



**Bow Valley
College**

Course Outline

ADMN1750

Provide Customer Service
Fall 2025 - Current

Last Updated: 5/12/2025 9:19:13 AM

Care has been taken to obtain copyright permission to reproduce this material. Any information that will enable Bow Valley College to obtain copyright clearance for any material not acknowledged would gladly be received by:

Bow Valley College
345 6th Avenue SE
Calgary AB T2G 4V1
Attn: Copyright Officer
email: copyright@bowvalleycollege.ca

© Bow Valley College

ADMN1750 Provide Customer Service**COURSE DESCRIPTION**

Providing customer service to internal and external customers/clients is an important part of the administrative professional role, as it directly impacts the reputation and effectiveness of an organization. This competency involves effectively communicating with customers/clients, responding promptly to inquiries, resolving issues, and ensuring that customer needs are met with professionalism and courtesy. Strong customers service skills are needed when interacting in person, over the phone, or on social media. Mastery of this competency ensures that administrative professionals can enhance customer satisfaction and contribute to a positive organizational image through every interaction.

REQUISITES	Complete the following courses: • ADMN1250 - Perform Administrative Tasks in the Office (6)
EQUIVALENTS	None
CREDITS	3
HOURS	45
ELIGIBLE FOR PLAR	No
ZERO TEXTBOOK COST	Yes

COURSE COMPETENCY**COMPETENCY TITLE**

Provide Customer Service

COMPETENCY STATEMENT

Provide Customer Service involves welcoming visitors to the office, addressing customer/client inquiries, and managing concerns or challenges with strong customer service, effective communication, and customer engagement.

COMPETENCY DESCRIPTION

Providing customer service to internal and external customers/clients is an important part of the administrative professional role, as it directly impacts the reputation and effectiveness of an organization. This competency involves effectively communicating with customers/clients, responding promptly to inquiries, resolving issues, and ensuring that customer needs are met with professionalism and courtesy. Strong customers service skills are needed when interacting in person, over the phone, or

on social media. Mastery of this competency ensures that administrative professionals can enhance customer satisfaction and contribute to a positive organizational image through every interaction.

COURSE LEARNING OUTCOMES

Bow Valley College is committed to ensuring our graduates can demonstrate their abilities in key areas that will make them effective citizens and encourage their development as lifelong learners. In addition to the discipline-specific skills that learners acquire in their programs, the College has identified ten learning outcomes.

College-Wide Outcomes:

1. Communication
2. Thinking Skills
3. Numeracy and Financial Literacy
4. Working with Others
5. Digital Literacy
6. Positive Attitudes and Behaviours
7. Continuous Learning
8. Health and Wellness Awareness
9. Citizenship and Intercultural Competence
10. Environmental Sustainability

#	COURSE LEARNING OUTCOME(S)	COLLEGE WIDE OUTCOMES SUPPORTED
1	Welcome visitors to the office.	1, 2, 4, 6, 7, 9
2	Address customer inquiries through a variety of communication channels.	1, 2, 4, 5, 6, 7, 8, 9
3	Manage customer concerns and challenges.	1, 2, 4, 6, 7, 8, 9

LEARNING PATHWAY

**The time it takes learners to demonstrate competencies will vary. An example of a suggested schedule for learning and development is shown below. Learners will need to plan out their assessment attempts within their course. For additional information, please consult the Course Offering Information in Brightspace.*

WEEK/HOURS LEARNING AND DEVELOPMENT PLAN

1	Maintain the workspace
2	Greet visitors
3	Interact with visitors
4	Provide assistance to visitors
5	Answer phone calls
6	Respond to email inquiries
7	Respond to social media inquiries
8	Maintain communication records
9	Reading Week
10	Deescalate a situation
11	Identify the root of the issue
12	Propose solutions and follow up
13	Prepare documentation
14	Assessment
15	Assessment

ASSESSMENT

This course follows an assessment-first approach, in which learners will be assessed, and receive structured feedback, and a personalized learning plan. Learners will also receive differentiated support from an instructor based on their individual needs.

Learners will have a variety of ways to demonstrate they have met the required competency through the demonstration of learning outcomes and criteria as laid out in the rubric. Learners will have multiple (but not unlimited) attempts to prove competency. It is suggested that learners plan out their assessment attempts within their course.

Learners will have flexibility in how they satisfy course learning outcomes while still adhering to the criteria found in the rubric and the Course Offering information. Please refer to the Course Offering Information and the rubric in Brightspace for additional information.

COURSE
LEARNING ASSESSMENT
OUTCOMES

1, 2, 3	Competency Assessment Part A: In-Person Customer Service
2, 3	Competency Assessment Part B: Customer Service Using Email and Social Media
2, 3	Competency Assessment Part C: Customer Service on the Phone
1-3	Mastery Assessment (Optional)

PERFORMANCE
STANDARDS

Successful demonstration of all learning outcomes is required to pass this course. This course may be part of a competency or larger program of study.

Competency (3.00) in this course requires a successful demonstration of all learning outcomes.

Students who achieve Competency can also complete the optional Mastery assessment. Successful completion of this assessment will result in Mastery (4.00).

Please consult with the program area or the Bow Valley College website for completion requirements.

GRADING SCHEME

Symbol	Description	Grade Point Value
MAST	Mastery	4.00
COMP	Competent	3.00
DEVL	Developing	N/A
F	Fail	0.00
W	Withdraw	N/A

REQUIRED LEARNING RESOURCES

Additional learning resources may be found in the Course Offering Information or in Brightspace.

ADDITIONAL INFORMATION

Additional information may be found in the Course Offering Information or in Brightspace.

ACADEMIC ACCOMMODATIONS

Learners with a disability (learning, physical, and/or mental health) may qualify for academic and exam accommodations. For more information, or to apply for accommodations, learners should make an appointment with Accessibility Services in the Learner Success Services (LSS) Department. Accessibility Services can also assist learners who may be struggling with learning but do not have a formal diagnosis. To make an appointment visit LSS on the first floor of the south campus or call 403-410-1440. It is the learner's responsibility to contact Accessibility Services and request academic accommodations. For more information, please visit our website at <http://www.bowvalleycollege.ca/accessibility>.

INSTITUTIONAL POLICIES

Bow Valley College is committed to the highest standards of academic integrity and honesty. Learners are urged to become familiar with and uphold the following policies: Academic Integrity (500-1-7), Learner Code of Conduct, Procedures and Guidelines (500-1-1), Learner Appeals (500-1-12), Attendance (500-1-10), Grading (500-1-6), Academic Continuance and Graduation (500-1-5), and Electronic Communications (300-2-13). Audio or video recording of lectures, labs, seminars, or any other teaching and learning environment by learners is allowed only with consent of the instructor as part of an approved accommodation plan. Recorded material is to be used solely for personal study and is not being used or distributed without prior written consent from the instructor.

Turnitin:

Students may be required to submit their course work to Turnitin, a third-party service provider engaged by BVC. Turnitin identifies plagiarism by checking databases of electronic books and articles, archived webpages, and previously submitted student papers. Students acknowledge that any course work or essays submitted to Turnitin will be included as source documents in the Turnitin.com reference database, where it will be used solely to detect plagiarism. The terms that apply to a student's use of Turnitin are described on Turnitin.com.

Online Exam Proctoring:

Examinations for this course may require proctoring through an online proctoring service. Online proctoring enables online exam taking within a controlled and monitored environment, thereby enhancing academic integrity. Online proctoring may occur through a variety of methods, including but not limited to:

- a. live online proctoring where a remote invigilator authenticates identity and observes completion of an exam using specialized software and recordings;
- b. automated proctoring where the exam session is recorded and AI (artificial intelligence) analyzed;
- c. browser lockdown that limits access to other applications, websites, copying, printing, screen capture and other functions; or
- d. a combination of both live/automated proctoring and browser lockdown.

Course instructors will review recordings, analyses, and data obtained through online proctoring for academic integrity infractions. It is the student's responsibility to meet the technical, software, location, and identity verification requirements necessary to enable online proctoring.

Further details of these policies are available in the Academic Calendar and on the Bow Valley College website, bowvalleycollege.ca.

Learners are encouraged to keep a copy of this course outline for future reference.

Collection of Personal Information:

This course, including your image and voice, may be recorded and made available to you and other students taking the course section. By attending the class(es) online or in person, you consent to the collection of your personal information. If you do not wish to be recorded, please contact your instructor before starting the course/class to discuss alternative arrangements.

You may use the recordings only for educational purposes and you must not copy, share, or use the recordings for any other purpose without the instructor's express permission.

Your personal information is collected in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) to deliver academic programming, support learner flexibility, promote universal design for learning principles, and for purposes consistent with the course activities and outcomes. If you have any questions about the collection, disclosure, use, or protection of this information, please contact the College's Access and Privacy Officer at foip@bowvalleycollege.ca.