

# Customer Relations

## Curriculum Content Frameworks

**Please note: All assessment questions will be taken from the knowledge portion of these frameworks.**

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# Curriculum Content Frameworks

## Customer Relations

Grade Levels: 11,12 (Semester Course)

Prerequisite: None

Course Code: 493320

Course Description: Through the use of technology, students will learn to evaluate information that will attract and retain customers, provide customer satisfaction, and apply principles and processes to meet customers' expectations. Students will learn to use business procedures to produce successful customer interactions and business outcomes. Emphasis will be placed on examining the uses of various types of communication skills, preparing policies and procedures, and explaining processes for managing customer relations. Key ethical procedures that protect customers and company interests will be stressed. The opportunity to obtain industry certification will be offered to all students.

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# Unit 1: Introduction to Customer Relations

## Hours: 8

Terminology: Client, Customer, Customer relations, Discount customer, Impulse customer, Loyal customer, Mission, Need-based customer, Wandering customer

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Define terms related to customer relations	1.1.1 Use terms in context	Foundation	Reading	Applies/Understands technical words that pertain to Consumer Information and Resources [1.3.6]
			Writing	Applies/Uses technical words and concepts [1.6.4]
1.2 Describe impact of good customer relations	1.2.1 List factors that encourage repeat business	Foundation	Writing	Adapts notes to a proper form [1.6.1]
	1.2.2 Analyze the effects of customer relations on the success of a business	Interpersonal Skills	Customer Services	Applies human relations skills in real-life situations [2.3.1]
		Thinking	Reasoning	Uses logic to draw conclusions from available information [4.5.6]
1.3 Recognize types of customers • Discount customers • Impulse customers • Loyal customers • Need-based customers • Wandering customers	1.3.1 Classify strategies for serving the needs of different types of customers	Interpersonal Skills	Cultural Diversity	Recognizes differences among team members [2.2.1]
			Customer Service	Works with customers to satisfy their expectations [2.3.9]
1.4 Identify components of a quality customer relations mission statement • visionary • broad • realistic • motivational • short and concise • easily understood	1.4.1 Analyze sample mission statements using classroom technology	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]
	1.4.2 Create a quality mission statement for the classroom			Uses language, style, organization, and format appropriate to subject matter, purpose, and audience [1.6.19]
	1.4.3 Model behaviors reflected in an organization's mission statement			Adapts to the organization's goals, values, culture, and traditional modes of operation [3.3.1]
		Personal Management Skills	Organizational Effectiveness	Analyzes mission statement, work objectives, and implementation plans [3.3.3]

## Unit 2: Preparing for the Customer

### Hours: 9

Terminology: ADA (Americans with Disabilities Act), Company policy, Diversity, Scenarios, Service

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
2.1 Define terms related to preparing for the customer	2.1.1 Use terms in context	Foundation	Reading	Applies/Understands technical words that pertain to Customer Information and Resources [1.3.6]
			Writing	Applies/Uses technical words and concepts [1.6.4]
2.2 Explain the need to inform customers about products, policies, and services	2.2.1 Choose methods needed to inform customers about products, policies and service	Foundation	Speaking	Applies/Uses technical terms as appropriate to audience [1.5.2]
	2.2.2 Analyze scenarios depicting customer needs	Thinking Skills	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
	2.2.3 Differentiate between customer needs and company policies			Draws conclusions from what is read and gives possible solutions [4.4.4]
2.3 Identify acceptable customer relations practices that are sensitive to cultural, religious, disability, and gender issues	2.3.1 Analyze effects of customer relations on meeting the needs of various populations	Foundation	Reading	Draws conclusions from what is read [1.3.12]
	2.3.2 Analyze scenarios depicting competent practices that are sensitive to various populations	Interpersonal Skills	Cultural Diversity	Comprehends ideas and concepts related to customer relations that meet the needs of various populations [2.2.1]  Respects others' personal values, cultures, and traditions [2.2.4]

## Unit 3: Customer Interaction

**Hours: 12**

Terminology: Active listening, Agressive, Assertive, Barrier, Body language, Clarify, Communication style, Corrupt interaction, Detached interaction, E-Mail (electronic mail), Empathy, Etiquette, Eye contact, Feedback, High interaction, Human capital, "I" messages, Ideal interaction, Low interaction, No interaction, Online, Paraphrase, Passive, Passive-aggressive, Personal space, Perspective, Rapport, Repeat, Tone of voice, Transparent interaction, Unfulfilling interaction

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
3.1 Define terms related to customer interaction	3.1.1 Use terms in context	Foundation	Reading	Applies/Understands technical words that pertain to Consumer Information and Resources [1.3.6]
			Writing	Applies/Used technical words and concepts [1.6.4]
3.2 Identify ways to establish rapport and trust with the customer	3.2.1 Demonstrate the ability to empathize with a customer	Foundation	Speaking	Asks questions to obtain information [1.5.4]
	3.2.2 Exhibit an understanding of a situation from the customer's perspective			Responds to listener feedback [1.5.10]
	3.2.3 Describe behaviors and attitudes that create barriers which limit rapport with customers			Uses body language appropriate in style, tone, and level of complexity to the audience and the occasion [1.5.14]
		Interpersonal Skills	Customer Services	Applies human relations skills in real-life situations [2.3.1]
				Maintains positive relations with customers [2.3.6]
				Recognizes effects of positive/negative attitudes on customers [2.3.7]
				Shows initiative and courtesy in meeting and working with customers [2.3.8]
				Works with customers to satisfy their expectations [2.3.9]



<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
	3.3.5 Demonstrate e-mail and online communication skills  3.3.6 Identify different types of customer service <ul style="list-style-type: none"> <li>• Corrupt interaction</li> <li>• Detached interaction</li> <li>• High interaction</li> <li>• Ideal interaction</li> <li>• Low interaction</li> <li>• No interaction</li> <li>• Transparent interaction</li> <li>• Unfulfilling interaction</li> </ul>			

## Unit 4: Customer Satisfaction

**Hours: 14**

Terminology: Complaint, Consensus, Diffuse, Impasse, Negotiation, Perception

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.1 Define terms related to customer satisfaction	4.1.1 Use terms in context	Foundation	Reading	Applies/Understands technical words that pertain to Consumer Information and Resources [1.3.6]
			Writing	Applies/Uses technical words and concepts [1.6.4]
4.2 State perception associated with professional dress and behaviors	4.2.1 Analyze the relationship between employee attitude, appearance, and actions and customer satisfaction	Personal Management	Self-Esteem	Creates self-confidence and positive self-image through proper grooming [3.5.3]
			Reasoning	See relationship between two or more ideas, objects, or situations [4.5.5]
4.3 Identify problem solving skills to assure customer satisfaction	4.3.1 Examine scenarios to find the root of the problem	Foundation	Reading	Draws conclusions from what is read [4.5.5]
	4.3.2 Predict consequences of not having a problem solving process • Creating additional problems while trying to solve one • Jumping to conclusions • Not getting enough info • Resulting in an impasse	Thinking Skills	Problem Solving	Draws conclusions from observations, evaluates conditions, and gives possible solutions [4.4.5]  Recognizes/Defines problem [4.4.8]
4.4 State steps to resolve customer complaints • Find out the problem • Listen actively, seek clarification • Consider the customer's feelings • Agree on solution • Follow-up	4.4.1 Demonstrate techniques for handling conflicts and complaints	Interpersonal Skills	Reasoning	Uses logic to draw conclusions from available information [4.5.6]
	4.4.2 Summarize skills necessary to reach a consensus		Leadership	Helps an individual or group challenge existing procedures, policies, or authority [2.4.7]
			Negotiation	Works to resolve conflict between two or more individuals [2.5.3]
			Problem Solving	Comprehends ideas and concepts related to resolving customer complaints [4.4.1]

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
4.5 Determine the importance of effectively dealing with difficult customers	4.5.1 Identify skills necessary to diffuse abusive or hostile customers <ul style="list-style-type: none"> <li>• communication skills</li> <li>• problem solving skills</li> <li>• negotiation skills</li> </ul>	Interpersonal Skills	Consumer Services	Applies human relations skills in real-life situations [2.3.1]
	4.5.2 Develop appropriate strategies for dealing with difficult customers <ul style="list-style-type: none"> <li>• don't take it personally</li> <li>• admit when you are wrong</li> <li>• see things from a customer's point of view</li> </ul>		Negotiation	Works to resolve conflict between two or more individuals [2.5.3]
	4.5.3 Consider the importance of dealing with anger instead of avoiding it	Thinking Skills	Problem Solving	Draws conclusions from observations, evaluates conditions, and gives possible solutions [4.4.5]

## Unit 5: Ongoing Customer Support

### Hours: 17

Terminology: Anonymity, Certification, Industries, Survey, Technology

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
5.1 Define terms related to ongoing customer support	5.1.1 Use terms in context	Foundation	Reading	Applies/Understands technical words that pertain to Consumer Information and Resources [1.3.6]  Applies/Uses technical words and concepts [1.6.4]
5.2 Identify guidelines for creating a valid and reliable survey <ul style="list-style-type: none"> <li>• avoid leading questions</li> <li>• explain answering procedure</li> <li>• guarantee privacy or anonymity</li> <li>• keep survey brief</li> <li>• pilot test the survey</li> <li>• precise wording</li> <li>• present answer choices from positive to negative</li> <li>• start with easy questions and build to difficult</li> <li>• start with introduction</li> <li>• state goal of survey</li> <li>• use common language and short questions</li> </ul>	5.2.1 Select sample surveys measuring customer satisfaction using appropriate technology	Foundation	Science	Constructs graph of data [1.4.9]  Records data related to Customer Satisfaction Surveys [1.4.21]
	5.2.2 Plan and conduct a survey to follow up on customer satisfaction		Speaking	Asks questions to obtain information [1.5.4]
	5.2.3 Compile and analyze data from customer satisfaction survey	Interpersonal Skills	Customer Services	Works with customers to satisfy their expectations [2.3.9]
5.3 Examine benefits of customer service education and training <ul style="list-style-type: none"> <li>• improved customer loyalty</li> <li>• improved company morale</li> <li>• improved profitability and job security</li> <li>• reduced customer complaints</li> <li>• positive word of mouth advertising</li> </ul>	5.3.1 Research education and training opportunities in customer relations	Foundation	Reading	Applies/Understands technical words that pertain to customer relations [1.3.6]  Comprehends written information and applies it to a task [1.3.8]
	5.3.2 Obtain national certification including but not limited to National Professional Certification in Customer Service <ul style="list-style-type: none"> <li>• NRF Foundation</li> </ul>			

# **Glossary**

## **Unit 1: Introduction to Customer Relations**

1. Client – a customer or patron
2. Customer – one that purchases a commodity or service
3. Customer relations – the attitude or stance which an industry or patron assumes toward one another
4. Discount customer – one who shops a store frequently, but makes a decision based on the size of markdowns
5. Impulse customer – a customer who makes an unplanned or quick purchase without giving it much thought
6. Loyal customer – a repeat customer
7. Mission – a statement that defines an organization's overreaching purpose
8. Need-based customer – one who has a specific intention to buy a particular type of item
9. Wandering customer – one who has no specific need or desire in mind when they coming into the store

## Unit 2: Preparing for the Customer

1. ADA (Americans with Disabilities Act) – a federal law that prohibits discrimination based upon a qualified individual's disabilities, including regulations that outline space requirements for parking, doorways, restrooms, halls, and other area used by people with disabilities
2. Company policy – a definite course or method of action selected by a company to guide and determine present and future decisions
3. Diversity – the fact or quality of being different
4. Scenarios – an account or synopsis of a possible course of action or events
5. Service – an act or a variety of work done for others, especially for pay

## Unit 3: Customer Interaction

1. Active listening – (repeat, paraphrase, clarify, feedback)
  - a. Repeat – to say or state again
  - b. Paraphrase – restatement of a text, passage, or work giving the meaning in another form
  - c. Clarify – to make understandable
  - d. Feedback – data and information about the output, which is sent back into a systems loop to improve the inputs and processes; feedback maintains or changes what happens in the system as a whole
2. Barrier – behaviors preventing effectiveness
3. Body language – communication through body movements and gestures
4. Communication style – (aggressive, assertive, passive, passive–aggressive) the process of sending and receiving messages to share thoughts and feelings
  - a. Aggressive – a disposition to dominate often in disregard of others' rights or in determined and energetic pursuit of one's ends
  - b. Assertive – using good communication skills to express how one thinks or feels
  - c. Passive – receiving or enduring without resistance in which the customer or service representative does not actively participate
  - d. Passive–aggressive – displaying behavior characterized by the expression of negative feelings, resentment, and aggression in an unassertive passive way (as through procrastination and stubbornness)
5. Corrupt interaction – customer service where the sales associate's goal is to trick customers for their own personal gain
6. Detached interaction – customer service where the sales associate has no training, doesn't understand the product or service, and is unable to offer a satisfactory solution or response
7. E-mail (electronic mail) – messages and other communications transmitted over an electronic network
8. Empathy – the ability to understand what someone else is experiencing
9. Etiquette – manners established by society
10. Eye contact – visual contact with another person's eyes
11. High interaction – customer service where a sales associate approaches and greets customer to help satisfy customer needs
12. Human capital – a process of self investment which increases an individual's value in the market place
13. "I" messages – a means of communication in which a person says how he or she feels about something rather than criticizing someone else
14. Ideal interaction – customer service where the sales associate is always available, has helpful information, and satisfies customer inquiries. These actions cause repeat business
15. Low interaction – customer service where little or no sales associate contact until customer seeks assistance
16. No interaction – customer service where sales associate has little or no information and never offers assistance

17. Online – connected to, served by, or available through a system and especially a computer or telecommunications system (as the Internet)
18. Personal space – the abstract area surrounding an individual that serves to define his/her level of comfort and affecting interactions with others
19. Perspective – the capacity to view things in their true relations or relative importance
20. Rapport – relationship based on open communication and understanding
21. Tone of voice – the quality of a person's voice; a particular quality way of sounding, modulation, or intonation of the voice
22. Transparent interaction – customer service where a sales associate is available during the entire shopping experience and customer interacts with associate during transaction
23. Unfulfilling interaction – customer service where sales associate is understanding, acknowledges frustration, but offers no assistance to remedy the problem

## Unit 4: Customer Satisfaction

1. Complaint – expression of dissatisfaction
2. Consensus – general agreement or accord
3. Diffuse – to take action which will minimize aggressive or hostile behavior
4. Impasse – a point in a conflict where neither side is capable of winning or willing to give in; deadlock
5. Negotiation – the process of discussing problems face to face in order to reach a solution
6. Perception – the ability to learn from the senses

## **Unit 5: Ongoing Customer Support**

1. Anonymity – keeping an individual's identity private
2. Certification – a documentation verifying that an individual is qualified to perform a job or task
3. Industries – a group of productive or profit-making enterprises that employs personnel and maintains capital
4. Survey – a tool used by a business or individual to collect data or information for analysis to improve marketing of a product or service
5. Technology – application of scientific knowledge for practical purposes such as reaching goals, meeting needs, and solving problems