

**B.COM. FIRST YEAR
SEMESTER II
CUSTOMER CARE SERVICES**

Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	<ul style="list-style-type: none">- Importance of customer services- Handling customers- Setting goals and standards of performance	25
II	<ul style="list-style-type: none">- Effective communication skills- Putting customer care in to practice	25
III	<ul style="list-style-type: none">- Identifying the customer type- Strategies	25
IV	<ul style="list-style-type: none">- Satisfaction, delight, and wow- Customer complaint redressal	25