



Entry 3 Certificate

Introduction to the Hospitality industry (7107)

Unit E302

Customer service in the hospitality industry



Learner Name: _____

Group: _____

Candidate Number: _____

Tutor: Paula Cordner

Centre: Marble Hall

CUSTOMER SERVICE – IS IT IMPORTANT TO YOU?

Think about a time when you received excellent customer service.

What made it so excellent? How did the individual or company make you feel special?

List all the things you can remember about the experience below. Be prepared to share your experience with a partner.

Good service looks like:

Now think about a time when you received appalling customer service. What made it so bad? Again list your recollections below and be prepared to share your experience with a partner.

Bad service looks like:

Did you complain about the poor customer service? Yes No

Did you acknowledge the excellent customer service? Yes No

THE BENEFITS OF GOOD CUSTOMER SERVICE

Customer service can affect not only the business and the owner, but also the employees and the customers. Using the table below, name at least three benefits of good customer service in the table below.



The Employee	The Business	The Customer

IMPORTANCE OF GOOD CUSTOMER SERVICE**What will happen to...?****Profitability****Customer Satisfaction****Reputation****Customer experience****Job satisfaction**

COMMUNICATING WITH CUSTOMERS

There are two types of communication – Verbal and Non Verbal. What do we mean by these? Describe them below in your own words.

Verbal

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Non verbal

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We use many different ways of communicating during our day to day lives. How many types of communication can you think of?



Are these Verbal or Non verbal?

Body language	Tone	Email
Face to face	Eye contact	Text
Written	Clarity	Facial expressions
Telephone volume	Posture	Stance

Write them under the type you think they belong to

Verbal	Non Verbal



THE IMPORTANCE OF GOOD PERSONAL PRESENTATION

Conveying the 'Right Image'

Getting your image right the first time can be difficult in the workplace. Whether you are on a building site, in the reception of a large multi-national corporation or working at a local fish & chip shop, your customers (internal and external) will make some pretty strong judgments about you (positive or negative), through your 'professional image'.

That is why it is important to be slightly 'self aware' about how you are coming across at all times.

Rate yourself: Tick the box that you think is most applicable.

Be honest and if uncertain also ask a colleague/friend for their opinion.

	Excellent	Good	Fair	Weak	Poor
Hairstyle, hair grooming (appropriate length & clean)					
Personal habits of cleanliness (body)					
Personal habits of hygiene (hands, fingernail & teeth)					
Attire and jewellery (appropriate)					
Neatness (shoes, boots, suitable and tidy)					
General grooming (appear professional)					
Appropriate words & tone (swearing, 'huffing', screaming)					

When it comes to my image at work / college, I would rate myself:

Please circle

EXCELLENT

GOOD

SATISFACTORY

GOOD PERSONAL PRESENTATION

In hospitality establishments, you are representing both yourself and the organisation you work for. Your personal presentation is important to the customer's first impression of where you work. It tells them a great deal about you, the way you approach your job, and the service you are likely to offer. The image you need to present is clean, caring and professional.

Explain why good personal hygiene and personal presentation are an important part of being a customer facing employee.

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How can you create a professional image?

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OBSERVATION CHECKLIST TASK B (I)

Candidate name:	Date:
Centre name:	Assessor name:

Observation:	(✓)
<p>1. Serve food and drink to customers:</p> <p><u>Politely</u></p> <ul style="list-style-type: none"> Smiling Appropriate language. <p><u>Safely</u></p> <ul style="list-style-type: none"> Personal protective equipment (PPE) Correct serving equipment. <p><u>Hygienically</u></p> <ul style="list-style-type: none"> Hand washing. Uniform clean & tidy Hands and nails 	
<p>2. Work as part of the team:</p> <ul style="list-style-type: none"> Assisted colleagues Followed instructions Polite (please and thank you) 	
<p>3. Assist in preparing/assembling customer orders safely:</p> <ul style="list-style-type: none"> Correct food and drink items provided to customer. Correct equipment used. Checked customer requirements, e.g. condiments/napkins provided to customer. 	
<p>4. Assisted in the preparation, maintenance and cleaning of service areas:</p> <ul style="list-style-type: none"> Restored food and drink items correctly. Cleaned as they went. Used correct cleaning products and equipment. Disposed of waste. 	

All points must be successfully achieved to gain a pass grade.

Comment and feedback

Observation reference	Feedback
Serve food and drink to customers:	
Work as part of the team:	
Assist in preparing/assembling customer orders safely:	
Assisted in the preparation, maintenance and cleaning of service areas:	

OBSERVATION STORYBOARD

Greeting
Customer with
a smile
wearing correct PPE

Picture of
washing hands

Correct serving
equipment
e.g. tongues,
tea towel,
cup and saucer etc.

Working with
a colleague

<p>Give correct order to customer Using correct equipment</p>	
<p>Clean work area and cafe</p>	
<p>Store food and drink items correctly away</p>	
<p>Disposal of waste</p>	

WORKSHEET TASK B(II)- PERSONAL PRESENTATION LOG

This log should show at least **three** occasions when you have demonstrated appropriate personal presentation standards in a customer service setting.

Presentation Skills	1. Date, location and situation observed	2. Date, location and situation observed	3. Date, location and situation observed	Tutor/ assessor Signature.
Personal Hygiene				
Uniform/dress				
Hair/make-up/jewellery				
Working environment				

Presentation Skills	1. Date, location and situation observed	2. Date, location and situation observed	3. Date, location and situation observed	Tutor/ assessor Signature.
Positive body language				
Posture				
Facial Expressions				
Smiling				

Presentation Skills	1. Date, location and situation observed	2. Date, location and situation observed	3. Date, location and situation observed	Tutor/ assessor Signature.
Gestures				
Eye contact				
Presentation of work area and equipment				