

Virginia Western Community College
AST 171
Intro to Call Center Services

Prerequisites

none

Course Description

Introduces concepts and skills needed to be an effective customer service representative for a telephone service operation. Covers call center theory and technology, interpersonal communication skills, customer relations attitudes, telecommunications techniques, and professional procedures to handle a variety of customer service sales requests.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials**Textbook:**

Customer Service Skills for Success Sixth Edition, Robert Lucas, with Connect

Other Required Materials:

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Course Outcomes

At the completion of this course, the student should be able to:

- **Promote and practice the customer service culture.**
- **Communicate positively and negatively to customers using a variety of formats to include written, non-verbal, and spoken within a variety of communication channels such as social media, telephone, email, and face-to-face interaction.**
- **Handle difficult and diverse situations and customers.**
- **Practice good listening techniques.**

Topical Description

- 1. The Customer Service Profession**
- 2. Contributing to the Service Culture**
- 3. Verbal Communication Skills**
- 4. Nonverbal Communication Skills**
- 5. Listening to the Customer**
- 6. Customer Service and Behavior**

7. Service Breakdowns and Service Recovery
8. Customer Service in a Diverse World
9. Customer Service via Technology
10. Encouraging Customer Loyalty

Notes to Instructors

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