CUSTOMER RELATIONSHIP MANAGEMENT ARTICULATION

Pierce County Careers Connection
Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

☐	Employer customer-focused behavior including appropriate greeting, active listening, and questioning to uncover needs. Develop and utilize creative solutions and proactive problem solving/decision making to meet customer needs.
	Analyze and explain the 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
	Develop and apply strategies for communicating with different behavioral and personality styles.
	Identify and apply appropriate telephone customer service skills including answering the phone, transferring the customer, using call waiting and voice mail, and following up with customers.
	Develop and apply strategies for handling difficult customers' encounters including dissatisfied, indecisive, angry, demanding, rude, and talkative customers.
	List and apply cultural factors that impact customer service in a diverse business environment.
	Develop an action plan for service recovery following a breakdown in quality, quantity, or type of product service delivered.
	Design and evaluate market research tied to customer service. Analyze and present results in a professional manner.

A student earning a "C" grade or better may earn college credit at the following college:

College	Course	Credits
Pierce College	MNGT 130 (CIP Code: 52:1401)	5

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