



EXAM INFORMATION

Exam Number

403

Items

31

Points

39

Prerequisites

NONE

Recommended Course Length

ONE SEMESTER

National Career Cluster

BUSINESS MANAGEMENT &
ADMINISTRATION
HOSPITALITY & TOURISM
HUMAN SERVICES
MARKETING

Performance Standards

INCLUDED (OPTIONAL)

Certificate Available

YES

DESCRIPTION

The focus of this course is for students to gain an understanding of the skills, aptitudes, and thought processes necessary to achieve customer satisfaction and loyalty in a variety of settings. Students will learn and develop customer service strategies as well as the skills and abilities necessary for working with customers; this will include helping customers to make decisions as well as resolving concerns and issues that may arise. Students taking Customer Service should have the opportunity to participate in DECA (marketing student leadership association). DECA curriculum and activities are state approved for all marketing courses.

EXAM BLUEPRINT

STANDARD

PERCENTAGE OF EXAM

1- Components of Customer Service	18%
2- Target Customer	13%
3- Critical Aptitudes and "Soft Skills"	30%
4- Enhance Customer Experiences	18%
5- Customer Loyalty and Satisfaction	21%



STANDARD 1

STUDENTS WILL UNDERSTAND THE COMPONENTS OF CUSTOMER SERVICE

- Objective 1** Students will identify customer service policies and procedures.
1. Understand the marketing concept and how it relates to the customer.
 2. Define policy and procedure.
 3. Research and analyze customer service policies in terms of their effectiveness.
 4. Analyze and improve customer service policies and procedures based upon research.
 5. Describe appropriate procedures and customer care based-on industry environment.
 6. Call and Chat Centers (telecommunication)
 7. Retail (i.e. brick and mortar stores, e-tailing)
 8. Wholesale
 9. Service Industries (i.e. medical, hospitality and tourism, lodging and recreation, sports/entertainment, etc.)

- Objective 2** Students will understand and demonstrate the customer service mindset of achieving the “win-win”.
1. Recognize the difference between: "lose-lose", "lose-win", "win-lose", and "win-win".
 1. Customer Perspective
 2. Company Perspective
 2. Identify behaviors (ref. strand 3 standard 1) associated with the “win-win” customer service mindset based on industry environment.
 1. Call and Chat Centers
 2. Retail (i.e. brick and mortar stores, e- tailing)
 3. Wholesale
 4. Service Industries (i.e. medical, hospitality and tourism, lodging and recreation, sports/entertainment, etc.)

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 – Determines the target market, where to spend advertising dollars, common key factors of a company’s customers, etc.
1. Create a customer profile using market segmentation.
 1. Demographic
 2. Psychographic
 3. Geographic
 4. Behavioral
 2. Compare and contrast customer expectations based on the market segmentation.
 3. Identify and explain how a customer profile can help obtain new customers or retain existing customer.



STANDARD 3

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

Objective 1 Identify traits and develop communication skills necessary to provide exceptional customer service.

1. Follow directions from management and provided training experience.
 1. Show the ability to communicate clearly
 2. Ask meaningful questions
 3. Explain relevant company policies
 4. Use appropriate customer-centered vocabulary
 5. Focus on solutions
 6. Step by step instructions if a customer-involved solution is required
2. Compare and contrast listening types.
 1. Active Listening
 2. Passive Listening
3. Identify different forms of communication
 1. Verbal
 1. Voice inflection
 2. Appropriate word choice (i.e. avoiding slang, jargon, non-positive words such as can't, won't, wouldn't, no)
 2. Non-Verbal
 1. Eye Contact
 2. Body Language
 3. Facial Expressions
 4. Posture
 5. Gestures
 6. Touching/Physical Contact
 7. Eating/Chewing gum
 8. Sighing
 9. Slow Movement (Dilly-Dallying)
4. Identify soft skills used in customer service.
 1. Demonstrate professionalism (dressing appropriately for the industry, speaking clearly with appropriate word choice, showing appropriate respect to your customer, etc.)
 2. Effective interactions (not allowing emotions to escalate, keeping tangents at bay, conversations moving toward resolution, speaking to your audience vs talking up or down to them, reading your customer, respecting your customer's pace [not too fast or too slow])
5. Identify some components of customer service to establish customer rapport (opening, discovery, resolution, ownership, etc.).
 1. Opening
 1. Greet customer (Smile: in person or on phone)
 2. Discovery
 1. Active listening
 2. Questioning



3. Resolution
 1. Clarify
 2. Paraphrase
 3. Summarize
4. Ownership
 1. Employee Empowerment (clearly defining what the employee is allowed and limited to do in resolving issues)
 2. Taking ownership of resolving issues and assuring that employees work towards resolution in terms of every reasonable request.
5. Customer service representatives should always:
 1. Be courteous
 2. Be responsive in a timely manner
 3. Reflect company values and goals (acting professional on and off the clock)
 4. Be an advocate for company products and services
 5. Be honest with customers
 6. Show Empathy
6. Ways of Showing Empathy
 1. Show humanity and respect to every customer
 2. Give your customer your full attention
 3. Listen carefully and genuinely
 4. Ask meaningful questions
 5. Show sincere appreciation
 6. Acknowledge and follow-up with customers who are waiting
 7. Briefly reference similar experiences when appropriate to build relationship and trust with customer

Objective 2 Explore and understand the aptitudes needed to complete the customer service process.

1. 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 necessary in a customer service role/environment for the industry.
 2. Personality Profile
 1. Complete a personality profile
 2. Compare profile with traits necessary in a customer service role/environment for the industry.
2. Develop and demonstrate product knowledge
 1. Assess how certain aptitudes may hinder or encourage an employee's ability to develop a strong base of product/service knowledge.

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. Goodwill
 3. Referrals
 4. Word-of-Mouth
 3. List ways a company could decrease profits/market-share by customers having poor experiences.
 1. Reviews
 2. Word-of-Mouth
 3. Forums
 4. Rate of use
 5. Describe the benefits and ethical implementation of using a “secret shopper” program to ensure the quality of customer service provided.
- Objective 2** Students will identify resources to communicate with customers.
1. Identify tools to communicate with customers and the effectiveness of these tools in different industries.
 1. Phone (inbound, outbound, notification)
 2. Electronic (e-mail, social media, surveys, online rating/reviews, other)
 3. Print Mediums (flyers, catalogs, postcards, billboards, etc.)
 4. Broadcast (TV, radio, etc.)
 5. Other forums
- 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 (i.e. health, service, travel/tourism, sports/entertainment, etc.)
 2. Discuss liability issues faced by companies and how those liabilities could have an impact on the company (future customer service trainings, company profitability, company image, etc.)
 1. Lawsuits
 2. FERPA
 3. Fines
 4. OSHA
 5. HIPPA
 6. Other
 3. Investigate the need for security measures to protect information gathered and maintained by companies.
 1. Protection of personnel records
 2. Protection of business records
 3. Protection of customer information
 4. Internal (leaking information) and external (hacking) threats



STANDARD 5

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

- Objective 1** Understand how to evaluate and measure customer satisfaction.
1. Define Customer Satisfaction
 2. Evaluate the expenses involved with attracting, maintaining and satisfying customers.
 1. Identify how and why customer satisfaction is measured. (Online references, repeat customers, personal recommendation)
 2. Compare and Contrast the different expenses related to customer acquisition vs. customer retention.
- Objective 2** Understand the need for customer retention as an integral function of every company employee.
1. Compare and contrast the different ways employees on different authority levels within the company might impact customer retention.
 1. Middle or upper management:
 1. Development of procedural standards
 2. Planning for and evaluating existing customers and prospecting new customers.
 2. Employees directly interacting with customers or entry level employees:
 1. Observing and interacting with customers regarding continual points of concern.
 2. Providing feedback of consistent issues and resolutions through the proper chains of authority.
 3. Interactions with customers with the goal of achieving a “win-win” --aka being the “Face of the Company”
 4. The level of authority granted employees to solve problems for customers without management approval.
 2. Positive and negative impact of word of mouth.
 1. Explore how word of mouth has evolved with the use of online technologies.
- Objective 3** Improving customer satisfaction.
1. Identify and understand the implementation and use of common loyalty programs.
 1. Points for purchase
 2. Tiered rewards
 3. Memberships (free and paid)
 4. Humanitarian causes (donation of money or goods to a charity/cause for customer purchase)
 5. Partnering with other companies/causes
 6. Games/sweepstakes (both purchase and no purchase necessary)
 7. Other
 2. Identify and evaluate how to increase satisfaction through a “customer service experience.”
 1. Guestology (use examples from popular theme parks, fast-food chains, retail stores, etc.)
 2. Other Guest-Centered Experiences
 3. Specify customer service tactics in sales that make the customer feel as though they are being “sold” or taken advantage of vs receiving a positive, mutually beneficial customer service experience.
 1. Such as sales experiences in:
 1. Travel and tourism/resort ownership shares



2. Food
3. Auto
4. Electronics
5. Other

Standard 5 Performance Evaluation included below (Optional)



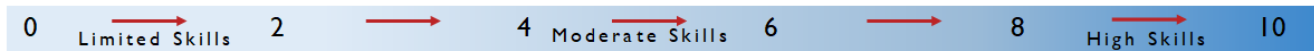
Customer Service Performance Standards (Optional)

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:

- Research how to provide proper customer service through:
 - Role play
 - Case study
 - Business Simulation

STANDARD 3 Critical Aptitudes and “Soft Skills”

Score:

- Complete and evaluate a personal aptitude assessment.
- Complete and evaluate a personality style assessment.

STANDARD 5 Customer Loyalty and Satisfaction

Score:

- Students should select a company from an industry he/she is interested in. Research and evaluate a current customer service program for selected company and suggest changes to increase clarity, efficiency of employees or achievement of customer service goals.
- Create a customer service program and assess it for proper behavior.

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name _____

Evaluator Title _____

Evaluator Signature _____

Date _____