

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Automotive Technology 211 – Automotive Customer Service

2 hours lecture, 2 units

Catalog Description

This lecture course prepares students to work in the automotive industry as a service consultant, parts department representative, sales associate, or similar customer service position where communication skills are paramount to customer satisfaction and business success.

Prerequisite

None

Course Content

- 1) Introduction
- 2) Customer and colleague relations
- 3) Phone techniques
- 4) Building rapport
- 5) Speaking speed, explanations, introduction
- 6) Intentional listening and note taking
- 7) Identify the need, asking questions
- 8) Promoting benefits of the facility
- 9) Insuring proper appointment information is attained
- 10) Clarifying customer needs, waiting, ride, rental
- 11) Fact finding
- 12) Identify solutions
- 13) Prioritize estimate by cost and benefit
- 14) Keeping the customer informed
- 15) Overcoming objections
- 16) Building interest and value
- 17) Providing and explaining estimates
- 18) Alternative transportation
- 19) Time of completion and extensions
- 20) Approvals and authorizations
- 21) Revised authorizations
- 22) Identifying the customer
- 23) Customer “designee”
- 24) Presenting value of elective services
- 25) Buyer loyalty programs
- 26) After the sale
- 27) Next service appointment
- 28) Applying for a job
- 29) Resume
- 30) Portfolio
- 31) Research the company
- 32) Appearance
- 33) Estimating value to the company

Course Objectives

Students will be able to:

- 1) Utilize customer service relations techniques to improve customer satisfaction.
- 2) Use empathy techniques to listen to customer concerns, and prioritize them, reading each concern back the customer for accuracy.
- 3) Present services using value-driven recommendations that benefit both the customer and the business.
- 4) Identify key principles of building long-term customer loyalty.
- 5) Describe strategies for creating rapport and credibility as a trusted service advisor.
- 6) Describe how to be a leader without giving offense or arousing resentment.
- 7) Explain why criticism is often futile.
- 8) Explain how emotion motivates people's behavior.
- 9) Identify the main way to influence another person.
- 10) Explain why the one secret to success is understanding another's point of view.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration, or where appropriate, the symbol system.

- 1) Quizzes, written exams, and hands-on performance exam that measure students' ability to demonstrate specific communication techniques to identify customer needs, take necessary actions to solve problems, and overcome objections.
- 2) Simulations.
- 3) Web based training modules.
- 4) Authentic assessment of job interview assignment.
- 5) Peer feedback and instructor feedback.

Special Materials Required of Student

- 1) Computer or smart device with microphone and camera
- 2) Access to the high-speed internet

Minimum Instructional Facilities

Smart classroom

Method of Instruction

- 1) Lecture and demonstration
- 2) Virtual field trips
- 3) Guest speakers

Out-of-Class Assignments

- 1) **Reading:** course materials; other course related multimedia.
- 2) **Writing:** answer questions related to assigned readings and web-based trainings.
- 3) **Other:** interviews with business owners and managers; web-based training modules.

Texts and References

- 1) Required (representative examples):
 - a. Collins, Chris. Millionaire Service Advisor. Syndicate X Publishing, 2019. ISBN: 9781733394529
 - b. Various Websites: Representative example: <https://fs.blog/mental-models/> Mental Models
 - c. Rezin, Andrew. Automotive Service Management. 4th Edition, Pearson, 2025. ISBN 9780138087760
- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Accurately create solutions to customer concerns using communication and empathy techniques.
- 2) Identify effective practices for complaint resolution in the automotive service setting.
- 3) Communicate effectively and professionally in a diverse setting that includes prospective colleagues, clients, and supervisors.