

HOSPITALITY

Unit 2: An introduction to customer service in the hospitality industry



Hospitality

Level 1 Unit 2: An introduction to customer service in the hospitality industry

Sample scheme of work

This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs. It can also be adjusted by adding theory workshops to support learners who have/need additional learning time.

Internal sample assessment materials will soon be available at www.diplomainfo.org.uk

Total GLH	60
Delivery model	Based on teaching over two terms, ie: <ul style="list-style-type: none"> • 10 sessions of two and a half hours • eight sessions of four hours for practical work • one visit from an industry speaker for three hours.
Aim	To introduce the basic elements of customer service and the ways in which it can be implemented successfully. Learners will be able to: <ul style="list-style-type: none"> • describe the main methods and procedures for delivering effective customer service • carry out customer service as an effective team member.
Notes	The assessment for this unit may be included as part of another unit assessment. This unit could also be co-taught with Unit 3. Under FS (functional skills): * indicates opportunities for assessment in English of speaking and listening and/or written communication.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
1	Introduce the topic and the range of opportunities for the delivery of customer service in the hospitality industry	Class exercise to list different types of hospitality establishments and match them with the type of service they may provide.	LO2a LO2b			2.5	
2	Introduce the basic elements of customer service	Session to cover the different types of customers and their needs, and how to react in different types of situation Devise exercises relating to customer types.	LO2a		*	2.5	
3	Viewing customer service and related situations from different viewpoints	Create a short scenario for learners to study and discuss in small groups.	LO1a	IE3	*	2.5	Links to Unit 3, LO1a and LO1b on the different roles within teams and the importance of teamwork.
4	Work from previous week continued	In small groups, learners to discuss the scenario from the viewpoint of the customer. Ensure learners consider various expectations such as efficiency, rapid service and good communication.	LO1a	IE3	*	2.5	
5	Work from previous week continued	In small groups, learners to discuss the scenario from the viewpoint of the establishment. Ensure learners consider retention of customer satisfaction, loyalty and return/referral. Follow with a class discussion and feedback session.	LO1a	IE3	*	2.5	Links to Unit 3, LO2: understand the importance of effective communication to meet customer needs.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
6	Visit to a hospitality establishment	Develop a worksheet for learners to complete which requires them to identify the health and safety requirements they observed on their visit to the establishment.	LO2c		*	4	
7	Half-term	Ask learners to complete an additional worksheet identifying health and safety requirements they observe in other hospitality establishments over the break.					
8	Review of visit	As a group, discuss the basic legal requirements (health and safety, fire safety and food hygiene) that relate to the provision of customer service in hospitality. Ask each learner to give one example from their findings.	LO2c		*	2.5	
9	Health and safety as it relates to customer service provision	Illustrate this topic with films and video clips. Provide industry-specific examples where possible.	LO2c			2.5	
10	Fire safety as it relates to customer service provision	Illustrate this topic with films and video clips. Provide industry-specific examples where possible.	LO2c			2.5	
11	Food safety as it relates to customer service provision	Illustrate this topic with films and video clips. Provide industry-specific examples where possible.	LO2c			2.5	Links to Unit 5, LO1b: describe how to prepare and serve food and beverages in a safe and hygienic manner.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
12	Visit from industry/employer to reinforce importance of observing basic legal requirements	A question-and-answer session with the visitor can be followed up with worksheets. Learners to carry out risk assessments to discuss with the employer.	LO2c			3	
13	Holidays						
14							
15	Individuals and their personal responsibility in the provision of customer service	Planning for practical activity (allocate roles, etc).	LO2d		*	2.5	Resource: Institute of Customer Service (www.instituteofcustomerservice.com) Resource: Kristin Anderson and Ron Zemke (1998) <i>Delivering Knock Your Socks Off Service.</i>
16	Providing customer service by presenting a professional image, personal appearance and hygiene and the importance of building relationships by managing own emotions	Practical assessment (eg restaurant service, special event, role play, etc).	LO3a	SM7	*	4	

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
17	Effective communication with both customers and colleagues in a range of different situations	Practical assessments and discussion of feedback sheets to improve performance and deal positively with feedback.	LO3b	RL4 TW3	*	4	Links to Unit 3, LO3a and LO3b on performing a role effectively within a team and being able to assess performance for improvement. Links to Unit 3, LO4: be able to use a range of communication methods efficiently and accurately.
18	Effective communication with both customers and colleagues in a range of different situations	Practical assessments and discussion of feedback sheets to improve performance and deal positively with feedback.	LO3b	RL4 TW3		4	Links to Unit 3, LO3a and LO3b on performing a role effectively within a team and being able to assess performance for improvement. Links to Unit 3, LO4: be able to use a range of communication methods efficiently and accurately.
19	How to adapt behaviour to different situations – demonstration of positive attitude showing fairness and consideration to others	Learners to compile a list of situations that may occur when working as a group. Discussion or role play to demonstrate ways in which situations can be handled and controlled.	LO3c		*	4	Links to Unit 3, LO3a: perform a role effectively as a member of a team working towards common goals, showing commitment and perseverance.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
20	Customer service procedures and the importance of following them according to establishment policy	Practical assessment with a short scenario or case study based around an employee who fails to follow the correct procedures and then has to deal with customer complaints.	LO3d	TW5	*	4	
21	Customer service procedures and the importance of following them according to establishment policy	Discuss with learners how to deal with different types of customers and situations. Use role plays and scenarios.	LO3d			4	
22	Review of performance	Building on feedback sheets throughout the unit, ask learners to review and reflect on their performance both as teams and as individuals.	LO3e		*	4	