

Customer Service

Essential Questions/ Purpose of Unit

- Why is it necessary to demonstrate etiquette in the way you treat people when it comes to the retail business.
- What benefits does a business receive from demonstrating excellent customer service?
- How does customer service effect your business?
- How does customer service influence loyalty?

Chapter Objectives

- Students will be able to define customer service
- The students can describe customer service expectations
- Students will analyze word of mouth and how it effects business reputation
- Identify the employees role in customer service
- Explain the importance of employee empowerment and recognition
- Be Able to know how to handle a dissatisfied customer

Chapter Bell Ringers/Hook

- Does a customer have a role in helping to determine the services offered?
- What role does a survey play in a retail business?
- What are things a store can do to demonstrate good customer service
- Why is it important and beneficial to customers when you can keep your employees for a long time?
- Name ways an employer could motivate employees to provide good customer service

Skills Standards/ Tasks Numbers/ Program of Studies/ PL& Voc Core content

OB BUILD CUSTOMER SERVICE RELATIONS

- 001 Follow through on commitments made to customers
- 002 Respond to personal needs of customers
- 003 Honor manufacturers' warranties/guarantees
- 003 Adhere to company return policy
- 004 Balance responsive phone service with in-store service
- Identify the purpose of using personalized business cards
- Explain the purpose of special orders

Task

- Task 2 Develop customer-service skills and practice in role play situations
- Task 3 Apply math and communication skills within the technical content

Program of Studies

- 2.37, 3.1, 3.5, 4.1, 4.2, 4.4 - Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality) and explain their importance in the workplace.
- 1.3,1.4,1.11,1.12- Develop customer-service skills and practice in role play situations

Teaching Strategy Day 1

- EQ: What benefits does a business receive from demonstrating excellent customer service?
How does customer service effect your business?
- CO: Students will be able to define customer service
The students can describe customer service expectations

Instructional Strategies Day 1

Day 1 Begin class with a bell-Ringer with a video bellringer. What is wrong with this picture. .What did he do wrong? Discussion 10-15 min

<http://www.youtube.com/watch?v=ACKbkmO9rLq&feature=related>

http://www.youtube.com/watch?v=w7d9cpWp_Ds

Use Cornell note taking methods for about 20 min. Over section 12.1 What is customer service. 15 minutes.

Students will complete the vocabulary builder (See IT, Say it, Show, it, Store it) 20-25 min min. using the Thoughtful Ed Vocabulary tool

Assessments

- Bellringer
- Discussion
- See It, Say it , Show it , Store it

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Teaching Strategy Day 2

EC How does customer service influence loyalty?
What benefits does a business receive from demonstrating excellent customer service?

CO: Identify the employees role in customer service
Explain the importance of employee empowerment and recognition
Be Able to know how to handle a dissatisfied customer

Instructional Strategies- Day 2

Begin with BellRinger (3min) discussion 1to2 min.

Video is the other bell intro:

http://www.youtube.com/watch?v=OJVHg_JAGNU&feature=related

Use note taking methods for about 10 min. Over section 12.2 How to handle the customer, the employee roles in dealing with customers,& the influence of employees on business 15 min.

Students will work on the task rotation activity. They will read between hearing and listening to customers. Then they will answer each part of the task rotation to turn in by end of class. . (34-40 min)

Assessments

- Discussion
- Notes
- Task Rotation

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- The students can describe customer service expectations

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Teaching Strategy Day 3

- How does customer service effect your business and influence loyalty?
- Identify the employees role in customer service
- Explain the importance of employee empowerment and recognition

Instructional Strategies- Day 3

Begin with the bellringer: (Think pair share activity) Incentives to get ways to get employees to sell.5-10 min

Students will complete the open book Quiz for the chapter .10- 15 min

Once the first section covered students will complete the review questions for the chapter. They will answer questions in pairs to get the correct answer. 20min

Design their own poster of how to deal with the Angry Customer. Come up with 7 steps as hints and turn in 5-10 min.

Assessments:

- Notes
- Think Pair Share Activity
- Review Questions
- Quiz

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Chapter Bell Ringers/Hook

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2. What role does a survey play in a retail business?
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Teaching Strategy Day 4

- EQ: How does customer service influence loyalty?
CS: Why is it necessary to demonstrate etiquette in the way you treat people
Be Able to know how to handle a dissatisfied customer

Instructional Strategies- Day 4

Bellringer- will begin he first 5-10 min class

Students will get in groups of 2 to create a possible retail scenario where they have to handle a difficult customer and problem solve the situation to satisfy the customer and keep the business. Using the methods shown in class to handle the difficult customer. 35-45 min.
If time permits students will get up and act out the situation.

Day 4 Assessments:

- Bellringer
- Group Activity- Create a Script of Handling difficult customers

Day 5 goals

All objective and essential questions covered. Review over the entire chapter

Instructional Strategies- Day 5

Review by completing the review sheet individually day before the test and going over out loud. Possible playing the jeopardy game as a review or the Hollywood square game.

Assessment:

Complete the individual review for the test

Day 6 Test

Students will take the test t/f, MC, Open response