



# CERTIFICATE IN CUSTOMER SERVICE

## REQUIREMENTS ( 43-45 CREDITS)

BUS 240	Human Relations in the Workplace	5
†*BUS 107	Business Mathematics	5
* MNGT 130	Customer Relationship Management	5
MNGT 182	Creative Sales	5
MNGT 186	Professional Development	5
MNGT 187	Career Communication Skills	5
MNGT 282	Marketing	5
<i>Select one:</i>		3-5
**CIS 110	Intro to Micro Business Applications (3)	
**CIS 121	Intro to Computer Information Systems (5)	
<i>*Select one:</i>		5
† BUS 105	Business English I	
† ENGL& 101	English Composition I	

**Total Credits Required 43-45**

*\*Meets related instruction requirements for professional/technical programs*

*\*\*Minimum of 35 wpm keyboarding required*

*†Prerequisite required*

## Notes:

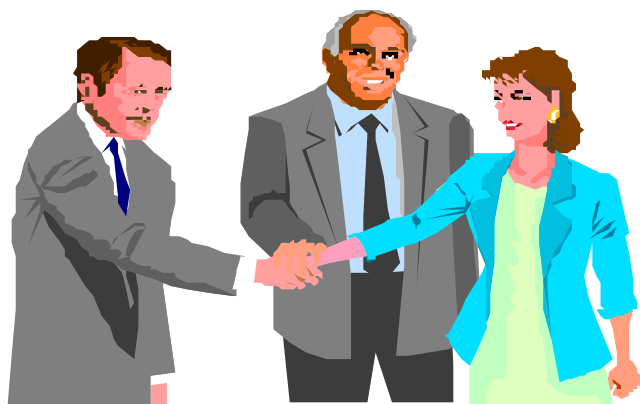
*possibilities.*  
realized.

# CERTIFICATE IN CUSTOMER SERVICE

The Certificate in Customer Service is designed to prepare students for entry-level positions.

**Sales Clerk**  
**Customer Service Representative**  
**Market Representative**  
**Claims Adjuster**  
**Telesupport**

*Pierce College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in its programs and activities.*



*Special funding may be available for unemployed workers and low-wage working parents. See your advisor or call (253) 964.6265.*

**Related Codes**  
Intent: **F or J**  
Cust Serv Cert: **245**

This curriculum sheet was printed with funds from the Carl D. Perkins Act.  
Fall 2011

## Program Outcomes

- Employ customer-focused behavior including appropriate greeting, active listening, and questioning to uncover customer needs; develop and utilize creative solutions and proactive problem-solving/decision making to resolve customer complaints.
- Analyze and explain the various elements of a customer service culture including the following: service philosophy; organizational mission, policies and procedures; customer feedback techniques; employee behavior, roles and expectations.
- Develop and apply strategies for communicating with different behavioral and personality styles.
- Explain appropriate telephone customer service skills including answering the phone, transferring the customer, using call waiting and voice mail, and following up with customers.
- Develop and apply strategies for handling difficult customer encounters including dissatisfied, indecisive, angry, demanding, rude and talkative customers.
- List and apply cultural factors that impact customer service in a diverse business environment.
- Apply appropriate consultative selling strategies to meet customer needs.
- Compare and contrast customer data tracking systems like Goldmine and ACT!
- Explain basic ethical standards in customer service. Demonstrate personal responsibility and accountability by attending class, actively participation, and meeting time commitments.

## For More Information:

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