

## **CUYAHOGA COMMUNITY COLLEGE OFFICIAL COURSE OUTLINE**

**SUBJECT AREA TITLE**

Applied Industrial Technology (Healthcare Maintenance)

**COURSE TITLE**

Customer Service for Healthcare and Institutional Facilities Maintenance

**SUBJECT AREA CODE:** ATHM

**COURSE NUMBER :** 1110

**COURSE CREDIT HOURS:** 3

### **I. DESCRIPTION OF COURSE:**

**CATALOG DESCRIPTION**

Study of principles of customer service within a healthcare and institutional facilities environment. Topics to include Total Quality Management (TQM), Facilities Management, and Customer Service Strategies.

**LECTURE HOURS:** 3

**LAB HOURS:** None

**OTHER REQUIRED HOURS:** 00

**PREREQUISITE(S):**

### **II. OUTCOMES/OBJECTIVES:**

Upon satisfactory completion of Customer Service for Healthcare and Institutional Facilities Maintenance, the student should be able to perform the following outcomes and supporting objectives:

- A. Follow the institutional standards and guidelines for providing customer service within the Healthcare Facility.
  - 1. Identify customer service terminology and demonstrate the Five Pillars of quality facilities management.
  - 2. Identify the nine customer categories and list examples of each category.
  - 3. Analyze and identify the expectation criteria as it relates to customer sensitivity to perceptions versus expectations.
  
- B. Perform Customer Service in accordance with Total Quality Management (TQM) standards.
  - 1. Define TQM and related customer service terminology.
  - 2. Discuss history and contributing authors to TQM concepts.
  - 3. Identify TQM principles and discuss application to everyday work

- issues within the healthcare facility.
  - 4. Demonstrate ability to develop a Total Quality Management Profile and a Total Quality Management Program.
  - 5. Communicate TQM standards to patients and staff members.
  - 6. Identify and describe types of Quantitative Data and Benchmarking techniques used to analyze customer service satisfaction within the healthcare facility.
- C. Utilize customer service strategies within the healthcare facility to provide excellent customer service.
- 1. Define and discuss the six (6) types of customer service strategies.
  - 2. Explain and demonstrate customer service strategies as they apply to working as a member of a building maintenance team.

### III. COURSE CONTENT:

- A. Quality Facilities Management
  - 1. Definition
  - 2. Five Pillars
    - a. Customer as Process Driver
    - b. Continuous Improvement
    - c. Benchmarking and Metrics
    - d. Empowerment of Front Line Workers
    - e. Marketing of Customer Service
- B. Customer Concepts
  - 1. Identifying the Customer
    - A. Customer Categories
      - 1. Customers by organizational unit
      - 2. Customers by building unit
      - 3. Customers by business unit
      - 4. Staff of facilities
      - 5. Management
      - 6. External Clients
      - 7. External Vendors
      - 8. The Facilities
  - 2. Sensitivity to Perceptions and Expectations
    - A. Expectation Criteria
      - 1. Purpose
      - 2. Degree of Necessity
      - 3. Degree of Importance
      - 4. Perception of results
      - 5. Relative Costs
      - 6. Risks

- C. Total Quality Management
  - 1. TQM and Customer Service
  - 2. History of TQM
    - a. Deming
    - b. Crosby
    - c. Juran
    - d. Camp
    - e. Albrecht
  - 3. TQM Principles
    - a. Customer Focus
    - b. Continuous Improvement
    - c. Process Management
    - d. Data
    - e. Employee Involvement
    - f. Leadership
  - 4. TQM Programs
  
- D. Analytics of TQM and Customer Service
  - 1. Types of Quantitative Data
  - 2. Types of Benchmarking
  
- E. Customer Service Strategies
  - 1. Hiring Practices
  - 2. Customer Service Standards
  - 3. Communications with Customers
  - 4. Barriers
  - 5. Atmosphere
  - 6. Continuous Improvement

**IV. METHODS OF STUDENT EVALUATION MAY INCLUDE ANY OF THE FOLLOWING:**

- A. Quizzes
- B. Exams
- C. Classroom participation
- D. Completion of assigned projects
- E. Completion of homework assignments

**V. RESOURCES MAY INCLUDE ANY OF THE FOLLOWING:**

- A. Rondeau, Edmond. Facilities Management. ISBN: 041700592 2006 Wiley: London, 2006.
- B. Hosking, Sarah and Liz Haggard. Healing the Hospital Environment. London: E&FN Spon, 1999
- C. Blyth, Pamela. Work and Role Redesign. Chicago: American Society of Healthcare Engineering, AHA. 1996.
- D. Friday, Stormy, David Cotts. Quality Facilities Management: A Marketing and Customer Service Approach. New York: Wiley & Sons. 1995.
- E. Leebov, Wendy. Achieving Impressive Customer Service. Chicago: American Hospital Publishing, Inc. 1998.