

 This work is protected by  
US copyright laws and is for  
instructors' use only.

**Online Instructor's Manual**  
*to accompany*

# **Customer Service** **A Practical Approach**

**Sixth Edition**

**Elaine K. Harris**

Prentice Hall

Boston Columbus Indianapolis New York San Francisco Upper Saddle River

Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto

Delhi Mexico City Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo



**This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the World Wide Web) will destroy the integrity of the work and is not permitted. The work and materials from it should never be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.**

---

Copyright © 2013, 2014, 2015, 2016, 2017 Pearson Education, Inc., publishing as Prentice Hall, Upper Saddle River, New Jersey and Columbus, Ohio. All rights reserved. Manufactured in the United States of America. This publication is protected by Copyright, and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. To obtain permission(s) to use material from this work, please submit a written request to Pearson Education, Inc., Permissions Department, One Lake Street, Upper Saddle River, New Jersey.

Many of the designations by manufacturers and seller to distinguish their products are claimed as trademarks. Where those designations appear in this book, and the publisher was aware of a trademark claim, the designations have been printed in initial caps or all caps.

10 9 8 7 6 5 4 3 2 1



ISBN-13: 978-0-13-274240-5

ISBN-10: 0-13-274240-3

INTRODUCTION TO INSTRUCTORS

SAMPLE SYLLABUS .....1

SUGGESTED COURSE SCHEDULE.....3

    10 week schedule

    12 week schedule

    15 week schedule

    16 week schedule

    3 week schedule

SUGGESTED COURSE DESCRIPTION.....5

CHAPTER 1: WHAT IS CUSTOMER SERVICE? .....6

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 2: THE CHALLENGES OF CUSTOMER SERVICE .....12

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 3: PROBLEM SOLVING .....19

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 4: STRATEGY FOR FORMULATING A PLAN FOR SUCCESS .....24

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 5: EMPOWERMENT .....29

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 6: COMMUNICATIONS IN CUSTOMER SERVICE.....34

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 7: COPING WITH CHALLENGING CUSTOMERS.....42

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 8: MOTIVATION .....48

    Outline

    Opportunities for Critical Thinking (with Answers)

CHAPTER 9: LEADERSHIP IN CUSTOMER SERVICE .....53

Outline

Opportunities for Critical Thinking (with Answers)

CHAPTER 10: CUSTOMER RETENTION AND MEASURING SATISFACTION ....59

Outline

Opportunities for Critical Thinking (with Answers)

CHAPTER 11: TECHNOLOGY AND CUSTOMER SERVICE .....

Outline

Opportunities for Critical Thinking (with Answers)

CHAPTER 12: EXCELLENCE IN CUSTOMER SERVICE .....70

Outline

TESTS CHAPTERS 1-11

## Introduction to Instructors

Welcome to Customer Service: A Practical Approach, 6<sup>th</sup> edition. If you are new to this text, you will be pleased with the many opportunities that it provides to create a thorough and informative course. If you have used the previous editions you will find that the 6<sup>th</sup> edition has increased opportunities for effective instruction in the dynamic area of customer service.

This Instructor's Guide includes a variety of tools to assist you as you plan your customer service class. Included are a suggested course description, course schedules for a 10 week, 12 week, 15 week, and 16 week term. Additionally a three session schedule is provided for a seminar type course. A sample syllabus will be helpful if your school does not have a standard syllabus format to copy.

Outlines for each chapter will assist you as you create your presentation materials. Customer Service: A Practical Approach is a very straightforward text. Students have, since the first edition, expressed an appreciation for the style of this text. Specific concepts are covered with examples. Instructors are encouraged to look for local and current examples to illustrate the concepts being studied in the course. This technique helps the students to see customer service in action around them, and it also helps the course to be identified as relevant and up to date.

The course schedules all suggest the use of four Challenges to be assigned during the duration of the course. A very extensive list of challenges is provided with one in each chapter. The instructor should choose the specific challenges that they see as the most appropriate for their students. Challenges could also be used as in class activities. The list of possible challenges to be assigned is more extensive than would allow for the assignment of all over the time frame of a traditional semester.

Challenges include:

- Compliment/complaint letters
- Individual purpose statement
- Research paper
- Departmental factoid
- Development of a system
- Mystery shopper
- Quality recognition forms
- Newsletter
- Resume
- Philosophy of customer service
- Current Events

For in-class activities instructors may also want to use

- Job Links-individualized application activities

- Team Time-teambuilding exercises

- Quick Quizzes-true/false questions relating to the chapter material

- Key terms-a collection of important terms from the chapter

- Opportunities for critical thinking-discussion questions to reinforce concepts and

- Skill building-exercises to furnish the opportunity to develop the important skills necessary to become an excellent customer service provider.

- Ethics in Action- (NEW TO THIS EDITION) the description of an ethically challenging situation

along with a “what would you do” discussion or essay opportunity.

Finally, a computerized test bank is available to assist in the easy creation of tests. The Opportunities for Critical Thinking questions and Skill Building exercises are great for group discussions and are suitable for essay questions on a test.

Customer Service: A Practical Approach is an excellent text to use as you deliver your customer service course.

## COURSE SYLLABUS

COURSE NUMBER:  
COURSE NAME: Customer Service  
TIME:  
DAY:  
ROOM:

INSTRUCTOR:  
OFFICE NO.:  
OFFICE HOURS:  
OFFICE PHONE:

NEXT COURSE IN SEQUENCE - Other marketing courses according to your major.

### TEXTBOOK AND OTHER MATERIALS –

*Customer Service: A Practical Approach*, 6th Edition, Elaine K. Harris, Pearson (2013)

COURSE DESCRIPTION - This course provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

COURSE OBJECTIVES - Upon completion of this course the student should be able to:

1. Define customer service.
2. Actively express an understanding of the customer service industry.
3. Express techniques for exceeding customers' expectations.
4. Actively illustrate steps toward problem solving.
5. Discuss the relationship between strategy and empowerment in creating a culture that encourages the provision of excellent customer service.
6. Design a new or improved customer service system.
7. Demonstrate improved listening skills.
8. Express an understanding of how to cope with those individuals whom they find to be challenging.
9. Discuss the relationship between leadership and motivation in customer service.
10. Demonstrate methods of showing leadership without position.
11. Define customer retention and various methods of measuring customer satisfaction.
12. Express in written and oral form their individual philosophies of customer service.

TEACHING METHODS - The instructor should explain his or her specific approach to teaching the course.

GRADING SYSTEM - The instructor should detail his or her method of determining student performance.

GRADING SCALE - The instructor should insert the grading scale which he or she uses for evaluation. The instructor may choose to use the following suggested grading scale:

90% of total points = A  
80% of total points = B  
70% of total points = C  
60% of total points = D  
Below 60% = F

ATTENDANCE POLICY - The instructor should explain his or her specific attendance policy.

MAKE-UP TEST POLICY - No make-up exams will be given without prior consent of the instructor. In the event that the exam schedule should be changed, prior notice will be given in the classroom. The lowest exam grade (not including the final exam) will be dropped.

COURSE SCHEDULE - The instructor should include the course schedule here or distribute it separately.



**SUGGESTED COURSE SCHEDULE  
10-WEEK SEMESTER**

Week 1: CHAPTER 1 - WHAT IS CUSTOMER SERVICE?  
Assign Challenge #1

Week 2: CHAPTER 2 - CHALLENGES OF CUSTOMER SERVICE  
CHAPTER 3-PROBLEM SOLVING

Week 3: TEST 1. Challenge #1 due

Week 4: CHAPTER 4 - STRATEGY AND FORMULATION OF A PLAN FOR SUCCESS  
CHAPTER 5 - EMPOWERMENT  
Assign Challenge #2

Week 5: CHAPTER 6 - COMMUNICATIONS IN CUSTOMER SERVICE  
CHAPTER 7 - COPING WITH CHALLENGING CUSTOMERS

Week 6: TEST 2. Challenge #2 due

Week 7: CHAPTER 8 – MOTIVATION  
CHAPTER 9-LEADERSHIP IN CUSTOMER SERVICE  
Assign Challenge #3

Week 8: CHAPTER 10 - CUSTOMER RETENTION AND MEASUREMENT OF  
SATISFACTION  
CHAPTER 11- TECHNOLOGY AND CUSTOMER SERVICE  
CHAPTER 12 - EXCELLENCE IN CUSTOMER SERVICE  
Assign Challenge #4.

Week 9: TEST 3. Challenge #3 due

Week 10: FINAL EXAM. Challenge #4 due.

**SUGGESTED COURSE SCHEDULE**  
**12-WEEK SEMESTER**

Week 1: CHAPTER 1 - WHAT IS CUSTOMER SERVICE?  
Assign Challenge #1

Week 2: CHAPTER 2 - CHALLENGES OF CUSTOMER SERVICE.  
CHAPTER 3-PROBLEM SOLVING

Week 3: TEST 1. Challenge #1 due

Week 4: CHAPTER 4 - STRATEGY AND FORMULATION OF A PLAN FOR SUCCESS

Week 5: CHAPTER 5 - EMPOWERMENT  
Assign Challenge #2

Week 6: CHAPTER 6 - COMMUNICATIONS IN CUSTOMER SERVICE  
CHAPTER 7 - COPING WITH CHALLENGING CUSTOMERS

Week 7: TEST 2. Challenge #2 due

Week 8: CHAPTER 8 - MOTIVATION  
Assign Challenge #3

Week 9: CHAPTER 9 - LEADERSHIP IN CUSTOMER SERVICE  
CHAPTER 10 - CUSTOMER RETENTION AND MEASUREMENT OF  
SATISFACTION

Week 10: CHAPTER 11- TECHNOLOGY AND CUSTOMER SERVICE  
CHAPTER 12 - EXCELLENCE IN CUSTOMER SERVICE  
Assign Challenge #4

Week 11: TEST 3. Challenge #3 due

Week 12: FINAL EXAM.  
Challenge #4 due.