



## NWTC Customer Service (#10-104-191)

**Course Description:** This course explores verbal and nonverbal communication skills, the art of listening and dealing with difficult customers, the concept of service culture, the role of diversity, the impact of technology on providing service, and the development of systems to provide consistent service.

### Learning Targets

**Domain: Examine how culture contributes to successful organizations.**

- I can describe the culture of current organizations.
- I can identify the eight elements of service culture.

**Domain: Develop positive verbal communication tools and techniques for serving customers.**

- I can investigate two-way communication and the potential for breakdowns.
- I can research positive verbal communication techniques.
- I can examine the impact of language on customer service.
- I can self-assess personal verbal communication skills.

**Domain: Develop positive nonverbal communication tools and techniques for serving customers.**

- I can investigate nonverbal communication cues.
- I can characterize gender differences in nonverbal communication.
- I can characterize cultural differences in nonverbal communication.
- I can examine the impact of misunderstood nonverbal cues.

**Domain: Demonstrate effective listening skills.**

- I can describe the concept of active listening.
- I can describe effective listening techniques.
- I can self-assess personal listening skills.

**Domain: Evaluate how culture contributes to successful service organizations.**

- I can characterize service evaluation techniques.
- research the connection between organization leadership and culture.

**Domain: Value individual differences in customer service operations.**

- I can examine diversity in the workplace.
- I can research the growth of diversity in a global marketplace.
- I can describe the impact of diversity on verbal and nonverbal communication.

- I can investigate techniques for valuing diversity and differences.
- I can self-assess personal skills for serving diverse customers.

**Domain: Utilize appropriate behavior styles to service customers.**

- I can identify the role of behavior styles in customer service.
- I can research the four behavior styles (rational, inquisitive, decisive, expressive).
- I can investigate the best practices for communicating with each style.
- I can define the concept of style flexing to improve customer service.
- I can self-assess own personal behavior style.

**Domain: Develop strategies for handling challenging customers.**

- I can research the types of difficult customers (rude, demanding, talkative, indecisive, angry, dissatisfied).
- I can investigate techniques for serving difficult customers.
- I can self-assess personal skills for serving difficult customers.

**Domain: Demonstrate how culture contributes to successful organizations.**

- I can research the connection between organization leadership and culture.
- I can observe the service design systems at work inside organizations.
- I can investigate the process for designing and implementing a new system design.

**Domain: Utilize technology to engage customers and solve problems.**

- I can analyze the use of technology in providing customer service.
- I can examine changing consumer expectations and the impact of technology.
- I can examine customer complaint behavior (public v. private).
- I can examine techniques for resolving complaints (public v. private).
- I can research how brands use social media to engage customers.
- I can research how brands use social media to resolve complaints.