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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Human Services |
| **Course Name** | Practicum in Human Services |
| **Lesson/Unit Title** | The Importance of Client Satisfaction |
| **TEKS Student Expectations** | **130.280. (c) Knowledge and Skills**  (3) The student uses oral and written communication skills and solves problems using critical-thinking skills. The student is expected to:  (B) use effective communication skills such as ability to empathize, motivate, listen attentively, and speak courteously and respectfully when working with clients;  (C) apply appropriate customer service techniques to complete transactions;  (D) investigate client resources and risk tolerance levels such as evaluating client resources versus cost, educating client about most beneficial choices, and recommending best products, plans, or services for the client.  (9) The student selects and uses appropriate business procedures and equipment to produce satisfying client outcomes and business success. The student is expected to:  (C) respond to client questions appropriately; and  (D) advise clients using appropriate and relevant information. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * List the advantages and impact good customer satisfaction has on a business * Identify methods to analyze and evaluate client’s needs and concerns * Identify communication skills to consult with supervisor when needed to expedite solutions to client problems |
| **Rationale** | Clients are the lifeline to any business. Without clients, the business would not succeed. What is good client service? Who is responsible for providing good client service? There are short-term and long-term results of providing good client service and satisfaction. In preparation for careers in the field of Human Services, this lesson will provide an excellent opportunity to better understand the importance of client satisfaction. |
| **Duration of Lesson** | Three 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Client/customer/patron:** A person who pays a professional person or organization for services  **Colleague:** A person who works with you: a fellow worker  **Expedite:** To cause (something) to happen faster  **Expertise:** Special skill or knowledge: the skill or knowledge an expert has  **Recommendation:** The act of saying that someone or something is good and deserves to be chosen  **Satisfaction:** The act of providing what is needed or desired: the act of satisfying a need or desire  **Solutions:** Something that is used or done to deal with and end a problem: something that solves a problem  **Strategies:** The skill of making or carrying out plans to achieve a goal |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines)   **Supplies:**   * Beauty supplies found at a salon * Cash register * Employee handbook * Receipts displaying information on taking surveys * Shopping bags * Various store advertisements * Copies of handouts   **PowerPoint:** -   * The Importance of Client Satisfaction * Presentation Notes for The Importance of Client Satisfaction   **Technology:**   * Free iPad App:   + Google Analytics<https://itunes.apple.com/us/app/google-analytics/id881599038?mt=8> * Infographics:   + What Do Customers Hate Most About Bad Customer Service?<https://www.zendesk.com/blog/infographic-bad-customer-service> * TedxTalk:   + Amazon founder and CEO Jeff Bezos delivers graduation speech at Princeton University  In this Princeton University graduation address, Amazon founder Jeff Bezos makes the case that our character is reflected not in the gifts we’re endowed with at birth, but by the choices we make over the course of a lifetime.<https://www.ted.com/talks/jeff_bezos_gifts_vs_choices>   **YouTube:**   * Customer Service  Six Common Customer Expectations— Created using PowToon.<https://youtu.be/RyrjeDWQ0Vw> * How to Greet Customers Improve the customer experience by greeting them right! Consultant Dick Marks discussed the “I Care” method of greeting customers at a business.<https://youtu.be/kkxMFUk648o>   **Graphic Organizers:**   * Note-taking The Importance of Client Satisfaction * The Impact of Good Client Satisfaction   **Handouts:**   * Anticipation Guide – The Importance of Client Satisfaction * (Key) Anticipation Guide – The Importance of Client Satisfaction * Client Satisfaction Survey * Providing Good Services to Clients * Rubric for Client Satisfaction Survey |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Prior to class:**  Display as many of the lesson-related supplies (see Materials or Specialized Equipment Needed) as you have available on a table in front of the room. Supplies can include:   * Beauty supplies found at a salon * Cash register * Employee handbook * Receipts displaying information on taking surveys * Shopping bags * Various store advertisements   Look at the items on the table. How do the items relate to providing good client satisfaction as an employer, an employee, or a client?  Allow time for class discussion.  Distribute the Anticipation Guide – The Importance of Client Satisfaction handout prior to viewing the PowerPoint. Prior to the start of this lesson, the students will read each statement and place a check mark by each statement they THINK is true. After they have answered each statement, students are to put the handout away for later use during Lesson Closure. |
| **Direct Instruction \*** | Note to teacher: Prior to beginning this lesson, review, preview and select the appropriate multimedia for your classes.  Introduce objectives, terms, and definitions.  Distribute the handout Note-taking The Importance of Client Satisfaction . Teacher will determine the notes to be recorded by students. Inform students that they will be expected to take notes and participate in discussions while viewing the slide presentation.  Introduce and discuss the PowerPoint - The Importance of Client Satisfaction. Allow time for questions, answers, and classroom discussion.  Use appropriate notes from Presentation Notes for The Importance of Client Satisfaction for discussion.  Using the Note-taking The Importance of Client Satisfaction handout, students will have an opportunity to reflect upon, review and respond to the information pertaining to the PowerPoint. They will write a summary of topics or statements which reflect the information from the lesson:   * Discuss the topic * Write down your thoughts * Make a real-world connection to the lesson * How is this going to help you in a career in Human Services?   Allow for questions and answers to check for understanding.  Videos included in slide presentation:   * Customer Service  Six Common Customer Expectations— Created using PowToon.<https://youtu.be/RyrjeDWQ0Vw> * How to Greet Customers Improve the customer experience by greeting them right! Consultant Dick Marks discussed the “I Care” method of greeting customers at a business.<https://youtu.be/kkxMFUk648o>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * checking for understanding * encouraging participation |
| **Guided Practice \*** | Distribute the Impact of Good Client Satisfaction handout. Individually, students will complete the graphic organizer by listing the advantages and impact good customer satisfaction has on the employer, employee, and client.  Allow time to complete the graphic organizer. Using the graphic organizer, students will write an article pertaining to “The Impact of Good Client Satisfaction” in the Newspaper Clip Generator.  Newspaper Clip Generator   Create a newspaper article by entering information.<http://www.fodey.com/generators/newspaper/snippet.asp>  Have students read their newspaper article to the class. Allow time for classroom discussion.  Completion of the handout and newspaper article can be assessed as a daily grade.  Upon completion of the newspaper article assignment, distribute the Providing Good Services to Clients handout. Individually, students are to complete the handout with the appropriate information. Instruct students to determine possible work practices that could be implemented at the workplace. They are to ask two questions concerning the proper use of each one and an advantage for practicing good communication skills.  If students wish, they may volunteer to share what they wrote on the handout. Allow time for classroom discussion.  Completion of the handout can be assessed as a daily grade.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * repeating instructions * providing assistance |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | **Prior to activity:**  Become familiar with Surveynuts.com at <http://surveynuts.com/simple-survey-maker-free-questionnaire.> Students may use this website to create their surveys.  Read the following scenario: On your third week on the job, your supervisor has decided to implement a new survey questionnaire for all clients. He is concerned if his business is fulfilling the needs of clients every day. He would also like to know how his business compares to his competitors and he has asked for your input. What questions should be on the survey?  Distribute the Client Satisfaction Survey handout. Individually, the students will complete the handout by selecting the type of job and the Human Services Career Pathway their scenario is based on (their choice):  Example: Cosmetologists are in the career pathway of Personal Care Services.  Instruct students to develop a client survey by identifying five to seven questions to meet the needs of the business. Their survey may be in the form of:   * Multiple choice questions * Rating scale * Comment/Essay box questions * Demographic questions   Students are to design the survey to look like an actual survey on their paper. They may opt to design and print their survey online using Surveynuts.com at <http://surveynuts.com/simple-survey-maker-free-questionnaire.> Once the survey is completed, it may be printed online.  Upon completion of their survey, students will answer the following questions on their paper:   * Analyze your survey. What was the most challenging part of this activity? Why? How did you solve it? How does this activity or discussion relate to “real life?” * What principles or guidelines can be used in real-life situations? * How did your survey evaluate the needs of the clients? * Why is it important to have plenty of information before creating a survey?   Distribute and review Rubric for Client Satisfaction Survey so that students may understand what is expected.  Teacher note: You may opt to allow the students to practice taking each other’s surveys and critiquing with constructive suggestions.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * extending ‘wait time’ * provide praise and encouragement |
| **Lesson Closure** | Review terms, definitions, and lesson objectives.  Re-distribute the graphic organizer Anticipation Guide – The Importance of Client Satisfaction used in the Anticipatory Set and allow students to revisit each statement and place a check mark by each statement they KNOW is true. Students will provide information that PROVES other statements are not true. They may use the back of the sheet if additional space is needed. (Key) Anticipation Guide – The Importance of Client Satisfaction has been provided for your use. As class, compare the two sets of answers.  Allow for questions and class discussion. Check for understanding. |
| **Summative/End of Lesson Assessment \*** | Projects will be assessed with Rubric for Client Satisfaction Survey.  **Optional**  Students will write a one-page reflection of what they have learned from this lesson and how they will apply it to their lives, now and in the future. Content of the reflection may include how planning for a career is a journey and requires continual evaluation and readjustment.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * grading according to work done * shortened, simplified instructions |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * Photos obtained through a license with Shutterstock.com®.   **Websites:**   * Econsultancy.com  The impact of negative consumer reviews is growing.<https://econsultancy.com/blog/4866-the-impact-of-negative-consumer-reviews-is-growing> * Forbes Magazine  44 Facts Defining the Future of Customer Engagement<http://www.forbes.com/sites/sap/2014/10/06/44-facts-defining-the-future-of-customer-engagement>   **YouTube:**   * Customer Service  Six Common Customer Expectations— Created using PowToon.<https://youtu.be/RyrjeDWQ0Vw> * How to Greet Customers  Improve the customer experience by greeting them right! Consultant Dick Marks discussed the “I Care” method of greeting customers at a business.<https://youtu.be/kkxMFUk648o> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * word wall * draw visual representation of terms on word wall * add terms and definitions to personal dictionary * check for understanding * have students repeat instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Current Events:  Assign students to read about the importance of client retention. Information can be found in newspaper articles, magazines, journals, and online print.   Suggestions:   * Protect Your Most Valuable Business Asset – Your Customers<http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/Protect-Your-Most-Valuable-Business-Assets-Your-Customers-84768.aspx> * Treat Customers Like Assets and They Will Act in Kind<http://searchcrm.techtarget.com/feature/Treat-customers-like-assets-and-they-will-act-in-kind> * Have students form their own questions about the text prior to reading or have them write down any questions that come to mind as they are reading. * Encourage students to connect reading to their life experiences or prior knowledge. |
| **Quotes** | The customer experience is the next competitive battleground. **-Jerry Gregoire**  Kind words can be short and easy to speak, but their echoes are truly endless. **-Mother Teresa**  Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong. **-Donald Porter**  Good service is good business. **-Siebel Ad** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * I can practice good communication skills at the workplace by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. * Providing good customer is vital to a business because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. * I can provide good customer service by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.   **Writing Strategy:**  RAFT (Role/ Audience/Format/Topic) writing strategy:   * Role: Owner of a business * Audience: New employee * Format: Memo * Topic: The importance of providing good customer service |
| **Communication 90 Second Speech Topics** | * Methods to promote best products, plans, or services for the client can include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. * Clients are the lifeline of a business because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. * It is important to meet the needs of a client because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | **TED Talks:**  TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.  The video below is related to this lesson. Allow students to view the video, and lead a discussion concerning the TED Talk.  Amazon founder and CEO Jeff Bezos delivers graduation speech at Princeton University  In this Princeton University graduation address, Amazon founder Jeff Bezos makes the case that our character is reflected not in the gifts we’re endowed with at birth, but by the choices we make over the course of a lifetime.<https://www.ted.com/talks/jeff_bezos_gifts_vs_choices> |
| **Family/Community Connection** | Invite a local business employer to come to class to discuss workplace relationships and communication skills, challenges and how they affect the work environment. |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America (FCCLA)**  <http://texasfccla.org>  STAR Events:   * Chapter Service Project (Display and Manual): A team event – recognizes chapters that develop and implement an in-depth service project that makes a worthwhile contribution to families, schools, and communities. Students must use Family and Consumer Sciences content and skills to address and act on a community need. * Entrepreneurship: An individual or team event – recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to the lesson. For additional information on service learning see:<http://www.nylc.org>  Create a poster or flyer that communicates a company’s expectations for its employers on the importance of client satisfaction. Display the poster or flyer at a career fair. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)