

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE**

Faculty are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Collegewide Curriculum Committee.

DEPT. SBMT **COURSE NO.** 1405

NUMBER OF CREDITS: 2

COURSE TITLE: Customer Service

CATALOG DESCRIPTION *The learner will be introduced to practical tools for the development and management of effective customer relations. The learner will identify the broad range of external and internal customer relations and identify quality assurance requirements and expectations.*

AUDIENCE Business Owners, Employees, Entrepreneurs, Manager, Supervisors in Healthcare Facilities

FUFILLS MN TRANSFER CURRICULUM AREAS(S) (Leave blank if not applicable)

Area : by meeting the following competencies:

Area : by meeting the following competencies:

Area : by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: Student is a business owner, employee or entrepreneur or by special permission of the instructor.

LENGTH OF COURSE: 16 WEEKS

THIS COURSE IS USUALLY OFFERED:

Every other year ☐ Fall ☒ Spring ☒ Summer ☒ Undetermined ☐

Four goals are emphasized in course at Minnesota West Community & Technical College:

- 1) **ACADEMIC CONTENT:** Read text.
- 2) **THINKING SKILLS:** Use critical-thinking regarding corporate compliance in healthcare organizations..
- 3) **COMMUNICATIONS SKILLS:** Communicate corporate compliance aspects of a healthcare organization.
- 4) **HUMAN DIVERSITY:**

TOPICS TO BE COVERED: This course will focus on effective customer relations both internal and external in the medical environment. Emphasis will be on quality assurance requirements

and expectations, the measure of effectiveness of customer relations and the development and implementation of a plan to improve patient satisfaction.

LIST OF EXPECTED COURSE OUTCOMES:

1. *Define customers.*
2. *Identify a customer satisfaction-focused culture.*
3. *Understand the importance of culture.*
4. *Identify an organization's culture.*
5. *Understand the importance of good communication.*
6. *Develop good communication skills.*
7. *Define an external customer.*
8. *Understand the need for good customer service.*
9. *Define a true professional.*
10. *Define the four basic needs of the customer.*
11. *Understand the differences associated with ethnic groups and customer service.*
12. *Develop guidelines to good customer relations.*
13. *Understand the importance and benefits of dealing with patients concerns quickly.*
14. *Define an internal customer.*
15. *Identify the affect of the worker shortage.*
16. *Understand the aspects of diversity.*
17. *Differentiate between the two dimensions of employee satisfaction—hygiene and motivation.*
18. *Define hygiene.*
19. *Define motivation.*
20. *Appraise your organization's performance in the area of job satisfaction.*
21. *Identify good employee/supervisor relationships.*
22. *Differentiate employee motivators.*
23. *Define quality assurance.*
24. *Determine the two main types of quality measure that can help customers choose quality health care.*
25. *Define outcomes research.*
26. *Understand accreditation.*
27. *Develop an accreditation procedure.*
28. *Understand the relationship between medical errors and patient satisfaction.*
29. *Identify the ten concepts to reduce errors in medical care.*
30. *Understand the consequences of poor communication skills.*
31. *Empathize with a patient's point of view.*
32. *Determine your patient's values, needs and expectations.*
33. *Identify the components of care that constitute high quality nursing home care.*
34. *Understand the importance of performance appraisal.*
35. *Define performance management.*
36. *List the categories of the Malcolm Baldrige National Quality Award.*
37. *Ascertain the "360-degree" methods of performance appraisal.*
38. *Determine when to recognize and reward employees.*
39. *List some reasons for recognition and reward.*
40. *Understand the importance of performance appraisals.*

41. *Define peer review.*
42. *Understand the importance and profitability of customer retention.*
43. *List the hidden costs of poor customer satisfaction.*
44. *List the eight keys to creating a customer service culture.*
45. *Determine the concepts, which have the potential of building customer preference for your product or service.*
46. *Define John Guaspari's two principles of quality from the customer's point of view.*
47. *Determine the importance of the patient satisfaction survey.*
48. *Understand the statistics generated from the patient satisfaction survey.*
49. *Develop a patient satisfaction survey.*
50. *Develop a reporting mechanism for addressing concerns generated from the survey.*
Develop a compliant mechanism to ensure that problems are addressed in a timely manner.

Understand the factors associated with email security.

LEARNING/TEACHING TECHNIQUES used in the course are:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Collaborative learning | <input checked="" type="checkbox"/> Problem Solving |
| <input checked="" type="checkbox"/> Student Presentation | <input checked="" type="checkbox"/> Interactive Lectures |
| <input checked="" type="checkbox"/> Creative Projects | <input checked="" type="checkbox"/> Individual Coaching |
| <input checked="" type="checkbox"/> Lecture | <input checked="" type="checkbox"/> Films/Videos/Slides |
| <input checked="" type="checkbox"/> Demonstrations | <input type="checkbox"/> Other (describe below) |
| <input checked="" type="checkbox"/> Lab | |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Reading | <input checked="" type="checkbox"/> Tests | <input checked="" type="checkbox"/> Individual Projects |
| <input checked="" type="checkbox"/> Oral Presentations | <input checked="" type="checkbox"/> Worksheets | <input checked="" type="checkbox"/> Collaborative Projects |
| <input checked="" type="checkbox"/> Textbook Problems | <input checked="" type="checkbox"/> Papers | <input type="checkbox"/> Portfolio |
| <input checked="" type="checkbox"/> Group Problems | <input type="checkbox"/> Term Paper | |
| <input type="checkbox"/> Other | | |

EXPECTED STUDENT LEARNING OUTCOMES:

See expected course outcomes.

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the
 Student Services Advisor or by calling 800-658-2330 or
 Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

**A Member of the Minnesota State Colleges and Universities System
 An Affirmative Action Equal Opportunity Educator/Employer**