

## Liverpool John Moores University

Title: Customer Service Management  
Status: Definitive  
Code: **6507CSM** (119808)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120  
**Private Study:** 94

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	40.0	2.00
Report	AS2	Assignment	60.0	

### Aims

*To develop an understanding of best practice and the success factors of world class service delivery. This module has a service quality focus.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the importance of customer service excellence.
- 2 Analyse a service encounter and make recommendations.
- 3 Appreciate the operational challenges of customer contact.
- 4 Evaluate, measure, and improve service quality.
- 5 Identify strategies for service recovery.
- 6 Apply theory to a real world context.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3
Report	4	5	6

## Outline Syllabus

*Topic 1: Customer service challenges*

*Topic 2: Service encounters*

*Topic 3: Human impact*

*Topic 4: Managing customer experience*

*Topic 5: Customer satisfaction and measuring service quality*

*Topic 6: Complaint management*

*Topic 7: Service recovery and guarantees*

*Topic 8: Relationship management - Internal & external*

*Topic 9: Continuous improvement*

*Topic 10: Service quality, satisfaction & loyalty*

*Topic 11: Review*

## Learning Activities

Lectures and seminars.

## References

<b>Course Material</b>	Book
<b>Author</b>	Fitzsimmons, J A and Fitzsimmons MJ
<b>Publishing Year</b>	2007
<b>Title</b>	Service Management
<b>Subtitle</b>	
<b>Edition</b>	6th
<b>Publisher</b>	McGraw Hill, New York.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Haksever, C, Render B, Russell R S and Murdick, R G

<b>Publishing Year</b>	2000
<b>Title</b>	Service Management and Operations
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Prentice-Hall, New Jersey
<b>ISBN</b>	0 13 081338 9

<b>Course Material</b>	Book
<b>Author</b>	Van Looy, B, Gemmel, P and Van Dierdonck, R
<b>Publishing Year</b>	2003
<b>Title</b>	Services Management
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Pearson, Harlow, Essex
<b>ISBN</b>	0 273 67353 X

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### Notes

This module is to provide students with an understanding of the effective management of customer service by focusing on the role, nature and provision of customer service.