HMGT 698 Principles of Customer Service Quality

Course Description: This course explores the philosophy, strategy and style of management that service organizations use to gain competitive advantage in this age of consumer-demanded care and satisfaction. The focus of study will include analysis of service delivery systems with emphasis on implementing consumer driven, top-down, policy oriented quality service programs.

Course Objectives: At the completion of this course, students will:
- Have an understanding of the elements of customer service.
- Recognize the challenges facing present day service providers.
- Be familiar with the managerial duties of employee management, motivational factors and leadership in operationalizing a quality customer service program.
- Be able to analyze an existing service delivery system and make recommendations for improvements to the customer experience.
- Appreciate the importance and static nature of the customer service experience as it relates to the organization and its future.
- Be able to develop a service management system that will deliver consistent service/outcome excellence.