



Texas A&M University-Commerce

MKT 574.01W Customer Relationship Management

Online classroom

Professor / Instructor Contact Information

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- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day, so this is the best way to reach me.

Please follow the University's commitment to social distancing and use of face coverings to keep the campus community safe.

"A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct. "Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments."

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class.*** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Materials – Text

Customer Service: Skills for Success 7th Edition by [Robert Lucas](#) (Author) ISBN-13: 978-1260157536; Publisher: McGraw-Hill Education

Course Description and Objectives

We are exposed to customer service (of one kind or another) at least once a day, every day of the week, fifty-two weeks of the year. There is times when individuals, organizations and companies take the provision of good service, and the people who deliver it, for granted. We should not – giving top quality Customer Service is an art form.

Customers love and cherish companies that treat them the way they (the customer) want to be treated. People are now prepared to pay more for good service. So the providers of the good service – YOU – are gems beyond price these days.

Whatever your reasons for considering this course, we can promise you that you will get even more than you might have thought from its contents. You will most likely pick up things you might not have considered before, or even been aware of – CRM for example!

This course will focus on these topics:

1. A Customer Centered/Focused Organization How important is good customer service really? The evolution of Customer Service, TQM, Perceptions, the 'Hot Button' of the '90s
2. Taking an honest look at your own customer service Your current customer service profile, Self-evaluation – honestly! How does your company rate? Protocols How do you & your company deal with Feelings?

3. Your company's Customer Service focus In-focused, Customer-Focused, The 3 Basic Elements of Excellent Service, Are you friendly to customers? Customer Friendly Reflections, Expanding your understand of your Company's Definition of Service
4. Developing a Winning Customer Service Strategy What are your current Customer Service Strategies? Key Strategies, Top Down Approach, Actually using the Feedback you ask for, Know thyself & it shall be true! The creation of client centric practices, The sheer economic necessity of Top Customer Service
5. The "Plus's" of exceptional Customer Service Critical success factors, Consistency, Criteria, Recognizing Excellence/Reward & Recognition Factors, Awareness, Education
6. The *WOW* Customer Service Training & Service Excellence The wisdom of choosing appropriate training, Brainstorming & Problem Solving Customer Service Enhancers, TIPS - The Coaching Approach, The Listen & Learn Approach
7. Which is the way to go: Surveys/Questionnaires, Interviews or Focus groups? Surveys, Questionnaires, Interviews, Focus Groups, Who should conduct or run them? Which one should you use? HOW TO prepare a Top Customer Service Survey
8. Acquiring Customers & Keeping Them Put yourself in the customers shoes, What does my customer actually want? Standards – making, measuring & managing, What you can measure you can manage, Reinventing your processes to suit the customer, Quality Groups What NOT to Do if you want to keep your customers
9. Those 'Extras' & Miscellaneous Factors Body Language, It's How You Say It that really counts, Your computer isn't always your best friend, The differences between data and information, The 2 "E's" – Ethics & Espionage
10. When the Going Becomes Rough -- What to Do! When you need to say *NO* and how to say it! Seeing Red and Dealing with It! Take the Initiative and Bounce Back
11. Working in the World of the WEB! The Internet has changed the rules & HOW! Automating the personal touch? Clicking with your Customers, Developing Trust & Loyalty – online, Customer Acquisition, Some rules for staying on the road to Success with E-Commerce
12. CRM – It's not just an Option – It's here to STAY! Exactly what is CRM? Is it the Latest & Greatest? How do we use it? Automating the personal touch, Defining the technical requirements, Choosing the right CRM tools, The amazing power of CRM, The correct CRM program for you, What defines success with CRM?
13. Customer Service Management Options of the Future! People Orientated? Technology Orientated? Strategies, How to best organize Customer Service for the future

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

COURSE GRADING: Final grades are based upon the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Required live sessions (15 points)

Discussions (30 points)

1 Case (100 points)

3 Individual Exams (300 points)

Total (445 points)

PLEASE NOTE: All discussions, exams, cases, and paper must be completed on the due date. Any late discussion, exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

Discussions (weakly discussion must be due on that week)

All discussion topics were posted under the different weeks in D2L. Please see the Discussion Rubric for details about discussion.

Discussion Rubric			
Task			
↓	Accomplished	Proficient	Needs Improvement
Posting (min. 8 sentences are required)	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)

Reply including asking a question (min. 6 sentences are required)	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)
Reply answering a question (min. 6 sentences are required)	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)
Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)

Individual Case (case costs 100 points)

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX under corresponding week. *Late projects will not be acceptable.*** Please use Times New Roman, 12 point font, and APA format to write at least **ONE FULL page content with single-spaced (title page and references are not counted)**, and then submit it to DROPBOX. **No email submission is acceptable. All articles have already been posted in Doc Sharing of D2L.**

Case: Please watch the LinkedIn Learning video “Retail Customer Services” in D2L under week 5 first, and then please read the article below and address the followings: 1) please provide specific types of retail services in the business market; 2) please address the value the retail services play to the customers, the manufacturer, and the retailer, and also please provide the specific business examples.

Article: Yan, R. (2022), *Service Strategies and Channel Coordination in the Age of E-commerce*
IMPORTANT: turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade “A” project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

All works must be completed on time. Late works will not be acceptable.

EXAMS: There are 3 exams that cover approximately 3 or 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 1 hour and 40 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see specific exam schedule in the course schedule below**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

COURSE SCHEDULE

Week 1

- Please study syllabus very carefully
- Read chapter 1

Week 2

- Please study chapters 2-3
- **Please complete Discussion 1**

Week 3

- **Exam I (CH 1-3)**

Week 4

- Please study chapters 4-6
- **Please complete Discussion 2**

Week 5

- **Exam II (CH 4-6)**

Week 6

- Please study chapters 7-8
- Please work on Individual Case

Week 7

- Please study chapters 9-10
- **Individual Case** is due at the end of week 7

Week 8

- **Exam III (CH 7-10)**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The instructor's communication response time and feedback on assessments are stated clearly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.