

## Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

**Refer to the module guidance notes for completion of each section of the specification.**

Module code	ONL503
Module title	Customer Service Excellence
Level	5
Credit value	20
Faculty	SLS
HECoS Code	100079
Cost Code	GABP

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core

## Pre-requisites

None

## Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>20 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	180 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

For office use only	
Initial approval date	12/08/2020

<b>For office use only</b>	
With effect from date	04/01/2021
Date and details of revision	
Version number	1

## Module aims

---

1. To provide an introduction to the mastery of service in differing sectors of business activity in the public, private and third sectors.
2. To understand the impact of the customer experience on differing business sectors.
3. Complaint handling and the impact of social media.
4. To be able to analyse customer feedback and trends.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Explain and critically evaluate the roles of customer service.
2	Identify the expectations of customers within differing sectors of business activity and understand the methods of complaint handling, including social media
3	Develop and apply strong influencing and negotiating skills in order to discuss and reflect upon strong professional relationships.
4	Evaluate and carry out reflective practice using case studies to develop customer-focused thinking.

## Assessment

---

### Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

**Indicative Assessment One - Report:** Students will create a report outlining the historical changes to customer service excellence from its emanation and growth to what the future of the sector will be. The report should have a technological focus and discuss how business have, are and may interact with customers. (750 - Words +/- 10%)

**Indicative Assessment Two - Report:** Students will select a company of their choice and will illustrate the current company culture regarding customer service and will outline methods of improving customer service in relation to that sector. Reference should be made to models and concepts relating to customer service. (1,500- Words +/- 10%)

**Indicative Assessment Three** - Students are required to outline a training plan for a company of their choice regarding how staff can be trained in relation to the provision of customer service excellence. These findings should be presented on an academic poster and should refer to concepts encountered throughout the course. (NOTE: This is not a presentation of the poster and students will be assessed on the content alone. (750 words +/- 10%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Report	25
2	3	Report	50
3	4	Poster Presentation	25

## Derogations

None

## Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. The assessments will comprehensively apply the principles and application of customer service excellence to the business environment with a variety of assessment types and will comprise of two reports and a poster presentation.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

## **Indicative Syllabus Outline**

---

- Introduction to Customer Service Excellence.
- Communication including non-verbal.
- The guest experience.
- Practical examples of training practices in Customer Service.
- The art of complaint handling.
- Negotiating skills.
- Managing risk.

## **Indicative Bibliography:**

---

Please note the essential reads and other indicative reading are subject to annual review and update.

### **Essential Reads**

John G. (2019), Strategic Customer Service, HarperCollins Leadership.

### **Other indicative reading**

#### **Textbooks**

Evenson R. (2018) Customer Service Training 10, 3<sup>rd</sup> edition, American Management Association.

Reid, R. and Bojanic, C. (2016). Hospitality Marketing Management, 6<sup>th</sup> edition New Jersey: John Wiley & Son.

Dowson, R & Basset, D. (2018) Event Planning and Management: Principles, Planning and Practice, 2<sup>nd</sup> edition.

McCabe, S. (2017), Marketing Communications in Tourism and Hospitality, Butterworth Heinemann.

Spector R. & Reeves (2017), The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture, John Wiley & Sons.

#### **Journals**

Journal of Marketing

Journal of Marketing Communications

Journal of Integrated Marketing Communications

Harvard Business Review

### **Websites**

www.visitbritain.org www.visitwales.org  
www.visitengland.org  
www.visitmanchester.com  
www.visitchester.com  
www.wrexham.gov.uk/tourism  
www.wreccsam.com  
www.discoverhospitality.com  
www.hospitalitandcateringnews.com  
www.hospitalitynet.org  
www.bighospitality.com  
www.instituteofhospitality.org  
*www.conferenceandhospitalityshow.co.uk*

## **Employability skills – the Glyndŵr Graduate**

---

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication