

前線服務人員管理 (中文授課)
Management of Frontline Service Employees
國立清華大學服務科學研究所
112 學年度第 2 學期

(Please note that this is a tentative version of the course syllabus)

Instructors : 王貞雅 (Chen-Ya Wang)
E-Mail : cywang@iss.nthu.edu.tw
Class hour : Wednesday 9:20 am -12 pm
Location : TSMC 406
Office hour : By appointment
TA :

COURSE DESCRIPTION

Customer service is an increasingly critical aspect of the global economy and involves uniquely interpersonal challenges compared to the traditional manufacturing-based focus of job performance. This class will focus on the interpersonal nature of customer service work, as well as taking a multi-level approach (i.e., individual, team, organization, culture) to discuss how managers can help employees deliver quality service. We will examine these issues by integrating knowledges across various disciplines, including social psychology, marketing, organizational behavior, human resources management, and service research.

The primary goal of the seminar is to learn the state of the science – theory and research - regarding challenges of being a frontline service employee and how organizations can develop excellent service employees. Through readings, discussion and empirical exploration, students are expected to develop greater insights, perspective, and innovative questions related to the management of service providers. The theme of this semester is AI (Artificial Intelligence) in services.

MATERIALS

There is no textbook for this class. However, we will be relying heavily on readings selected from a wide variety of journals for most class meetings. Reading materials will be posted on the eclass website or distributed in class.

STUDENT LEARNING ASSESSMENT

■ Class participation and preparation	33%
■ Weekly submitted discussion question	15%
■ Article presentation and discussion leading	15%
■ Individual assignment	12%
■ Service evaluation project	25%
● Field Observation report	(5%)

- Final oral presentation (20%)

ASSESSMENT CRITERIA

Individual assignment

(1) Academic paper review and sharing (Deadline: Noon on 2/28)

Choose a supplementary article from the reading list and prepare for this assignment.

Service Evaluation Project

This project aims to approach the concept of service evaluation. Using a systematic observation-evaluation approach to gain a greater understanding of a service firm's frontline service employees, branding and customer service process, students would be able to identify service gaps more purposefully and implement a plan to effectively meet the needs of customers. You will form your own team of no more than 4 people and find a service company/organization that adopts Artificial Intelligence/Service Robots for their operations/customer service. Ideally the company/organization can work with you (or permits the possibility for you to complete this project). The project consists of three parts.

a. Case company/organization introduction and relevant AI in service issues to be explored.

b. Field research report

Everyone in the team will submit his/her own field research report, which contains one of following data collection methods:

- Field observation
- Mystery shopping
- Interviews
- Surveys

c. Final oral presentation

The team will present about their service diagnosis/evaluation and recommendations to improve the customer service and relationship management.

Peer Evaluation

A peer evaluation form is due from each student at the end of this project and the grading may be adjusted based on the evaluation results. Furthermore, I will adopt "Voting off Free-rider" policy. Each team has the right to vote off any free rider, underperforming, or irresponsible member up to one week before the team assignment or project's due date; the final decision is contingent upon group consensus and my approval.

GRADE SCALE

(Letter Grade)	Definition
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A+	(All goals achieved beyond expectation) Exceptional
A	(All goals achieved) Superb
A-	(All goals achieved, but need some polish) Excellent
B+	(Some goals well achieved) Very Good
B	(Some goals adequately achieved) Good
B-	(Some goals achieved with minor flaws) Acceptable to Adequate
C+	(Minimum goals achieved) Barely adequate

*Please note that B is already a good grade in this class.

CLASS SCHEDULE

* This course schedule is tentative and subject to change.

Wk	Dates	Topic	Assignment due
<u>1</u>	2/21	Course Introduction	
<u>2</u>	2/28	(228 Peace Memorial Day)	Individual Assignment due at 12 pm
<u>3</u>	3/6	Service Encounters	
<u>4</u>	3/13	Emotional Labor	
<u>5</u>	3/20	Service Provider Attributes	
<u>6</u>	3/27	Guest Speaker	
<u>7</u>	4/3	Field Observation	
<u>8</u>	4/10	Person-Organization Fit	
<u>9</u>	4/17	Communication	
<u>10</u>	4/24	Counterproductive Service Behavior	
<u>11</u>	5/1	Handling Dysfunctional Customers	
<u>12</u>	5/8	Service Failure and Recovery	
<u>13</u>	5/15	Guest Speaker	
<u>14</u>	5/22	Human Robot Interaction	
<u>15</u>	5/29	Human Robot Collaboration	
<u>16</u>	6/5	Project Presentation	
<u>17</u>	6/12		
<u>18</u>	6/19	(Peer Evaluation Report)	