Course Description:
This course focuses on building the knowledge, attitudes, and skills necessary for delivering outstanding customer service, employing public relations skills, applying effective listening skills, resolving conflict, and using on-board communication devices. The course helps employees identify external and internal customers, learn how to handle potentially unproductive interactions, and create positive experiences for all customers.

Course Objectives:
Identify the foundation skills for creating loyal customers.
Describe behaviors for managing service opportunities.
Apply skills, strategies and choices for handling challenging customer situations.
Identify and use methods for managing stress to ensure service success.

Student Learning Outcomes:
After successfully completing the course, students should be able to:
1. Signal intentions such as lane changes, hazards, and backing up
2. Use horn, headlights, and other lights appropriately
3. Establish and use eye contact with drivers and pedestrians as a warning
4. Avoid making decisions only on basis of another's signal
5. Interact tactfully with customers, general public, and company
6. Use effective and appropriate conversation with customers and company personnel
7. Use on-board communication devices
8. Ask effective questions, including clarifying questions
9. Use conflict resolution techniques to help resolve issues with others
10. Employ fatigue-reducing strategies
11. Use stress-reducing techniques

Credits: 3

Grading/Evaluation: Letter Grade (A-F) or Pass/No Pass. Student progress toward meeting the student learning outcomes is assessed through in-class assignments, assessments, and demonstration of acquired skills.

Prerequisites: None

Required Texts:
Company Specific Customer Service Training Materials
TTL 141 Transportation Customer Service Skills Participant Guide

Major Topics:
Customer Service
Listening
Public Relations
Conflict Resolution
Communication Devices

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