

Course Design Document

Course Name: <i>Effective Customer Service</i>	Length: <i>15 minutes</i>	Target Delivery: <i>2/8/2016</i>
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Instructional Designer:	SME:	

Course Learning Objectives:

By the end of this course, learners will be able to:

(1) Identify the qualities of effective customer service

(2) Name the 4 main issues agents have with customer service.

(3) Outline the 3-step process to clarify and resolve customer complaints.

(4) Evaluate the effectiveness of the 3-step process for handling customer service issues

Assessment Strategy:

1. Short quizzes to test learner understanding of key concepts

2. Evaluation of a mock customer service session

3. Role-playing through an in-course customer service session

Module Outline:

Module #	Module Working Title	Module Description and Key Topics	Course Learning Objective Alignment (#)	Suggested Interactivity
1	Qualities of Effective Customer Service	In this module, learners will discover the importance of good customer service, and will learn how to avoid the most common complaints. Topics	1. Recognize the mistakes that result in the most customer complaints 2. Name the three steps that agents can follow to manage difficult customers	Quiz at the end of the end of the session: learners will be shown a 20-second example of a poorly handled customer call, and

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		<p>include:</p> <ul style="list-style-type: none"> -Mistakes agents make during customer interactions -A three step process for effectively managing customers 		<p>asked to identify what aspects of the call were poorly handled.</p> <p>A second quiz question will ask learners to identify the three steps agents should follow to manage a difficult customer situation.</p>
2	Three Steps for Managing Customer Interactions	<p>An exploration of the three skills agents can learn to be more effective.</p> <ul style="list-style-type: none"> -How to acknowledge customer issues so they feel their needs are being addressed -Using clarification to ensure the customer's exact need is addressed -Problem-solving in a helpful and authoritative manner 	<ol style="list-style-type: none"> 1. Describe the three aspects of good customer service outlined here 2. Recognize common mistakes with each step, and understand how to apply them effectively. 	<p>Learners will be tested with a “select the best call activity.”</p> <p>They will be shown 4 examples of calls, and asked to pick the one that best illustrates the 3-step process for effective customer service.</p>
3	Applying the 3-Step Process	<p>Learners get the chance to apply the 3 steps in a mock customer service session. They will learn:</p> <ul style="list-style-type: none"> -How to structure the session to address the customer's issues -Adapting the 3 steps 	<p>Learners can apply the three critical customer service skills in an interactive session, and adjust their approach to the customer's precise needs.</p>	<p>Role-playing activity: learners will go through a “Choose Your Own Adventure” role-playing activity. The activity will show how following the 3-</p>

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		in a live, mock session		step process results in effective calls with customers, and – if they choose a poor response, will be shown how this derails the interaction with the customer.
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