

# CUSTOMER SERVICE SPECIALIST PROGRAM

The Customer Service Specialist program offers advanced development and training in professional communication and business skills. Students will learn the core competencies of customer relationship management through techniques that teach them to assess, assist, and meet the needs of customers. All 4 courses of the program – Customer Relationship Management, Professional Communication/Call Center, Case Studies in Customer Service and Customer Service as a Career – will focus on customer service and professional business communication skills. Students will supplement their classroom learning through externship.



**PROGRAM LENGTH**  
 1 Academic Year  
 \*48 Credit Hours

**START DATES**  
 Fall, Winter, Spring, or Summer

**PROGRAM COSTS**  
 Tuition: \$1,275 per quarter  
 Book Fee: \$60 per quarter  
 Supply Fee: \$40 per quarter  
 Total: \$1,375 per quarter

Tuition: \$5,100 per year  
 Book Fee: \$240 per year  
 Supply Fee: \$160 per year  
 Total: \$5,500 per year

**EXTERNSHIP**  
 Students must maintain required externship hours for the duration of the program. An approved externship is required to enroll.  
 Must have a high school diploma or equivalent. Meet English proficiency requirements. In order to maintain full time status, International (F-1) students must enroll in at least 12 credit hours of course(s).




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## COURSE DESCRIPTION

### CUSTOMER RELATIONSHIP MANAGEMENT

12 Qtr. Credit Hours / 11 Weeks  
90 Externship Hours

This course is an introduction to the customer service field and focuses on the customer service skills needed to succeed in today's business world. Emphasis is placed on defining good customer service and various types of customer service jobs. Additional topics include the effects of customer complaints in an organization; the methods used to determine customer needs and wants; and the factors that affect buying decisions.

### PROFESSIONAL COMMUNICATION/CALL CENTER

12 Qtr. Credit Hours / 11 Weeks  
90 Externship Hours

This course focuses on communicating effectively with customers so that they feel comfortable. Emphasis is placed on the rules of business telephone etiquette, corresponding professionally via email and developing professional communication skills for successful interactions with customers in the United States.

### CASE STUDIES IN CUSTOMER SERVICE

12 Qtr. Credit Hours / 11 Weeks  
90 Externship Hours

Emphasis is placed on examining case studies of real and hypothetical business with the focus on major customer service concepts and principles. Students will be familiarized with the practical application of customer service fundamentals such as: building rapport, dealing with difficult customers, and creating a customer service strategy. All concepts will be derived from and applied to real-life businesses.

### CUSTOMER SERVICE AS A CAREER

12 Qtr. Credit Hours / 11 Weeks  
250 Externship Hours

This course introduces students to the opportunities available in retail, security, help desk, hospitality, call center and general office businesses while preparing employment in that environment. Emphasis is placed on the personal traits and the technical skills required to develop a relationship with customers and build rapport. Additional topics include strategies for calming dissatisfied customers, solving customer problems and recovering customer loyalty.

### EXTERNSHIP

The curriculum for this program incorporates classroom learning and practical experience gained through required externship. The externship component of the course provides students with the opportunity to apply and integrate knowledge and skills acquired through their coursework. In clarifying and broadening career goals, the externship experience assists students in discovering, developing and refining necessary competencies and skills for their proposed career objectives. The student's externship position must meet 70% of the objectives listed below.

### EXTERNSHIP OBJECTIVES

- Supervise and monitor customer service performance daily
- Develop and employ customer service strategies in the workplace
- Monitor performance planning and analysis in the organization related to customer service
- Determine how the company's products or services can meet the customers' needs
- Work with frontline customer support services such as call centers, help desks and customer relations
- Employ fundamental customer service strategies to build a customer base
- Function as a link between a company and its customers
- Participate in customer satisfaction measurements through user surveys or other mechanisms
- Use social media to evaluate customer satisfaction
- Supervise and work with customer service complaint systems in the organization
- Use effective persuasive speaking skills to communicate with customers in person, via email and phone
- Manage complex customer service cases via telephone employing techniques to manage customer behavior
- Calm dissatisfied customers, solve service issues and recover customer loyalty
- Use management techniques to foster teamwork and a positive work environment

### JOB TITLES

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- Accounting Manager
  - Accounts Payable Supervisor
  - Accounts Receivable Manager
  - Administrative Assistant or Coordinator
  - Administrative Services Manager
  - Administrative Supervisor
  - Administrator or Business Administrator
  - Bill and Account Collector
  - Business Manager
  - Business Operations Specialist
  - Cashier
  - Concierge
  - Counter Attendant and Rental Clerk
  - Customer Service Manager, Rep., or Supervisor
  - Dining Room, Cafeteria or Bartend Helper
  - Director of Operations
  - Dispatcher (Except Police, Fire, & Ambulance)
  - Distribution Operations Manager
  - Executive Secretary
  - Executive Administrative Assistant
  - Facility Manager
  - Floor Supervisor
  - General Manager (GM)
  - Hotel, Motel, & Resort Desk Clerk
  - Insurance Sales Agent
  - Office & Administrative Support Worker
  - Office Manager or Supervisor
  - Operation Director or Manager
  - Patient Representative
  - Plant Manager or Superintendent
  - Production Manager
  - Receptionist and Information Clerk
  - Restaurant, Lounge or Coffee Shop Host
  - Retail Salesperson
  - Secretary (Except Legal, Medical, and Executive)
  - Shipping Manager
  - Staff Services Manager or Store Manager
  - Transportation Attendant or Ticketing Agent
  - Travel Agent