

**Customer Service Skills** is a 30-hour course introducing students to the knowledge, skills, and abilities required to work in a customer-centric position. This course is specifically designed for post-secondary academic institutions and focuses on both the organizational theory that defines service cycle management and the practical skills required in a customer service organization.

*“OTEC’s Customer Service Skills training program is the foundation course in all tourism and hospitality academic programs at Humber College. This is an outstanding product using a creative and interactive approach in the delivery of essential customer service skills and knowledge. In my view, it should be a prerequisite for all hospitality and tourism graduates of every university and college in the country.”*

*Alistair Mathieson, Dean, School of Hospitality, Recreation, and Tourism,  
Humber College Institute of Technology and Advanced Learning*

## ■ LEARNING OUTCOMES

By the end of the course, students will be able to:

1. Identify, describe and map moments of truth for a typical customer interaction
2. Describe first impressions and its impact on customer satisfaction, loyalty and profit
3. Describe the three components of a customer-centric service program
4. Identify internal and external customers, their demographics, needs and expectations
5. Identify why customers quit a company and its financial impact
6. Describe and demonstrate service strategies for assisting customers with various social styles
7. Describe and demonstrate service strategies for assisting customers with disabilities
8. Describe and develop service strategies for assisting a diverse customer base
9. Describe benefits and challenges of teamwork, team types and team roles
10. Describe and demonstrate the communication process
11. Describe and demonstrate the service vision and service and sales process
12. Describe and demonstrate the service recovery process and its impact
13. Describe customer satisfaction measurement tools
14. Demonstrate and critique customer-centric service programs

## ■ PROGRAM RESOURCES

- Instructor’s Guide with in-depth facilitation content
- PowerPoint presentation including video clips of service scenarios
- Resource Guide for Serving Customers with Disabilities
- Student Guide with case studies on Euro Disney Parks; Westjet and Southwest Airlines; and JD Power & Associates including Four Seasons Hotels and Resorts
- Review Quizzes and Final Exam

## MODULE OUTLINE

Week	Module	Outcome	Content
1	Moments of Truth	1	<ul style="list-style-type: none"> <li>• Course objectives and modules</li> <li>• Definition and importance of moments of truth</li> <li>• Map moments of truth</li> </ul>
2	Customer-Centric Service Program	1, 2, 3	<ul style="list-style-type: none"> <li>• View first impression video clips</li> <li>• Discuss 3 components of customer-centric program</li> <li>• Discuss the components which affect moments of truth</li> </ul>
3	Internal & External Customers	4, 5	<ul style="list-style-type: none"> <li>• Definitions of internal and external customers</li> <li>• Discuss demographics, needs, and expectations</li> <li>• Discuss financial impact on why customers leave</li> </ul>
4	Social Styles	6	<ul style="list-style-type: none"> <li>• Discuss customer social styles</li> <li>• Discuss interaction amongst styles</li> <li>• Strategies for serving customers with different social styles</li> </ul>
5	Customers with Disabilities	7	<ul style="list-style-type: none"> <li>• Discuss Accessibility for Ontarians with Disabilities Act (AODA)</li> <li>• Discuss 8 examples of types of disabilities</li> <li>• Strategies for serving customers with different disabilities</li> </ul>
6	Diversity	8	<ul style="list-style-type: none"> <li>• Discuss types of customer diversity</li> <li>• Discuss advantages and challenges of diverse customers</li> <li>• Strategies for approaching a diverse customer base</li> </ul>
7	Teamwork	9	<ul style="list-style-type: none"> <li>• Discuss the benefits of teamwork</li> <li>• Discuss strategies to overcome team challenges</li> <li>• Discuss the components of high performing teams</li> <li>• Discuss types of work teams and team roles</li> </ul>
8	Communication Process	10	<ul style="list-style-type: none"> <li>• Map the communication process</li> <li>• Discuss barriers to effective communication</li> <li>• Discuss the elements of communication</li> </ul>
9	Service Process	11	<ul style="list-style-type: none"> <li>• Discuss a service vision</li> <li>• Map service and sales process</li> </ul>
10	Service Recovery Process	12	<ul style="list-style-type: none"> <li>• Impact and importance of service recovery</li> <li>• Map service recovery process</li> </ul>
11	Customer Satisfaction Measurement	13	<ul style="list-style-type: none"> <li>• Discuss customer satisfaction measurement tools</li> <li>• Discuss the impact of tools on customer satisfaction</li> </ul>
12	Teams Present	14	<ul style="list-style-type: none"> <li>• View and discuss class presentations</li> </ul>
13	Teams Present	14	<ul style="list-style-type: none"> <li>• View and discuss class presentations</li> </ul>
14	Teams Present	14	<ul style="list-style-type: none"> <li>• View and discuss class presentations</li> </ul>

## EVALUATION AND RECOGNITION

- Students complete In-Class Review Quizzes, a Customer Service Plan, and a Final Exam
- Each student who is successful in the course will receive a Certificate of Completion

## CONTACT

For further information about integrating the *Customer Service Skills* course within your curriculum, please contact Adam Morrison, Director, Project Development; [amorrison@otec.org](mailto:amorrison@otec.org); 416-622-1975 ext. 236.