

COURSE TITLE	CUSTOMER CARE SERVICE MANAGEMENT & POLICIES OF SERVICE INDUSTRIES
COURSE CODE	04AH0506
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Develop a deep understanding of the role of customer service in service-based industries. They will be able to explain the importance of customer satisfaction, loyalty, and retention in creating competitive advantage.
- 2 Analyze the designing and implementing efficient customer service systems and processes that enhance customer satisfaction and engagement.
- 3 Develop ability to establish and maintain long-term, positive customer relationships using Customer Relationship Management (CRM) systems.
- 4 Apply the regulatory environment affecting service industries and the role of policies in shaping customer service practices.
- 5 Evaluate consumer rights, ethical service practices, and fair treatment of customers.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Customer Care and Service Management Definition and importance of customer care service management with components , Service standards and Key Performance Indicators (KPI), Marking the strategies to Customer Expectations and Behavior, Turning complaints into opportunities	15
2	Customer Relationship Management (CRM) Definition and importance of CRM in the service industry, Strategies for building long-term customer relationships, Understanding of customer complaints, Policies & Guidelines of service industries	15
Total Hours		30

Textbook :

- 1 Customer Care and Service Management, S.L. Gupta, PHI Learning, 2017

Textbook :

- 2 Services Marketing: People, Technology, Strategy, Christopher Lovelock and Jochen Wirtz, Pearson Education, 2023
- 3 Uplifting Service, Ron Kaufman, Evolve Publishing, 2022

References:

- 1 Managing Customer Relationships: A Strategic Framework, Managing Customer Relationships: A Strategic Framework, Don Peppers and Martha Rogers, Wiley, 2021
- 2 Service Sector Management, Service Sector Management, Dr. Nishikant Jha, Himalaya Publishing House, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Boardwork, PPT, Theory