

COURSE CTR2040: CLIENT SERVICE 2**Level:** Intermediate**Theme:** Client Service**Prerequisite:** CTR1030 Client Service 1

Description: Students expand on the principles and practices of client service previously developed. The learning acquired by students in CTR1030 Client Service 1 is extended and enhanced, and additional opportunities are provided for students to develop client service abilities by applying and integrating, in real-life contexts, the knowledge, skills and attitudes developed through other courses.

The context of instruction for this course is determined by the other CTS strands to which it is linked.

Parameters: This course must be linked to one or more CTS courses from within the Career Transitions strand, any other CTS strand or a combination of CTS strands. It may be delivered on campus, off campus or through a combination of both. Facility and teacher requirements to deliver this course are determined by the parameters specified for the CTS course to which this Client Service course is linked.

Curriculum and Assessment Standards

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • distinguish between client needs and wants and be able to reconcile expressed needs with service needs • demonstrate and record advanced client services, including: <ul style="list-style-type: none"> – applications of competencies learned in other courses – ethical behaviour – sales ability – quality control – marketing – client service management • identify, explain and apply basic quality control principles and practices 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a description and rating of student performance of individual client service tasks. <p><i>Assessment Tool</i> <i>Individual Client Service Assessment Tool</i></p>	20
	<p><i>Standard</i> <i>Perform all tasks to a standard of 3 on the rating scale</i></p> <ul style="list-style-type: none"> • a logbook record that includes: <ul style="list-style-type: none"> – number of client services delivered – types of client services delivered – linkages to previously completed courses – indicators of client satisfaction – reflections and recommendations. <p><i>Assessment Tool</i> <i>Client Service Logbook</i></p>	60
	<p><i>Standard</i> <i>All sections have been completed accurately</i></p>	10

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General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • identify, explain and apply basic sales and marketing strategies • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>10</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Client Service Defined</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • distinguish between client needs and client wants • explain the connection between needs identified by a client and the client’s actual service needs. 	<p>In some contexts, clients may underestimate or overestimate their needs.</p> <p>Appropriate communication strategies should be used to communicate discrepancies.</p>
<p>Client Service Communication</p>	<ul style="list-style-type: none"> • define “feedback” and explain its importance in a client service context • explain the similarities and differences between: <ul style="list-style-type: none"> – formal and informal feedback – verbal and nonverbal feedback • solicit feedback about services provided from clients, suppliers and others • identify and explain alternative strategies for responding to positive and negative feedback given by a client. 	<p>Use a variety of strategies to solicit feedback; e.g.:</p> <ul style="list-style-type: none"> • enquiry method • body language • surveys. <p>Feedback may include:</p> <ul style="list-style-type: none"> • praise • criticism • complaints. <p>Encourage students to think about two-way feedback from:</p> <ul style="list-style-type: none"> • client to worker • worker to client.

COURSE CTR2040: CLIENT SERVICE 2 (continued)

Concept	Specific Outcomes	Notes
Professionalism	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • show initiative and demonstrate enthusiasm when planning for and delivering client services • demonstrate a willingness to become a team player • work as a member of one or more teams. 	
Safety	<ul style="list-style-type: none"> • read, interpret and follow manufacturer’s instructions • describe situations where it may be appropriate to modify manufacturer’s instructions while still protecting a client • employ appropriate client service safety practices. 	<p>Consider encouraging students to enroll in one or more Job Safety Skills courses.</p> <p>Company policy, local regulations or client needs may necessitate not following a manufacturer’s instructions completely.</p>
Environmental Awareness	<ul style="list-style-type: none"> • identify and explain environmental concerns relating to the selected work area • demonstrate concern for the environment. 	<p>Environmental concern may include the use of:</p> <ul style="list-style-type: none"> • nonrenewable resources • toxic substances • endangered species of materials; e.g., mahogany.
Quality Control/ Quality Assurance	<ul style="list-style-type: none"> • define “quality control”/“quality assurance” • identify quality control principles and practices • identify existing and potential quality control problems • describe strategies that may be used to assess client satisfaction • assess client satisfaction using at least one strategy • respond appropriately to problem situations and feedback • perform tasks to the satisfaction of clients. 	<p>The two terms are often used interchangeably.</p> <p>The factors included in quality control/quality assurance will tend to vary depending upon the work area. The terms may be defined as:</p> <ul style="list-style-type: none"> • the establishment and maintenance of standards; e.g., operation, production, service and interpersonal relationships, that satisfy internal and external client needs.

COURSE CTR2040: CLIENT SERVICE 2 (continued)

Concept	Specific Outcomes	Notes
Ethical Behaviour	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define “ethical behaviour” • identify and describe examples of ethical and unethical behaviour in the selected work area • explain the difference between intrinsic rewards and extrinsic rewards • describe examples of both types of rewards. 	<p>Invite a representative from the local Chamber of Commerce, Better Business Bureau or a local business to discuss the importance of ethics in business and the intrinsic and extrinsic rewards of ethical business behaviour.</p>
Serving Clients	<ul style="list-style-type: none"> • apply competencies learned in other courses to a variety of client service situations • identify and explain current client service abilities and limitations • describe how current client service abilities can be enhanced • identify and demonstrate alternative client service strategies for achieving similar outcomes • use a variety of client service strategies and assess the relative advantages/disadvantages of each • demonstrate levels of client service acceptable to a majority of clients served • maintain a detailed record of client services delivered. 	<p>Have students discuss:</p> <ul style="list-style-type: none"> • “What do I do well now?” • “How can I improve my client service abilities?” <p>The number of alternative strategies will probably be related to the selected work area.</p>
Sales Ability	<ul style="list-style-type: none"> • demonstrate knowledge of product, services or processes offered to clients • explain the relative advantages/disadvantages of alternative products, services or processes • recommend a specific product, service or process, based on an analysis of client needs and wants • be able to justify recommendations made • anticipate and be able to respond to client questions and concerns • complete transactions to client satisfaction. 	

COURSE CTR2040: CLIENT SERVICE 2 (continued)

Concept	Specific Outcomes	Notes
Marketing	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define “marketing” • explain how marketing may be used to increase the number of clients served • define, in the context of the selected work area, “client base” and “target population” • explain why knowledge of client base and target population are important to business operators. 	
Client Service Management	<ul style="list-style-type: none"> • define and describe the relationships, as appropriate to the selected work area, among: <ul style="list-style-type: none"> – contracts (written and verbal) – markups – estimates – inventory control – overhead costs • identify suppliers of resources to the selected work area and the resources they supply • describe what actions should be taken when resources run low. 	<p>Consider inviting a local legal advisor or business owner/operator to discuss the complexities of managing a client service operation.</p> <p>Advise students of minimum inventory standards for the work area and procedures used to ensure that resources are available when needed.</p>

