

Course Unit	-- null	Field of study	-
	Postgraduate Course in Circular and Sustainable Water Design: Health and Wellness	School	School of Hospitality and Wellbeing
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	2
		Level	ECTS credits 6.0
		Code	5067-778-1202-02-23
Workload (hours)	162	Contact hours	T - TP 48 PL - TC - S - E - OT - O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Alcina Maria Almeida Rodrigues Nunes

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the importance of customer orientation in the success of the company
2. Recognise the essential elements for a quality service
3. Promote customer-oriented attitudes and behaviours
4. Understand and apply customer loyalty techniques
5. Build a differentiating customer experience
6. Create and apply instruments to evaluate customer satisfaction and loyalty

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable

#### Course contents

Service culture and customer orientation. Emotional intelligence in customer relationship. Customer focus: satisfaction and loyalty.

#### Course contents (extended version)

1. Service culture and customer orientation
  - Behaviour, motivations, and expectations of customers
  - Quality, excellence and service culture
  - The importance of customer orientation in the success of the company
2. Emotional intelligence in customer relationship
  - Self-diagnosis of business attitudes and behaviours
  - Communication and emotional management in interaction with customers
  - Individual behaviour vs company image
3. Customer focus: satisfaction and loyalty
  - Know the product/service to meet the expectations and requirements of the customer
  - Know the customer to serve him better
  - Good practices for a service of excellence
  - Provide a differentiating experience to the customer
  - Anticipate and manage needs and problems
  - Keep the promises made to the customer
  - Loyalty

#### Recommended reading

1. Abranja, N., Almeida, M., & Almeida, A. E. (2020). *Gestão Hoteleira: o Produto, o Serviço e as Técnicas*. Lidel.
2. Buswell, J., Williams, C., Donne, K., & Sutton, C. (2016). *Service Quality in Leisure, Events, Tourism and Sports* (2nd ed.). CABI.
3. Harris, E. (2012). *Customer Service: a Practical Approach* (6th ed.). Pearson.
4. Hudson, S. & Hudson, L. (2022). *Customer Service in Tourism and Hospitality* (3rd ed.). Goodfellow Publishers.
5. Toister, J. (2017). *The Service culture Handbook*. Toister Performance Solutions.

#### Teaching and learning methods

Theoretical-practical classes adopt the presentations and exploration of customer service techniques and apply them using examples and case studies. Application of theoretical exposure methods to the different contents, using audiovisual media complemented with interactive methods that stimulate students' participation through individual and group application of the techniques presented.

#### Assessment methods

- Single alternative - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 60% (Individual practical work done during the lessons.)
- Practical Work - 40% (Preparation of a customer satisfaction and/or loyalty online questionnaire (individual work).)

#### Language of instruction

Portuguese

#### Electronic validation

Alcina Maria Almeida Rodrigues Nunes	Maria José Gonçalves Alves
31-10-2023	08-11-2023