

School / Faculty: Federation Business School

Course Title: QUALITY CUSTOMER SERVICE

Course ID: BSHSP1011

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme:

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Describe the principles and benefits of enhanced customer service experiences and relationships
- K2.** Explain the concept of effective communication and its application in providing quality customer service and complaint resolution
- K3.** Distinguish between leadership and management, and their importance in delivering, monitoring and evaluating efficient, sustainable and customer-focused workplace operations
- K4.** Outline the key considerations in developing and implementing an operational plan
- K5.** Identify the systems and processes required to assess plan performance

Skills:

- S1.** Apply the principles of effective communication to the enhancement of the customer experience
- S2.** Recommend strategies to resolve customer complaints
- S3.** Develop systems and services to enhance customer relationships
- S4.** Integrate knowledge of quality assurance, workflow planning, management principles and teamwork into the planning, delivery and evaluation of customer-focused service
- S5.** Plan, manage, monitor and review an operational plan that balances the relationship between customer service, operational efficiency and financial sustainability

Course Outline (Higher Education)

BSHSP1011 QUALITY CUSTOMER SERVICE

Application of knowledge and skills:

- A1.** Independently develop customer-focused operational plans that contribute to the achievement of an organisation's overarching strategy and/or business plan
- A2.** Combine knowledge and skills in communication, teamwork, resource management and quality assurance to create quality service experiences for customers of hospitality organisations

Course Content:

Topics may include:

- Evaluating workplace procedures and systems
- Assessing customer needs and expectations
- Conflict and complaint resolution
- Incorporating feedback into service systems
- Developing customer relationships
- Develop operational plans
- Resource operational plans

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

- V1.** Be valued by their peers for their ability to contribute to and/or lead a team
- V2.** Value the diversity of unique experiences sought out by customers of hospitality businesses

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The confidence gained from meeting the problem-solving challenges of this course, will motivate graduates to seek out further opportunities to apply and develop their customer service knowledge and skills.	Low

Course Outline (Higher Education)

BSHSP1011 QUALITY CUSTOMER SERVICE

Attribute	Brief Description	Focus
Critical, creative and enquiring learners	This course will introduce and develop the student's capabilities in the key hospitality skill of customer service	Medium
Capable, flexible and work ready	Students of this course will appreciate the diversity of their potential customers and be able to customise service provision to their needs	Medium
Responsible, ethical and engaged citizens	This course will ensure that students recognise the importance of approaching customer service in a socially responsible manner	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2	Excellence in customer service	Essay, Report and/or Presentation	20 - 30%
K1, K3 S1, S2, S3, S5	Develop an operational plan to enhance customer service	Group report	40 - 50%
K1 - K5, S4, A1	Examination to assess attainment of required learning outcomes	Examination	30 - 40%

Adopted Reference Style:

APA