

Course title	Customer Service Management
Lecturer	Determined later
Lecturer's email address	
Hours	30
ECTS	5
Academic year	2020/2021
Semester	winter/summer
Content	<ol style="list-style-type: none"> 1. Course introduction 2. The idea of customer and customer service 3. Customer service elements – marketing perspective 4. Customer service elements – logistics perspective 5. Lead time analysis and mapping 6. Costs and revenues related to customer service 7. Customer service performance measurement 8. Investigating customer service level through research 9. Calculating 'perfect order' ratio 10. Customer Satisfaction Index – introduction 11. Customer Satisfaction Index – team-working 12. Servqual method – introduction 13. Servqual method – team-working 14. Standardization of customer service 15. Final test
Learning outcomes	<p>After the course students should be able to:</p> <ul style="list-style-type: none"> • understand the idea customer service from the perspective of marketing and logistics • understand the relationship between customer service elements, measures and standards • assess profitability of customer service • analyze customer service level • recognize, select and use basic methods and tools of customer service management
Selected literature	<ul style="list-style-type: none"> • Cichosz M., Logistics Management, Wyd. Warsaw School of Economics, Warszawa 2015. • O'Driscoll N., Pilbeam A., Market Leader: Logistics Management, Wyd. Pearson 2010. • D'Acunto E., Flash on English for Transport & Logistics, Wyd. ELI European Language Institute 2012.
Teaching tools/methods	<ul style="list-style-type: none"> • team-working • group discussions • interactive lectures using PPT • case studies • quantitative exercises
Form of examination	<ul style="list-style-type: none"> • presence and activity assessment • report from team-working • final test