop/Transfer form and return the form to Student Services for processing
* Contact Student Services

(Note: It is advised that students contact an advisor/counselor prior to dropping because of financial aid, refund period and other educational impacts).

***COLLEGE-WIDE POLICIES***

***Student Rights and Responsibilities:***

Students are expected to be familiar with Lakeshore Technical College policies and procedures. See [Student Handbook](http://gotoltc.edu/Assets/gotoltc.edu/pdf/Student-Handbook.pdf).

*Americans with Disabilities Act (ADA) Statement:*

### If you have a documented physical or cognitive disability that may affect you from meeting the course requirements, please see the Student Handbook – Disability Support Services or click on the[Services for Students with Disabilities](http://gotoltc.edu/current-students/student-support-services/ada/index.html)link.

*Student Conduct Code:*

Lakeshore Technical College is an academic community that maintains high standards of instruction and provides a safe campus for all persons utilizing its programs and services.  As a learning organization, LTC monitors student conduct, encourages positive behaviors and requires academic integrity in support of a positive teaching and learning environment.

For detailed Student Conduct Code policy and procedure information, including sanctions and violation procedures, please see the Student Handbook or click the [Current Students – Academic Resources](http://www.gotoltc.edu/Assets/gotoltc.edu/pdf/rights-and-responsibilities.pdf) link to view the policy.

***Plagiarism****:*

Using the ideas, data, or language of another without specific or proper acknowledgement (e.g. copying another person’s paper, article, or computer work and submitting it for an assignment; cloning someone else’s ideas without attribution or facility to use quotation marks where appropriate).

***Cheating:***

Using or attempting to use unauthorized assistance, material, or study aids in examinations or other academic work or preventing or attempting to prevent another from using authorized assistance, material, or study aids (e.g. using a cheat sheet on a quiz or exam or altering a graded exam and resubmitting it for a better grade.

***Discrimination/Sexual Misconduct:***

Lakeshore Technical College prohibits sexual harassment, which includes acts of sexual violence, as well as discrimination/harassment based on age, race, color, religion, disability, gender, marital status, sexual orientation, national origin, ancestry, pregnancy and other legally protected status.

Harassment is defined as verbal and/or physical conduct that unreasonably interferes with an individual’s work or academic performance, creates a hostile, intimidating or offensive environment or is the basis for an employment or educational decision. More specifically, sexual harassment is unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature.

Not discriminating based on pregnancy, means that LTC will not exclude pregnant students (or students who have been pregnant) from participating in any part of the college’s educational programs. The college will excuse a student’s absences because of pregnancy or childbirth for as long as the student’s doctor deems the absences medically necessary.

For more details please refer to the[Title IX Sexual Misconduct Policies and Resources](http://www.gotoltc.edu/about-us/title-ix-ltc-gender-discrimination-and-sexual-misconduct-overview/).

*Behavioral Intervention Team on Campus:*

For student and staff protection and safety, we have a Behavioral Intervention Team on campus.  The purpose of the team is to intervene where a student may indicate or shows signs of potentially harming self or others. For more information or to report an incident, click on the links below.

Behavior Intervention site:  <http://gotoltc.edu/current-students/general-campus-information/behavioral-intervention/index.html>

Referral form: <http://gotoltc.edu/current-students/general-campus-information/behavioral-intervention/referral/referral-form.php>.

*Concealed Weapon Policy:*

No concealed weapons are permitted in any Lakeshore Technical College classroom setting.  Any violations shall be subject to disciplinary action. See the Student Handbook – Student Conduct Code or click on the [Students Rights and Responsibilities](http://gotoltc.edu/Assets/gotoltc.edu/pdf/rights-and-responsibilities.pdf) link.

*Take Advantage of Campus Resources:*

[Personal/Social/Life-transitioning Counseling](http://www.gotoltc.edu/current-students/student-support-services/counseling/personal-counseling/index.html)

[Academic Support Center](http://www.gotoltc.edu/current-students/student-support-services/academic-support-center/index.html)

[Trio/Student Support Services](http://www.gotoltc.edu/future-students/adult/trio/)

[Diversity and Multicultural Services](http://www.gotoltc.edu/current-students/student-support-services/diversity/multicultural-hmong/index.html)

[Phi Theta Kappa International Honor Society](http://gotoltc.edu/current-students/student-life/clubs-organizations/ptk/index.html)

[Disability Support Services](http://gotoltc.edu/current-students/student-support-services/ada/index.html)

[Career Placement Center](http://gotoltc.edu/career-placement/)

[Financial Support](http://gotoltc.edu/financial-aid/types-of-financial-aid/)

***Proprietary Notice and Limited Use Agreement:***  
The course materials provided to you on-line via the Lakeshore Technical College Blackboard course site are protected as an unpublished work by Lakeshore Technical College under United States copyright laws. The course materials contain information and data that is proprietary to Lakeshore Technical College and its licensors. By virtue of your access to and use of the course materials, you agree to hold the course materials in confidence and agree that you will not copy, reproduce, or to incorporate the course materials, or any part of them, into any other media without the prior written consent of Lakeshore Technical College. You further agree that any unauthorized use of the course materials may expose you to legal recourse and you agree to hold Lakeshore Technical College harmless from any and all legal consequences of such unauthorized use. The statutory copyright notice below shall not imply or be deemed a publication of the course materials. **Copyright © 2011 Lakeshore Technical College. All Rights Reserved**.

***Proprietary Notice and Limited Use Agreement***

The course materials provided to you on-line via the Lakeshore Technical College ANGEL site are protected as an unpublished work by Lakeshore Technical College under United States copyright laws. The course materials contain information and data that is proprietary to Lakeshore Technical College and its licensors. By virtue of your access to and use of the course materials, you agree to hold the course materials in confidence and agree that you will not copy, reproduce, or to incorporate the course materials, or any part of them, into any other media without the prior written consent of Lakeshore Technical College. You further agree that any unauthorized use of the course materials may expose you to legal recourse and you agree to hold Lakeshore Technical College harmless from any and all legal consequences of such unauthorized use. The statutory copyright notice below shall not imply or be deemed a publication of the course materials. **Copyright © 2011 Lakeshore Technical College. All Rights Reserved.**

***Academic Rigor:***

The Wisconsin Technical College System Board, each technical College Board of trustees, and the presidents of each college commit **that all general education course competencies that are part of an applied associate degree or an associate degree will be equivalent to general education course competencies in a baccalaureate degree.** General education courses are considered to be those that cover the social sciences, math, science, and communications.

***Academic Support Center:***

LTC's Academic Support Center offers one-on-one tutoring and small-group study sessions to help students who are having difficulty meeting the academic competencies for a specific course. For more information, click the [AcademicSupport Center](http://www.gotoltc.edu/current-students/student-support-services/academic-support-center/index.html) link.

|  |
| --- |
| ***Self-Reporting Requirements:***  Your program acceptance is tentative until confirmation is received by the college from the Department of Justice on your background disclosure information. From the time you complete the Background Information Disclosure form until you graduate from or drop the program, understand that if you are charged with or convicted of a crime or if you are investigated for any violation of a state or federal law, you must report this to the Lakeshore Technical College program dean.  Understand that (1) this investigation may result in your suspension from practicums which may delay or prevent your graduation from the program; and (2) your failure to report will result in your removal from the program. |

***Library:***

For information on available library services, databases and resources, click the [Library](http://www.gotoltc.edu/library) link.   
  
To access databases and resources from off campus, click the [Search Library Resources](http://www.gotoltc.edu/community/on-our-campus/library/search-resources/) link.

Username:  your student ID#  
Password:   gotoltc

For assistance locating information, please contact Library staff at [Library@gotoltc.edu](mailto:Library@gotoltc.edu) or (920) 693-1130.

***Student Final Grade Appeals:***

Students attending Lakeshore Technical College may appeal a final course grade. All appeals must be initiated via a written appeal request to the Student Services Director, or designee, no later than twenty-one (21) days following the submission of the final course grade. The student is encouraged to communicate with the instructor who assigned the final grade to resolve the dispute. See [Student Handbook – Student Final Grade Appeals Process](http://gotoltc.edu/Assets/gotoltc.edu/pdf/Student-Handbook.pdf).

***LTC Technology Help Desk***

Contact the Help Desk for technical problems. They can be reached at 920-693-1767 or via the [LTC Technology Help Desk](http://gotoltc.edu/current-students/technology/technology-support/index.html) link. If you are on campus, call extension 1767.  
  
If you have technical problems that may result in your not being able to meet one of the course criteria (e.g., unable to upload an assignment or unable to log on to the discussion board) please contact instructor via email.

***Virus Policy:***  
All e-mail sent to Lakeshore Technical College faculty is automatically scanned for viruses. Messages that contain attachments found to be carrying viruses are detected and blocked, and notification may not be sent to the sender or recipient. In addition, e-mail containing suspicious file extensions (i.e., .bat, .zip, etc.) may also be blocked.  
  
It is the student's responsibility to ensure that a virus-free assignment is delivered on time to the instructor. An e-mail assignment is considered late if the instructor does not receive it by the assigned time and date, even if LTC's e-mail servers block that assignment.

***LTC Student Email:***

All students who take credit classes are automatically provided an LTC email account within 24 hours of registration. This email address will remain active for one year after you have stopped taking credit courses. It is important that you check your LTC email weekly as you will receive essential information in your inbox. Visit[Using Office 365 for Email and Calendaring](https://www.gotoltc.edu/Assets/gotoltc.edu/pdf/current-students/tech-tips/Using%20Office%20365%20for%20Email%20and%20Calendaring.pdf).

***Basic Needs Security***

Any student who has difficulty in accessing sufficient food to eat every day, or who lacks a safe place to live, and believes this may affect their performance in the course, is urged to complete an [LTC Emergency Grant Application](https://gotoltc.edu/financial-aid/types-of-financial-aid/emergency-grant/index.html). Furthermore, please notify your instructor, if you are comfortable doing so. This will enable them to provide any resources that they may possess.

***Weather-Related School Closures***

Upon the instructor's discretion, students may be asked to make up missed class activities due to school closings in the form of class rescheduling, online technologies, or other teaching and learning methodologies. It will be the responsibility of the student to check his/her LTC email in the event of the instructor needing to contact students to communicate a possible plan for making up missed course content.

***Computer Use***

Respect for fellow learners and the instructor is expected. Therefore, unauthorized use of the computer equipment at Lakeshore Technical College is prohibited. See: Students Rights and Responsibilities - Computer Use Policy.