



The Vientiane College Diploma - Module Overview

DIPCS114 Customer Service Management

Overview of the module

Every business needs customers, and learning how to keep those customers happy is the focus of this module. Whether your customers are retail shoppers, hotel guests, tourists, or even other businesses, they deserve to feel respected. This can be difficult in any language, but becomes even more of a challenge in English. This module will explore international expectations about customer service and provide you with the language and professional skills necessary to deliver a world class experience to all of your customers.

Key questions explored in the module

- What is customer service?
- How do expectations of customer service differ around the world?
- How can I deal with upset customers?
- What dispositions and best practices will help me deliver superior customer service?
How can I create and manage a positive customer service culture at my business/organization?

Skills

This module will help you improve your English language skills with a special emphasis on:

- communicating appropriate levels of respect and formality in spoken and written English
- listening actively and asking effective questions in order to understand problems
- gaining greater grammatical control over your spoken and written English
- recognizing and responding flexibly in a variety of customer service contexts

Performance Tasks

Throughout this module you will:

- read and discuss texts about customer service
- take part in role-plays of challenging customer service interactions
- maintain a customer service journal based on real world research
- deliver presentations on customer service

