

## 课程教学进度计划表

### 一、基本信息

课程名称	旅游企业客户服务（英语）				
课程代码	2060675	课程序号	3716	课程学分/学时	2/32
授课教师	杨晓燕	教师工号	05028	专/兼职	专职
上课班级	旅游 B23-1, 2	班级人数	19	上课教室	三教 410
答疑安排	周四 3-4 节				
课程号/课程网站	<a href="https://mooc1.chaoxing.com/mooc-ans/course/250200123.html">https://mooc1.chaoxing.com/mooc-ans/course/250200123.html</a>				
选用教材	自印讲义				
参考教材与资料	John R.Dijulius III.The Customer Service Revolustion. Greenleaf Book Group Press.2015 Peggy Carlaw, Vasudha Kathleen Deming. 周璟·高采平(译). 中国工信出版集团·电子工业出版社.2017				

### 二、课程教学进度安排

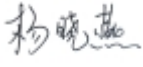

课次	课时	教学内容	教学方式	作业
1	2	Defining customer service : what is customer service What is the purpose of customer service?	讲课	
2	2	Customer service skills are the same skills that bring success and satisfaction to all aspects of life...	讲课	作业
3	2	Why we should learn customer service? -Creating enduring, loyal human	讲课、案例分析	
4	2	Relationships with customers is the surest way to escape market obsolescence	讲课、案例分析	

5	2	Four Elements of Customer Satisfaction -perfect product. -caring delivery.	讲课、案例分析	
6	2	Four Elements of Customer Satisfaction -timeliness -effective problem resolution process.	讲课、案例分析	
7	2	Language Engineering Establish a Consistent Style of Speech -Create a Lexicon of Preferred Language and Phrasing	讲课、案例分析	
8	2	Language Engineering -Study the language that works best with your own customers, and identify harmful phrases that should be avoided.	讲课、案例分析	作业
9	2	the 4 Steps to Great Service Recoveries Group work and assessment	讲课、案例分析	
10	2	the 4 Steps to Great Service Recoveries Group work and assessment	讲课、案例分析	
11	2	What is customer loyalty Building Customer Loyalty Loyalty makes customers:less price sensitive; more willing to spend money with you, more willing to take a chance on extensions to your product line; much more immune to competitive entreaties.	讲课、案例分析	
12	2	Leadership: Customer-Centered Organization Knowledge Requirements : The characteristics of a great leader in group ; The way to offer excellent training program	讲课、案例分析	作业
13	2	Building Anticipation Into Your Products and Services	讲课、案例分析	
14	2	Leadership: Customer-Centered Organization Knowledge Requirements : The characteristics of a	讲课、案例分析	

		great leader in group ; The way to offer excellent training program		
15	2	考核	考核讲评	
16	2	考核	考核讲评	

### 三、考核方式

总评构成	占比	考核方式
X1	20%	Class Participation
X2	20%	Paper 1
X3	20%	Paper 2
X4	40%	project

任课教师:  (签名)     
 系主任审核:  (签名)     
 日期:

2025. 2