



## **SEMINAR IN CUSTOMER SERVICE: FROM THEORY TO PRACTICE**

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To prepare students for diverse careers in service-oriented industries, an interdisciplinary graduate course was developed entitled Seminar in Customer Service. This course explored the dynamics of customer service from a theoretical, technical, and practical point of view. The purpose of this creative teaching activity was to complete a thorough case analysis of a "customer service issue" using supporting theory, current literature, and empirical research to draw conclusions and make recommendations. University students were selected by the class as the target market to analyze. Groups were assigned to investigate various service issues for both undergraduate and graduate students.

The case analysis required a review of literature, conceptual framework, justification for study, statement of the problem, and research objectives. Subsequently, students determined appropriate research methodologies for measuring customer service and customer satisfaction based on class discussion and lectures. Focus groups were conducted to determine broader themes to measure in a survey. Questionnaires were administered to students during regularly scheduled classes.

Based on the interpretation of results, students made recommendations for service strategies for the school, which included workable solutions and possible outcomes (i.e., advising, curriculum development, parking, and class scheduling). Finally, formal multimedia presentations were made to the administration and faculty. Although the "university experience" provided an excellent market to survey, future plans are to complete this project with an apparel or home furnishings company.