



NAIPUNNYA
SCHOOL OF MANAGEMENT

A Project of the Archdiocese of Ernakulam - Angamaly
Affiliated to the University of Kerala
Accredited by NAAC with A Grade
An ISO Certified Institute

ADD ON COURSE 2022-23

CAMATT1001

CUSTOMER SERVICE SKILLS

PG DEPARTMENT OF COMMERCE AND MANAGEMENT

1. CUSTOMER SERVICE SKILLS

Course Description:

This course supports interacting with Customers and communicating effectively with the same group. This course is ideal for anyone seeking training in customer service and customer care. This course enables students to developed skills in engaging with customers effectively than more effectively and handling their enquiries effectively.

Course Objective:

Adopted a consistent, professional style when speaking with customers.

CUSTOMER SERVICE SKILLS

Course	Details				
Code	CAMATT1001				
Title	CUSTOMER SERVICE SKILLS				
Degree	B. Com Tourism and Travel Management				
Branch(s)	Tourism and Travel Management				
Year/Semester	Second Semester				
Type	Add-on				
Credits	0	Hrs/Week	Hours 5	Total Hours	30
CO No.	<i>Expected Course Outcomes</i>			Cognitive Level	PSO No.
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understanding the basic services skills of customer interaction			U	1,2,3,4
2	Understand the features of Customer services			U	1,2,3,4
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	SERVING THE TRAVEL CUSTOMER	12	
1.1	Introduction about the Basic Customer Travel services	3	1

1.2	Communication With Customers	2	1
1.3	Non-Verbal Communication	2	1
1.4	Communicating by Telephone	3	2
1.5	Verbal Communication	2	1
2.0	CUSTOMER SERVICE IN THE TRAVEL INDUSTRY	12	
2.1	The Role of The Travel Professional	3	1
2.2	Exact functions of Customer Service	3	1
2.3	The Importance of Customer Service Skills	3	1
2.4	The Influence of the Internet	3	1
3.0	WINNING CUSTOMER LOYALTY and HANDLING DIFFICULT CUSTOMERS	12	
3.1	Four Steps in Delivering Exceptional Service	2	2
3.2	Provide After Sales Service and Support	1	2
3.3	Protect Customer Interests	1	2
3.4	Competing with the Internet	1	2
3.5	Why Customers Get Upset	1	2
3.6	Responding to an Upset Customer	1	2
3.7	Calming Customers on the Telephone	1	1
3.8	Calming the Customer: Do's and Don'ts	1	1
3.9	Dealing with Unreasonable Demands	2	2
3.10	Keeping Self-Control	1	1

SUGGESTED READING

1. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications(2007)
2. Premnath Dhar, International Tourism Emerging Challenges &Future prospects,
Kanishka Publishers Distributors
3. . Study Kit for IATA/UFTAA
4. Foundation Course: - Module – I – Introduction to tourism
5. Module – II – Travel Geography
Module – III – Air Transport
Module – IV – Air Fares &Ticketing