Lesson Plan Title: Customer Service means.....

Subject area: Hospitality & Tourism

Recommended course (s):

Intro to Hospitality and Tourism, Customer Service

Aligned to NASAFACS Standards:

13.1.1 Analyze processes for building and maintaining interpersonal relationships.
13.1.6 Demonstrate stress management strategies for family, work and community settings

Objectives:

Understand the meaning of serving customer
Develop a definition as a class for customer service
Define who is a customer
Discuss how the global world has creates a new breed of customers and the level of stress that creates.

Materials needed:	**Resources:**
Large sheet of paper for each group (recommended 4 or less) Copy of the service definition sheet, (phrases cut apart and in envelopes)	The big book of customer service training games - Peggy Carlaaw & Vsudha Kathleen Deming

Lesson Summary/Outline:

Introduction / brainstorming-capture class ideas of good customer service

Play complete the sentence scramble. "Customer Service means..."

Debrief with the following questions: Do you agree with all the definitions? Which definition do you feel is the best? Why isn't there one and only one definition?'

Provide 3 phrases for them to sketch or create a prezi or powerpoint slide to illustrate.

Motivator/Opening:

Walk around the class with a platter of cookies and napkins, offering to students Discuss how in life everyone has a customer regardless of what we might label them (guests, patients, bosses, parents, clients, readers, viewers, voters, etc) A good part of our lives involve either directly or indirectly serving customers. Begin brainstorming.

Activities:

Brainstorming - who in our lives is a customer and what then is customer service
5 - 10 minutes writing down within each group and sharing corporately

Play customer service means game - assemble the words in the envelope to complete the sentence "Customer service means....."

Assignments:

Individually, select from the following phrases:

"Put yourself in someone else's shoes."

"Treat each customer like you would your grandmother."

"In the world of Internet Customer Service, it's important to remember your competitor is only one mouse click away."

Complete either a hand sketch or develop an electronic illustration to present to the rest of the class by the end of the week.

Evaluation:

Monitor groups for participation, use a rubric to determine grade on assignment.

Notes:

"It is important to ask and answer this question: What do students need to know and be able to do "out there" as a result of their work in our classrooms? - Ruth Stiehl, The Outcomes Primer

Submitted by:

Cheryl Flippin

Contact info:

cflippin@liberty.k12.ok.us

(918) 260-8894