



EXAM INFORMATION

Items

37

Points

46

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

HOSPITALITY & TOURISM

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Developing customer satisfaction and loyalty is the focus of the Customer Service course. The students will gain an understanding of the skills, attitudes, and thinking patterns needed to win customer satisfaction and loyalty. Learn and refine tasks necessary for success in the service industry. Work with local businesses and prepare for job opportunities. Develop service strategies, refine service skills, and gain experience to calmly aid customers in decision-making. Students taking marketing classes should have the opportunity to participate in a student organization (student marketing leadership association). Student organization related activities and curricula can be used as an approved part of all marketing classes.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Components of Customer Service	20%
2- Target Customer	22%
3- Critical Aptitudes and "Soft Skills"	17%
4- Enhance Customer Experiences	20%
5- Customer Loyalty and Satisfaction	21%



STANDARD I

STUDENTS WILL UNDERSTAND THE COMPONENTS OF CUSTOMER SERVICE AS IT PERTAINS TO THE PARTICULAR BUSINESS AND CUSTOMER

Objective 1 Students will identify customer services policies and procedures appropriate for the business / marketing industries.

1. Research and delineate customer service policies and procedures of current business /marketing companies.
2. Create customer service strategies based upon research.
3. Describe appropriate customer care based on service environment:
 1. Call Centers
 2. Retail
 3. Wholesale
 4. Service Industry
 5. Other
4. Explain the nature and scope of customer service.

Objective 2 Students will demonstrate the behaviors, training, and aptitude of the customer service mindset (“win-win”).

1. Recognize the customer service mindset of “win-win.”
2. Create a customer service training program.
3. Assess your customer service program for proper behavior and aptitude.
4. Identify behaviors associated with the “win-win” customer service mindset based on service environment.
 1. Call Centers
 2. Retail
 3. Wholesale
 4. Service Industry
 5. Other

Objective 3 Students will explain the importance of how, when and why customer service is essential to the success of the sales associate / employee and the business.

1. Analyze how, when, and why customer service is essential to building customer relationships.
2. Demonstrate how to provide proper customer service through:
 1. Role Play
 2. Case Study
 3. Case Study
 4. Business Simulation
 5. Customer Service Environmental Factors
 1. Hot
 2. Cold
 3. Displays
3. Explain the importance of when and why customer service is needed in the business/marketing industry.



Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL IDENTIFY AND UNDERSTAND THE TARGET CUSTOMER

- Objective 1** Identify and explain the importance of a customer profile.
1. Create a customer profile using market segmentation
 1. Demographic
 2. Psychographic
 3. Geographic
 4. Behavioral
 2. Identify and explain how a customer profile can help obtain new customers or retain existing customers.
 3. Explain how a customer profile can help identify future products or services a business would want to offer.
- Objective 2** Distinguish between a satisfied and dissatisfied customer.
1. Explore techniques on how to handle customers who are:
 1. Dissatisfied
 2. Disgruntled
 3. Unhappy
 4. Critical
 5. Other
 2. Explain the importance of recognizing and dealing with customer turnoffs.
 3. Learn the steps to deal with a dissatisfied customer and create an opportunity to build a better relationship and customer loyalty.
- Objective 3** Compare and contrast customer expectations in service.
1. Explain how some customer exchanges are more intimate and complex than others:
 1. Service Business
 2. Product Business
 3. Wholesale/Vendor Business
 4. Multi-Dimensional Business
 5. Price Point
 6. Quality/Prestige Pricing
 2. Practice positive service skills to foster meaningful customer relationships and increase loyalty.
 3. Explain how customer expectations change.
 4. Business service policy evolution, adjustment, and proactive changes.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DISCOVER AND DEVELOP CRITICAL APTITUDES AND “SOFT SKILLS” IN CUSTOMER SERVICE



Objective I Identify traits needed to provide exceptional customer service.

1. Compare and contrast listening types.
 1. Active Listening
 2. Passive Listening
2. Explain the importance of different communications.
 1. Active Listening
 2. Passive Listening
3. Explain the importance of different communications.
 1. Verbal
 1. Voice Inflection
 2. Improvement
 3. Reading
 4. Singing
 5. Listening
 6. Word Emphasis
 7. Tone of Voice
 2. Non-Verbal
 1. Eye Contact
 2. Body Language
 1. Facial Expressions
 2. Closed/Defensive Posture
 3. Gestures
 4. Touching/Physical Contact
 5. Cursing/Swearing
 6. Eating/Chewing/Nibbling
 7. Sighing
 8. Slow Movement (Dilly-Dally)
 3. Discover soft skills used in customer service.
 1. Build Rapport
 2. Communicate Confidently
 3. Demonstrate Command of Products
 4. Control the Interaction
 5. Mirror Customer
 4. Identify the Customer service process:
 1. Opening
 1. Greet Customer
 2. Smile
 2. Discovery
 1. Hearing
 2. Listening
 3. Questioning
 4. Resolution



5. Paraphrasing
6. Summarizing
7. Mirroring
8. Clarify
4. Ownership
 1. Employee Empowerment
 2. Customer Satisfaction
1. Customer service representatives should always be:
 1. Happy
 2. Positive
 3. Represent Company

Objective 2 Assess the aptitudes needed to complete the customer service process.

- I. Customer Service employment evaluations
 1. Aptitude Test
 1. Complete an Aptitude Test
 2. Evaluate the results of the Aptitude Test
 3. Compare Aptitudes with traits in demand with customer service companies
 2. Personality Profile
 1. Complete a Personality Profile
 2. Evaluate the results of the Personality Profile
 3. Compare Profile with traits in demand with customer service companies
 3. Empathy
 1. Empathy Defined
 1. Sensitive to other's feelings
 2. Understanding
 3. Open Mind
 4. Developing a good imagination
 2. Empathy Benefits
 1. Help cope with difficult customer
 2. Customer satisfaction for business
 3. Ways of showing empathy
 1. Listen Carefully
 2. Regular contact with waiting customers
 3. Respond with empathy
 4. Share your own experiences
 5. Show support for others

Objective 3 Develop communication skills and elements needed in customer service.

- I. Creation of an employment portfolio
 1. Completing Applications
 1. First Impressions
 2. Interview Requirements



3. Follow Directions
4. Clear Communications
5. Information Accuracy
6. Spelling and Grammar
2. Resume Writing
 1. Header
 2. Opening/Objective
 3. Body
 4. Other Elements
 1. Activities
 2. Honors
 3. Technical Abilities/Certifications
 4. Volunteer Experience
 5. Language Skills
 6. Other
 3. Cover Letter
 1. Formal Introduction
 2. Included with Resume
 3. Interview
 4. Other
 4. Interviewing Skills
 1. Preparation
 2. Dress for Success
 3. Practice
 4. Follow-up
2. Understanding Inter-Office Communications:
 1. Phone
 2. E-mail
 3. Chat/Electronic
 4. Memo
 5. Messaging
 6. Social media

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL UNDERSTAND RESOURCES USED TO ENHANCE CUSTOMER EXPERIENCES

Objective 1 Identify reasons a company would utilize resources to enhance customer service.

1. Understand how and why companies track online communication.
2. Identify ways a company could increase profits/sales by customers experiencing positive interaction.



1. Customer Loyalty
 2. Referrals
 3. Goodwill
 4. Word-of-Mouth
3. List ways a company could decrease profits/market-share by customers having poor experiences.
1. Reviews
 2. Forums
 3. Word-of Mouth
 4. Rate of Use
4. Describe the benefits of using a “secret shopper” to ensure quality.

Objective 2

Students will identify resources to communicate with customers and employees.

1. List and identify tools to communicate with customers and employees.
 1. Phone
 1. Inbound
 2. Outbound
 3. Notification
 1. Personal
 2. Electronic
 1. Email
 2. Social Media
 3. Survey
 4. Rating/Review
 5. Other
 1. Print Mediums
 2. Broadcast
 3. Other Forums
2. Understand how and why companies evaluate their employees.
 1. Formal Evaluations
 2. Informal Evaluations
 3. Analyze data collected

Objective 3

Students will explain and understand the need for confidentiality

1. Identify reasons for customers to expect privacy in a variety of company settings.
 1. Health Industry
 2. Travel Industry
 3. Entertainment Industry
 4. Other
2. Discuss Liability issues faced by companies
 1. Lawsuits
 2. Fines
 3. HIPPA
 4. FERPA



5. OSHA
6. Other
3. Investigate need for security measures to protect personal records/information
 1. Protection of Personal Records
 2. Protection of Business Records
 3. Protection of Customer Information
 4. Internal Threats
 5. External Threats
 6. Other

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL EVALUATE, DEVELOP, AND MEASURE CUSTOMER LOYALTY AND SATISFACTION

Objective 1 Measure and evaluate the expenses involved with getting, maintaining, and satisfying customers.

1. Identify how and why customer satisfaction is measured.
2. Define and understand the customer service industry assessment tools.
3. Identify expenses of getting new customers.
 1. Customer acquisition costs
4. Identify expenses of maintain current customers.
 1. Customer maintenance costs

Objective 2 Identify customer retention as an integral part of a management.

1. Positive and negative impact of word of mouth
2. Customer retention measures
 1. Gender
 2. Age
 3. Buying Habits
3. Planning for and evaluating existing customers and prospecting new customers.

Objective 3 Improving customer satisfaction

1. Understand the implementation and use of loyalty programs
 1. Protection of Personal Records
 2. Memberships
 3. "Miles"
 4. Rewards/Points
 5. Other
2. Identify a "customer service experience"
 1. Guestology – Disney©
 2. Other Experience Trainings



3. Evaluate and increase satisfaction in a “customer service experience.”
4. Specify customer experiences of service in sales vs. being sold (tact and savvy).
 1. Vacations
 2. Food
 3. Auto
 4. Electronics
 5. “Rating” Scales (Apps)
 6. Other

Standard 5 Performance Evaluation included below (Optional)



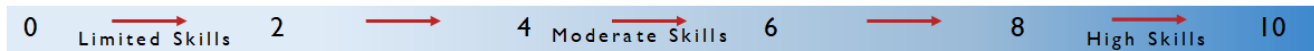
Customer Service Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Components of Customer Service

Score:

- Complete and evaluate a personal aptitude test/assessment
- Complete and evaluate a personality style test/assessment
*** Complete six of the twelve***
- Using a business of your choice, identify how the components of the Customer Service STARS are configured
 - Include a description of each component as well as the corporate/business policy on Customer Service
- Demonstrate customer service through one of the following
 - Role play
 - Business stimulation
 - Case study
 - Environmental factor analysis

STANDARD 2 Understanding the Target Customer

Score:

- Conduct an interview with a customer service manager and present findings in class
- Create four Customer Profiles
- Conduct the Secret Shopper assignment

STANDARD 3 Critical Aptitudes and “Soft Skills” in Customer Service

Score:

- Practice soft skills development through one of the following:
 - Role play
 - Business stimulation
 - Case study
 - Environmental factor analysis



STANDARD 4 Resources Used to Enhance Customer Experiences

Score:

- Perform the customer service process in a sales situation
- Perform customer service communication skills by completing an employment portfolio
- Outline the procedures for security utilized by a company
 - Include: liability, lawsuits, HIPPA, FERPA, OSHA, and other regulations pertinent to the company

STANDARD 5 Customer Loyalty and Satisfaction

Score:

- Measure and evaluate customer satisfaction for a company
 - Use measures or assessments that are pertinent to the company
- Identify and outline different satisfaction and loyalty programs used by a company
 - Use items such as memberships, miles, rewards, and other methods pertinent to the company
- Watch the video Johnny the Bagger from SimpleTruths.com
 - Use the from provided

PERFORMANCE STANDARD AVERAGE SCORE: