

BUSI 206 : Quality Customer Service

This course is designed to sensitize students to the crucial role that quality service plays in the success of businesses and organizations globally. The achievement of high standards of customer service is generally recognized as an essential element in achieving competitive advantage. Strategies, techniques and models designed to meet and exceed customer expectation and retain their loyalty will be discussed. The role of the service provider and the importance of good communication, teamwork, professionalism and attitudes will also be explored.

Core Course