

# CUSTOMER SERVICE SPECIALIST

## Overview

### Customer Service Specialist Technical Diploma

**Program Code: 30-102-4**

For more information: [wctc.edu/customer-service \(https://www.wctc.edu/academics/programs-courses/programs/customer-service-specialist/\)](https://www.wctc.edu/academics/programs-courses/programs/customer-service-specialist/)

Now more than ever, good customer service is key to a company's success. Learn to manage orders efficiently, communicate with customers effectively and address concerns in a professional manner. Hone organization, self-motivation and teamwork skills that can be applied to customer service positions in a wide variety of industries.

**The minimum required course grades and program grade point average (GPA) for students under this catalog are:**

Core Courses = C

General Studies Courses = C

Program GPA = 2.0

## Learning Outcomes

1. Apply de-escalation techniques to respond to customer questions and concerns and provide solutions to ensure customer satisfaction
2. Uses CRM system to enter customer information, document conversations, and enter customer service tickets
3. Utilize technology to effectively communicate with customers
4. Develop relationships with customers to promote products and services
5. Analyze strategies to collect customer feedback to increase customer loyalty

## Critical Life Skills

To help our students prepare for success in a workplace and society that is **increasingly global, multi-cultural, and collaborative**, all students are given opportunities to develop and demonstrate Critical Life Skills, both in and out of the classroom. The following Critical Life Skills are learning outcomes for WCTC students.

- **Communication:** Demonstrate appropriate communication.
- **Critical Thinking/Problem Solving:** Demonstrate critical thinking skills to analyze situations and solve problems.
- **Relationships:** Demonstrate effective interpersonal skills.
- **Self-management:** Demonstrate responsible and respectful behavior.

## Required Courses

Listed below are the required courses for the program. To view the recommended sequence for taking courses click on the plan of study tab(s) above. Work with your Academic Advisor to design a program plan!

View your **Program Matrix** to find out when each course will be offered (term and time of day).

Code	Title	Credits
<b>Core Courses</b>		
102-101	Business Professionalism	1
Approved Substitutes: 104-112 OR 890-108		
102-126	Client Relation Skills & Tech	3
104-102	Marketing Principles	3
106-162	Introduction to Microsoft Word	1
Approved Substitute: 106-110		
106-163	Intro to Microsoft Excel	1
Approved Substitute: 106-110		
106-166	Business Presentation Software	1
Approved Substitute: 106-110		
196-125	Management of Customer Service	3
<b>General Studies</b>		
801-136	English Composition 1	3
Approved Substitute: 801-223		
<b>Total Credits</b>		<b>16</b>

## Full-time Plan

### First Year

Fall Term 1		Credits
106-162	Introduction to Microsoft Word <sup>This course will run 4 weeks.</sup>	1
196-125	Management of Customer Service	3
<b>Credits</b>		<b>4</b>

### Fall Term 2

102-101	Business Professionalism	1
102-126	Client Relation Skills & Tech	3
<b>Credits</b>		<b>4</b>

### Winter Interim

106-163	Intro to Microsoft Excel <sup>This course will run 4 weeks.</sup>	1
106-166	Business Presentation Software <sup>This course will run 4 weeks.</sup>	1
<b>Credits</b>		<b>2</b>

### Spring Term 1

104-102	Marketing Principles	3
801-136	English Composition 1	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>16</b>