

**CBEL Code- ELO-402**

**Course Name- Professional Attitude for Customer Service**

**Duration- 40 hours**

<b>Credits: 4</b>		
<b>Lecture Hours</b>	<b>Practical/Activity Hours</b>	<b>Mode</b>
<b>16</b>	<b>24</b>	<b>Blended</b>

### **Overview-**

Customer service can have a profound and lasting effect on the customer's experience of a company. Customer service is the act of supporting and advocating for customers in their discovery, use, optimization, and troubleshooting of a product or service. It's also the processes that support the teams making good customer service happen. The goal of customer service is to foster lasting customer relationships. A professional attitude in customer service is all about making efforts to build robust relationships with customers, and ensuring that customers view the company as authentic through their demeanour. By the end of the course, the students will be able to :

1. To learn and understand key customer service skills, types, job requirements.
2. To be able to answer customer questions quickly and effectively, resolve issues with empathy and care.
3. Emphasize on customer relationships & Improving brand credibility

### **Modules-**

1. Various Profession and career in customer service
2. Professional development and Professionalism in workplace
3. Customer & Customer services in various industry/sector
4. Required qualities and attributes in Customer Service
5. Communication - Part-1
6. Communication - Part-2
7. Customer Relationship Management - Situation and complaint handling
8. Attitude, values and ethics in Customer Service
9. Roles and principles of customer service (customer support and customer service)
10. Personality requirements
11. Knowledge on Products, process and program/system
12. Behavioural aspects to work in organization

Class delivery- 16 hours with additional 3 assignment activities (A1-A3)

Assignment/ assessment/ Project/ MOOCs (A4) = 24 hours

A1 Professionalism in various sectors (videos and self-exploration based on Topic)  
Assignment details will be provided during the session and end of the session- 20 marks

A2 Professional Attitude Development Skills (Communication, Discipline, Attitude, Behaviour etc.)- 20 marks

(Role play, debate, discussion, situation handling etc.)

A3 Customer Relationship Management - Present and future (Role of CRM in growth and development of business---- case study based)- 20 marks

A4 MOOCs on soft skills (leadership, decision making, values, ethics, attitudes, behaviour etc.), CRM, Communication based courses.- 40 MARKS ( Minimum- 4 weeks)

Total Marks- 100

**Suggested References-** (Books and research papers)

1. Customer Relationship Management- Book by Francis Buttle ( 2003)
2. Customer Relationship Management Concepts and Technologies- By Francis Buttle, Stan Maklan, Routledge ( 2019).
3. Attitude Is Everything: Change Your Attitude... and You Change Your Life! by Jeff Keller- INTI Publishing & Resource Books (2007).
4. Baran, R. J., Galka, R. J. & Strunk, D.P. (2008). Principles of Customer relationship management. Mason: Thomson/SouthWestern.
5. Nazir, Sanaullah, Sheraz Khan, Raja Ahmed Jamil, and Qazi Shujaat Mehmood. "Impact of customer relationship management on customer satisfaction in hoteling industry." *Journal of Management Info* 3, no. 1 (2014): 84-98.
6. Bhakane, Bhagyashri J. "Effect of customer relationship management on customer satisfaction and loyalty." *International Journal of Management (IJM)* 6 (2015): 1-7.
7. Chen, I. J. & Popovich, K. (2003). Understanding customer relationship management (CRM): People, process and technology. *Business Process Management Journal*, 9(5), 672–688, <http://dx.doi.org/10.1108/14637150310496758>

<b>ASSESSMENT SCHEME</b>				
<input type="checkbox"/> Interim Formative Assessment [A1-A2-A3: 3 Hours in Class] <input type="checkbox"/> Course-end Summative Assessment [A4: 21 Hours]				
<b>Formative Assessment-X</b>				
<b>Sl No.</b>	<b>Hours</b>	<b>Content / Topic</b>	<b>Assessment Type</b>	<b>Marks</b>
A1	1	Content / Topics covered till L4	Theory	20
A2	1	Content / Topics covered till L8	Practical	40
A3	1	Content / Topics covered till L15	Practical	40
<b>Total [A1 + A2 + A3]</b>				<b>100</b>
<b>Summative Assessment-Y</b>				
A4	21	Content / Topics covered in L1 – L8	Project	<b>100</b>
<b>Computation of Final Score: [X + Y]</b> <ul style="list-style-type: none"> <li>• <b>X</b> : 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3)</li> <li>• <b>Y</b> : 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4)</li> </ul>				
<b>Gradation Scheme:</b> <ul style="list-style-type: none"> <li>▪ 90 – 100 : O : Outstanding</li> <li>▪ 80 – 89 : A : Excellent</li> <li>▪ 70 – 79 : B : Very Good</li> <li>▪ 60 – 69 : C : Good</li> <li>▪ 50 - 59 : D : Pass</li> </ul>				
<b>Eligibility for Certification:</b> <ul style="list-style-type: none"> <li>▪ Attendance &amp; active participation in class lectures/interactions.</li> <li>▪ Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 &amp; A3].</li> <li>▪ Obtaining minimum Grade D as per the formula for computation of Final Score stated above.</li> </ul>				
<b>NB:</b> A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate.				