



CUSTOMER SERVICE MANAGEMENT

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

www.iped-uk.com

Unit Title

Customer Service Management

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
<p>1.0 Understand the contribution of quality management to customer attraction and retention</p> <p>2.0 Understand who customers are</p> <p>3.0 Understand how effective customer service management contributes to the achievement of organizational goals</p>	<p>1.1 Explain the meaning of quality</p> <p>1.1.1 Examine the nature of quality in relation to the customer and the organization</p> <p>1.2 Discuss the contribution of quality management to customer attraction, satisfaction and retention</p> <p>2.1 Explore the various ways of defining who a customer is</p> <p>2.2 Examine the various facts about customer service</p> <p>2.3 Distinguish between internal and external customers</p> <p>3.1 Explain the meaning of customer care</p> <p>3.1.1 Evaluate the tangible and intangible elements of customer care</p> <p>3.2 Discuss the factors that have contributed to the growing importance of customer care</p> <p>3.3 Evaluate how effective customer support can be used as a competitive business tool</p> <p>3.4 Give an account on how an organization can be better at customer service</p> <p>3.5 Explore the ways of becoming better at customer relations</p> <p>3.6 Discuss the contribution of public relations to effective customer service management</p> <p>3.7 Explore the various ways of improving customer communications</p> <p>3.8 Examine how complaints can be effectively managed</p>

Recommended learning resources

Indicative reading	<p>Charan Ram, 2007; What the customer wants you to know. Portfolio, USA. ISBN: 978-0141036878</p> <p>Renee Evenson, 2007; Award winning customer service. 101 ways to guarantee great performance. NY, USA. ISBN-13: 978-0814474549</p>
Learning Aid	<ul style="list-style-type: none">• A comprehensive IPED study material is available to aid in learning and research of this unit.• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.