

CUSTOMER SERVICE APPLICATIONS

Pierce County Careers Connection Dual Credit Articulation Agreement

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

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| <ul style="list-style-type: none"> <input type="checkbox"/> Employ customer-focused behavior including: <ul style="list-style-type: none"> • 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
 <input type="checkbox"/> Develop and utilize creative solutions and proactive problem solving/decision making to meet customer needs <ul style="list-style-type: none"> • Makes exceptional effort on behalf of a customer • Obtains additional resources to meet customer needs • Resolves conflict to customers' satisfaction
 <input type="checkbox"/> Analyze and explain various elements of a customer service culture including the following: <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> <input type="checkbox"/> Informs employees of current customer service issues and organizational standards <ul style="list-style-type: none"> • Verifies that communication is timely and effective • Verifies that communication includes information about expectations, guidelines, and measurement for levels of customer service
 <input type="checkbox"/> Develop and apply strategies for communicating with different behavioral and personality styles <ul style="list-style-type: none"> • Takes active interest in and willingly helps others, modifies behavior to environment, and shows empathy for others
 <input type="checkbox"/> Discuss appropriate telephone customer service skills <input type="checkbox"/> Develop and apply strategies for handling customer encounters including: <ul style="list-style-type: none"> • Dissatisfied • Indecisive • Angry • Demanding • Rude and talkative
 <input type="checkbox"/> List and apply cultural factors that impact customer service in a diverse business environment <input type="checkbox"/> Develop an action plan for dissatisfied customers which include service recovery following a breakdown in quality, quantity or type of product or service delivered <input type="checkbox"/> Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments <input type="checkbox"/> Describe social styles and their impact on relations <input type="checkbox"/> Analyze positive service cultures <input type="checkbox"/> Discuss causes of listening breakdown and effective solutions <input type="checkbox"/> Demonstrate professional problem solving techniques <input type="checkbox"/> Design a survey research tool (survey, focus group, or observational project) <ul style="list-style-type: none"> • Tabulate research results • Report findings in a class presentation |
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A student earning a “B” grade or better may earn college credit at one of the following colleges:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Bates Technical College	MARK 102 (CIP Code: 52.1401)	5
Pierce College	MNGT 130 (CIP Code: 52.1401)	5