



St. Michael's College, Cherthala

Alappuzha, Kerala-688 539

**Affiliated to University of Kerala
and Re-accredited by NAAC with 'A' Grade**



ADD ON COURSE 2019-20

Name of the Programme : CUSTOMER SERVICE MANAGEMENT

Name of the Department : TOURISM STUDIES

Course Code : TM 308



St. Michael's College

MAYITHARA P.O., CHERTHALA, ALAPPUZHA-688539

An institution with Minority Status Affiliated to the University of Kerala and
Re-accredited by NAAC with 'A' Grade

Add on Course - 2019-20

COMMERCE

Basic Corporate
Accountant
Program

MATHEMATICS

Introduction to
Mathematical
thinking

SOFTWARE DEVELOPMENT

Basics of AI

PHYSICS

Robotics

ENGLISH

Business
Benchmark

ENGLISH

Certificate Course

Remedial
Grammar and
Public
Speaking

TOURISM STUDIES

Customer
Service
Management

CHEMISTRY

Green Chemistry
and Environmental
Sustainability



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NAME OF COURSE : CUSTOMER SERVICE MANAGEMENT

COURSE CODE : TM 308

NO OF STUDENTS ENROLLED : 52

CONTENTS

- SYLLABUS**
- CLASS SCHEDULES**
- ATTENDANCE STATEMENT**
- QUESTION PAPER**
- MARK LIST**
- CERTIFICATE**
- REPORT**

ADD -ON COURSE ON CUSTOMER SERVICE MANAGEMENT

The course is designed in 4 modules

Module 1 (8 hrs) : Evolution of Customer relationship

Module 2 (10 hrs) : Customer service management Concepts

Module 3 (12 hrs) : Planning of customer service management

Module 4 (5 hrs) : Customer service Management and Marketing Strategy

10. Course Objective

The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers

Course Names with detailed Syllabus of Courses and References

Module 1 - Evolution of Customer Relationship [8 hours]

Customer service management- Definition, Emergence of Customer service management Practice, Factors responsible for Customer service management growth, Customer service management process, framework of Customer service management, Benefits of Customer service management, Types of Customer service management, Scope of Customer service management

Module 2 – Customer service management Concepts 10hours]

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Module 3- Planning of customer service management [12 hours]

Planning for Customer service management Steps in Planning-Building Customer Centricity, Setting Customer service management Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of Customer service management plan, Customer service management Strategy: The Strategy Development Process, Customer Strategy Grid.

Module 4 Customer service Management and Marketing Strategy [5 hours]

Customer service Management and Marketing Strategy Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of Customer service Management and Marketing Strategy: Customer service Management and Marketing Strategy in Consumer Markets.

Reference Books

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.
2. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
4. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, Pearson Education.

Class schedule

Schedule of Add on Course 2019-20		
Date	Day	Time
24-10-19	Thursday	3.30-4.30 PM
28-10-19	Monday	3.30-4.30 PM
30-10-19	Wednesday	3.30-4.30 PM
1-11-20	Friday	3.30-4.30 PM
04-11-20	Monday	3.30-4.30 PM
06-11-20	Wednesday	3.30-4.30 PM
11-11-20	Monday	3.30-4.30 PM
13-11-20	Wednesday	3.30-4.30 PM
15-11-20	Friday	3.30-4.30 PM

18-11-20	Monday	3.30-4.30 PM
21-11-20	Thursday	3.30-4.30 PM
23-11-19	Saturday	10-12 AM
25-11-19	Monday	3.30-4.30 PM
27-11-19	Wednesday	3.30-4.30 PM
07-01-20	Tuesday	3.30-4.30 PM
09-01-20	Thursday	3.30-4.30 PM
13-01-20	Monday	3.30-4.30 PM
15-01-20	Wednesday	3.30-4.30 PM
16-01-20	Thursday	3.30-4.30 PM
18-01-20	Saturday	10-12 AM
21-01-20	Tuesday	3.30-4.30 PM
23-01-20	Thursday	3.30-4.30 PM
24-01-20	Friday	3.30-4.30 PM
27-01-20	Monday	3.30-4.30 PM
30-01-20	Thursday	3.30-4.30 PM
03-02-20	Monday	3.30-4.30 PM
05-02-20	Wednesday	3.30-4.30 PM
06-02-20	Thursday	3.30-4.30 PM

ATTENDANCE STATEMENT

Name of Student	Candidate code	Percentage of attendance	Attained required percentage
AJITH XAVIER	35217136002	87	yes
AKSA FRANCIS	35217136003	90	yes
ALEN JUSTIN	35217136004	87	yes
ALEX THOMAS	35217136005	93	yes
AMEER ASHIQ H	35217136006	90	yes
ANAZ P S	35217136008	87	yes
ANJUKRISHNA U S	35217136009	90	yes
ANSON CYRUS T S	35217136010	97	yes
ANUKUTTY I	35217136011	93	yes
ANZAM DEENAR	35217136013	97	yes
ASHWIN M V	35217136014	93	yes
ASHWIN S NAIR	35217136015	100	yes
BALU K B	35217136016	90	yes
BHAGYASREE M R	35217136017	97	yes
BINITHA ROBINSON	35217136018	97	yes
BISMI K J	35217136019	90	yes
CHANDU RAJ K S	35217136021	90	yes
CHRISPIN P A	35217136022	87	yes
DEVIKA S	35217136023	93	yes
DIVYA RAJ.S	35217136024	90	yes
JINU K B	35217136025	87	yes
JOBIN SEBASTIAN	35217136026	93	yes
JOJI P J	35217136027	97	yes
JOSE GABRI SAMUEL	35217136028	100	yes
JOSMY A.R	35217136029	87	yes

JOSNA LOUIS	35217136030	97	yes
KIRAN N R	35217136031	97	yes
LEVIN XAVIER	35217136032	100	yes
LIBIYA V A	35217136033	87	yes
LITTLE FLOWER KURIAN	35217136034	97	yes
MERLIN JOSEPH	35217136035	87	yes
MIDHUN MOHANAN	35217136036	97	yes
MILAN S	35217136037	93	yes
NANDANA K S	35217136038	90	yes
NANDANA PRASAD	35217136039	97	yes
NEERAJ V S	35217136040	93	yes
NIKHIL ALBERT	35217136041	90	yes
PRANAV P B	35217136042	87	yes
ROJI RAJU N	35217136043	93	yes
SAHIN JOSEPH	35217136044	93	yes
SAJAN P. THOMAS	35217136045	97	yes
SANGEETH THYAGARAJ	35217136046	87	yes
SARANGI.B.N	35217136047	100	yes
SARATHLAL L	35217136048	90	yes
SETHU LAKSHMI S	35217136049	93	yes
SREEJITH H	35217136050	93	yes
SUBIN SABU	35217136051	85	yes
THOMSON C	35217136052	88	yes
VAIDEV V	35217136053	78	yes
VEENA BIJU	35217136054	83	yes
VISHNU PRADEEP	35217136055	84	yes
YEDUKRISHNAN V K	35217136056	87	yes

St. Michael's College Cherthala

Mark List

Discipline: BVoc THM

Course title: ADD -ON COURSE ON CUSTOMER SERVICE MANAGEMENT

Name of Student	Candidate code	mark
AJITH XAVIER	35217136002	25
AKSA FRANCIS	35217136003	29
ALEN JUSTIN	35217136004	28
ALEX THOMAS	35217136005	20
AMEER ASHIQ H	35217136006	19
ANAZ P S	35217136008	30
ANJUKRISHNA U S	35217136009	12
ANSON CYRUS T S	35217136010	20
ANUKUTTY I	35217136011	28
ANZAM DEENAR	35217136013	21
ASHWIN M V	35217136014	26
ASHWIN S NAIR	35217136015	23
BALU K B	35217136016	28
BHAGYASREE M R	35217136017	28
BINITHA ROBINSON	35217136018	21
BISMI K J	35217136019	26
CHANDU RAJ K S	35217136021	23
CHRISPIN P A	35217136022	28
DEVIKA S	35217136023	21
DIVYA RAJ.S	35217136024	28
JINU K B	35217136025	19
JOBIN SEBASTIAN	35217136026	19
JOJI P J	35217136027	25

JOSE GABRI SAMUEL	35217136028	25
JOSMY A.R	35217136029	25
JOSNA LOUIS	35217136030	18
KIRAN N R	35217136031	26
LEVIN XAVIER	35217136032	25
LIBIYA V A	35217136033	27
LITTLE FLOWER KURIAN	35217136034	26
MERLIN JOSEPH	35217136035	23
MIDHUN MOHANAN	35217136036	27
MILAN S	35217136037	28
NANDANA K S	35217136038	25
NANDANA PRASAD	35217136039	29
NEERAJ V S	35217136040	28
NIKHIL ALBERT	35217136041	20
PRANAV P B	35217136042	19
ROJI RAJU N	35217136043	30
SAHIN JOSEPH	35217136044	12
SAJAN P. THOMAS	35217136045	20
SANGEETH THYAGARAJ	35217136046	28
SARANGI.B.N	35217136047	21
SARATHLAL L	35217136048	26
SETHU LAKSHMI S	35217136049	23
SREEJITH H	35217136050	28
SUBIN SABU	35217136051	28
THOMSON C	35217136052	21
VAIDEV V	35217136053	26
VEENA BIJU	35217136054	23
VISHNU PRADEEP	35217136055	28
YEDUKRISHNAN V K	35217136056	21



ST. MICHAEL'S COLLEGE

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ADD-ON COURSE CERTIFICATE

This is to certify that **Mr. ANAZ P S (35217136008)**
B.Voc Tourism & Hospitality Management 2017 Admission *has completed*
Certificate/Add-on course in **Customer Service Management (TM 308)**
..... offered by the Department of Tourism
Studies during the academic year 2019-2020. He/She is awarded with **A** *Grade.*

**Head of the
Department**

**Course
Coordinator**

Principal

Report

Add-on course on Customer Service Management proposed by the Tourism & Hospitality division of the Department of Vocational Disciplines, St. Michael's College Chertala. Following are the Program Objective of the course

- Understand the importance of managing customer relations in the tourism business.
- To analyse the customer service management link with the other aspects of marketing.
- Familiarize the desirable qualities a tourism professional should possess

- Demonstrate skills needed for verbal and non-verbal skills, To practice the basic service procedures.
- To be aware of the nuances of customer relationship

Admission Eligibility for the course was HSE or VHSE (NSQF Level 4) passed students with a basic understanding of travel and tourism or hospitality management. Duration of Programme was 30 hrs (either in the evening of regular working days or on Saturdays) 75% of the attendance is mandatory. The evaluation scheme for the course shall contain a written examination. 52 student enrolled and successfully completed the course




Principal
St. Michael's College
Cherthala