



In continued support of our professional training and development, Cambridge College Global (CCG) is pleased to offer Quality Customer Service (MGM 210W) **to all employees at a discounted tuition of \$300.00**. This 8-week online undergraduate course will be offered to your employees who are not currently enrolled at CCG. Employees who successfully complete the course will receive a Certificate of Completion. Those who subsequently enroll in a CCG undergraduate degree program will also be awarded 3 credits toward the completion of the degree.

## Course Description

Quality Customer Service introduces the student to the theory, concepts and methodologies that contribute to quality customer service. Emphasis is on behavioral, technological and management of service criteria to deliver quality, inter-industry service in the global business environment.

Assignments and readings are due weekly.

## Course Outcomes

At the completion of this course, students should be able to:

- Explain the concept of Quality Customer Service
- Describe the importance of vision and mission in developing a service culture
- Identify communication styles that contribute to quality service
- Distinguish appropriate strategies to match customer styles
- Respond to diverse styles, beliefs, and values to treat all customers as individuals
- Argue the pros and cons of loyalty programs
- Define the best practices to manage quality service
- Interpret where technology enhancement can benefit service outcomes
- Describe the best customer service practices of a variety of industries with global scale

**2024 Course Start Date: October 28**

**2025 Course Start Dates: March 3 · June 30**

The availability of the discounted course offer on the above start dates is contingent upon sufficient enrollment to establish a cohort. CCG reserves the right to cancel the discounted course offer at any time. There is no required textbook. All readings are provided within the course.

## Weekly Schedule

Topic	Outcomes
<b>The Concept of Quality Customer Service</b> (Week 1)	<ul style="list-style-type: none"> <li>• Explain the concept known as quality customer service</li> <li>• Distinguish between actions that can be studied and behaviors that can be learned to optimize levels of service</li> <li>• Review the components of a customer-focused strategy</li> <li>• Analyze economic factors that led to an era of quality customer service</li> </ul>

Topic	Outcomes
<b>What is Service Culture?</b> (Week 2)	<ul style="list-style-type: none"> <li>• Explain the elements of service culture</li> <li>• Distinguish between service cultures in a variety of industries</li> <li>• Review mission and vision statements contributing to service culture</li> <li>• Analyze strategies that promote service culture</li> </ul>
<b>Communication – Verbal, Non-verbal and Listening</b> (Week 3)	<ul style="list-style-type: none"> <li>• Explain the elements of effective communication</li> <li>• Distinguish cues that impede or help to achieve customer satisfaction</li> <li>• Review strategies to improve communication skills</li> <li>• Analyze the impact of gender and culture in providing quality customer service in a global business environment</li> </ul>
<b>Difficult Customers and Service Recovery</b> (Week 4)	<ul style="list-style-type: none"> <li>• Identify a variety of personality styles and needs</li> <li>• Analyze common causes of customer dissatisfaction</li> <li>• Distinguish between appropriate strategies to match customer style</li> <li>• Review service recovery best practices</li> </ul>
<b>Customer Service in a Diverse Global Universe</b> (Week 5)	<ul style="list-style-type: none"> <li>• Identify beliefs and values that contribute to diversity in providing quality service</li> <li>• Distinguish between actions required to respond to all customers as individuals</li> <li>• Compare non-verbal and verbal behaviors representative of a variety of cultures</li> <li>• Analyze opportunities that exist in the global diverse universe through quality service</li> </ul>
<b>Managing Customer Service</b> (Week 6)	<ul style="list-style-type: none"> <li>• Identify the components of quality service that need to be managed for success</li> <li>• Explain the cost vs. benefit of managing customer service as a strategic corporate imperative</li> <li>• List a variety of metrics that provide management with quality information to effectively manage customer service</li> <li>• Analyze best practices in managing quality service</li> </ul>
<b>Technology Driving Service</b> (Week 7)	<ul style="list-style-type: none"> <li>• Interpret the ways in which technology plays a role in delivery of quality service</li> <li>• Distinguish between costs and benefits of technological enhancements</li> <li>• Identify examples when technology and communication skills are both required to deliver exceptional service</li> <li>• Analyze the use of technology to enhance service delivery capabilities</li> </ul>
<b>Customer Loyalty</b> (Week 8)	<ul style="list-style-type: none"> <li>• Propose customer loyalty programs</li> <li>• Argue the pros and cons of loyalty programs</li> <li>• Explain how companies have enhanced service through the use of loyalty programs</li> <li>• Analyze the components of successful loyalty programs and the contribution made to service levels</li> </ul>

**For more information and/or to register please contact:**

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