

CUSTOMER SERVICE APPLICATIONS

Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

- Employ customer-focused behavior including:
 - Appropriate greeting
 - Active listening
 - Questioning to uncover needs
 - Analyzes customer needs
 - Compares multiple viewpoints and relates intent to desired results
 - Identifies complaints, demonstrates composure, and interprets concerns
 - Identifies the problem, analyzes possible causes, and recommends action plan
 - Considers concerns of internal and external customers
Advocates on behalf of customer
- Develop and utilize creative solutions and proactive problem solving/decision making to meet customer needs
 - Makes exceptional effort on behalf of a customer
 - Obtains additional resources to meet customer needs
 - Resolves conflict to customers' satisfaction
- Analyze and explain various elements of a customer service culture including the following:
 - Service philosophy
 - Organizational mission
 - Policies and procedures
 - Customer feedback techniques
 - Employee behavior
 - Roles and expectations
 - Elements of customer service as defined by the organization
 - Impact of good and bad customer service on the organization
 - Current customer service issues
 - Marketing activities that impact customer service
 - Measurements and measurement techniques regarding customer service
- Informs employees of current customer service issues and organizational standards
 - Verifies that communication is timely and effective
 - Verifies that communication includes information about expectations, guidelines, and measurement for levels of customer service
- Develop and apply strategies for communicating with different behavioral and personality styles
 - Takes active interest in and willingly helps others, modifies behavior to environment, and shows empathy for others
- Discuss appropriate telephone customer service skills
- Develop and apply strategies for handling customer encounters including:
 - Dissatisfied
 - Indecisive
 - Angry
 - Demanding
 - Rude and talkative
- List and apply cultural factors that impact customer service in a diverse business environment
- Develop an action plan for dissatisfied customers which include service recovery following a breakdown in quality, quantity or type of product or service delivered
- Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments
- Describe social styles and their impact on relations
- Analyze positive service cultures
- Discuss causes of listening breakdown and effective solutions
- Demonstrate professional problem solving techniques
- Design a survey research tool (survey, focus group, or observational project)
 - Tabulate research results
 - Report findings in a class presentation

A student earning a “C” grade or better may earn college credit at one of the following colleges:

College
Bates Technical College

Course
MARK 102 (CIP Code: 52.1401)

Credits
5