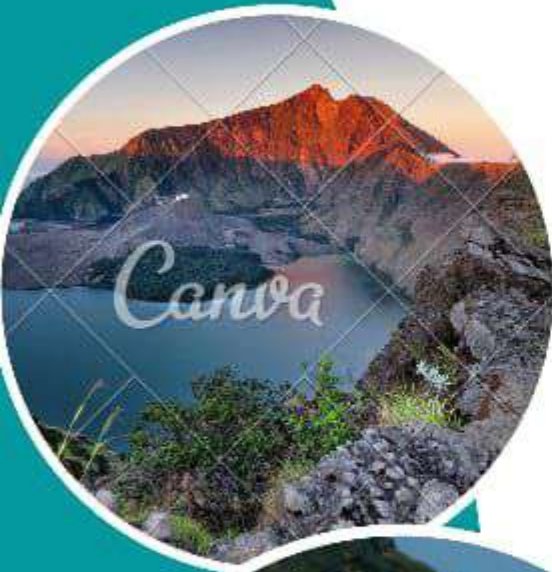


# Department Of Vocation



BVoc Travel, Tourism And  
Logistics Management

Value Added Courses



- Office Automation
- Customer Service Skills
- Computer Reservation System
- Airport Ground Services
- Dangerous Goods For  
Passengers Handling Staff
- Safety And Security Services  
In An Airport

## 2. CUSTOMER SERVICE SKILLS

### Course Description:

This course supports interacting with Customers and communicating effectively with the same group. This course is ideal for anyone seeking training in customer service and customer care. This course enable students to developed skills in engaging with customers effectively than more effectively and handling their enquiries effectively.

### Course Objective:

Adopted a consistent, professional style when speaking with customers.

### CUSTOMER SERVICE SKILLS

Course		Details			
Code					
Title		CUSTOMER SERVICE SKILLS			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Second Semester			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes Upon completion of this course, the students will be able to:			Cognitive Level	PSO No.
1	Understanding the basic services skills of customer interaction			U	1,2,3,4
2	Understand the features of Customer services			U	1,2,3,4
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	<b>SERVING THE TRAVEL CUSTOMER</b>	12	
1.1	Introduction about the Basic Customer Travel services	3	1
1.2	Communication With Customers	2	1
1.3	Non-Verbal Communication	2	1
1.4	Communicating by Telephone	3	2
1.5	Verbal Communication	2	1
2.0	<b>CUSTOMER SERVICE IN THE TRAVEL INDUSTRY</b>	12	



2.1	The Role of The Travel Professional	3	1
2.2	Exact functions of Customer Service	3	1
2.3	The Importance of Customer Service Skills	3	1
2.4	The Influence of the Internet	3	1
<b>3.0</b>	<b>WINNING CUSTOMER LOYALTY and HANDLING DIFFICULT CUSTOMERS</b>	<b>12</b>	
3.1	Four Steps in Delivering Exceptional Service	2	2
3.2	Provide After Sales Service and Support	1	2
3.3	Protect Customer Interests	1	2
3.4	Competing with the Internet	1	2
3.5	Why Customers Get Upset	1	2
3.6	Responding to an Upset Customer	1	2
3.7	Calming Customers on the Telephone	1	1
3.8	Calming the Customer: Do's and Don'ts	1	1
3.9	Dealing with Unreasonable Demands	2	2
3.10	Keeping Self-Control	1	1

## SUGGESTED READING

1. Sunil Sharma, Emerging International Tourism Markets, RajatPublications(2007)
2. PremnathDhar, International Tourism Emerging Challenges &Futureprospects,  
Kanishka Publishers Distributors
3. . Study Kit for IATA/UFTAA
4. Foundation Course: - Module – I – Introduction to tourism
5. Module – II – Travel Geography  
Module – III – Air Transport  
Module – IV – Air Fares &Ticketing

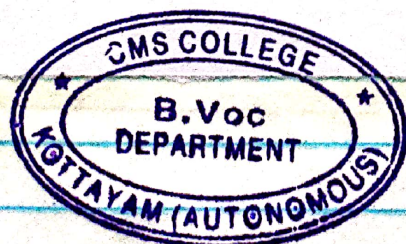


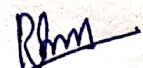
# CMS College, Kottayam(Autonomous)

## VALUE ADDED COURSE (2018 Admission)

### ATTENDANCE - CUSTOMER SERVICE SKILLS -TT18A1002

Roll No	Name	Date/Hrs															
		26/3	4/4	11/4	18/4	25/4	3/5	9/5	17/5	24/5	31/5	7/6	14/6	21/6	22/6		
		2	2	3	3	3	3	3	3	3	3	3	2	3	3		
1	Ahammed Hussain	X	A	X	X	X	X	X	X	X	X	X	X	X	A		
2	Akhil George Varghese	A	X	X	X	X	X	X	A	X	X	X	X	A	X		
3	Alan Antony	X	X	A	X	X	X	X	X	X	X	X	X	X	X		
4	Albin Mathew	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
5	Albiya Mol K. Rajan	X	A	X	X	X	X	X	X	A	X	X	X	X	A		
6	Amitha Benny	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
7	Anish Thomas	A	X	X	X	X	X	X	X	A	X	X	X	X	X		
8	Ashly Elizabeth Sajan	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
9	Athira Sasi	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
10	Bibin Sunil	A	X	X	A	A	A	X	X	X	X	A	A	X	X		
11	Bijimon P T	A	X	X	X	A	A	X	X	X	X	A	A	A	X		
12	Bijo Joy	X	X	A	X	X	X	X	A	X	X	X	A	X	X		
13	Devagayathri Anil	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
14	Feba Salim	A	X	X	X	X	X	X	A	X	X	X	X	X	A		
15	Jerin Thomas	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
16	Jerin Varghese Joy	X	X	X	X	X	X	A	X	A	A	X	X	X	X		
17	Manas Raveendran	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
18	Muhammed Ansil T.H	X	A	X	X	X	X	X	X	X	X	X	X	A	X		
19	Nelson Jose	X	X	X	X	A	X	X	X	X	X	X	X	X	X		
20	Punnoose J Santhosh	X	X	A	X	X	X	X	X	X	X	X	X	A	X		
21	Reshma V.S	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
22	Sandeep N.G	X	A	X	X	X	X	X	X	A	X	X	X	X	A		
23	Selin Mathew	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
24	Sojan A.M	X	X	A	X	X	X	X	X	A	X	X	X	X	X		
25	Thomas Daniel Sunil	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
26	Tony Sunny	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
27	Vishnu Raj	X	X	X	X	A	X	X	X	X	X	X	X	X	X		



  
 Head of the Department  
 B.Voc  
 CMS College, Kottayam (Autonomous)



**CMS College Kottayam (Autonomous)**  
**Department Of Vocation**  
**B.Voc Travel ,Tourism And Logistics Management**

**Report – Value Added Course**


Title : Customer Service Skills

Course Code : TT1SA1002

Semester : II

This Course mainly consists of 3 modules. Module 1 is concerned with 'Serving the Travel Customers'. The topics that were taught in this module are ; What is Basic Customer Travel Services ,communication with customers, Non verbal communication, verbal Communication, Communicating by telephone .Module 2 is concerned with the role of the travel professional, exact functions of customer service, importance of Customer Service skills and the influence of the internet. Module 3 is concerned with protecting customer interest ,handling difficult customers, calming customers and keeping self control. All these topics were covered based on the syllabus and students were asked to submit a report based on this. Upon completion of this Course, the students will be able



  
Head of the Department  
B.Voc  
CMS College, Kottayam (Autonomous)