

# CUSTOMER SERVICE

## Standards

- Understand the components of customer service as it pertains to a particular business and customer.
- Students will identify & understand the target customer.
- Discover & develop critical aptitudes and "soft skills" in customer service.
- Understand resources used to enhance customer experiences.
- Evaluate, develop, and measure customer loyalty and satisfaction.

## Performance Objectives

- Provided proper customer service through role play, case study and business simulation.
- Complete and evaluate a personal aptitude assessment.
- Create a customer service program.
- Research a company's customer service program.
- Complete and evaluate a personality style assessment.

