



Course title	Logistics Customer Service	Instructor	Determined later
		Instructor's email address	
Semester	1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/>	ECTS credits	5/3
Academic year	2019/2020	Contact hours	15 <input checked="" type="checkbox"/> 30 <input type="checkbox"/>
Level	1-Bachelor <input checked="" type="checkbox"/> 2-Master <input checked="" type="checkbox"/>	Language of instruction	English

Learning outcomes and competences

At the end of the course the learner is expected to be able to:

- understand the importance of logistics in creating value for the customer,
- recognize key logistics customer service elements and measures,
- settle logistics service standards for different customer segments,
- select and use basic methods of logistics customer service measurement and assessment.

Course contents

1. The role of logistics in customer service.
2. Recognizing customer needs and requirements.
3. Logistics customer service elements.
4. Logistics customer service policy and standards.
5. Measuring logistics customer service.
6. Assessing logistics customer service.
7. Final test.

Recommended reading

- O'Driscoll N., Pilbeam A., Market Leader: Logistics Management, Wyd. Pearson 2010.
- Cichosz M., Logistics Management, Wyd. Warsaw School of Economics, Warszawa 2015.
- Mentzer, J. T., Flint, D. J., & Hult, G. T. M., Logistics service quality as a segment-customized process. Journal of marketing 2001 65(4), 82-104.
- Christopher, M., & Peck, H., Marketing logistics. Routledge 2012.

Teaching and learning methods

- interactive lecture and discussion,
- case studies,
- qualitative exercises.

Assessments methods

- presence and activity during classes,
- team-work project report,
- final test.