

HOSPITALITY

Unit 2: Importance of customer service in hospitality



Hospitality

Level 3 Unit 2: Importance of customer service in hospitality

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.

This unit is assessed through a centre set and marked assignment.

Total GLH	60
Delivery model	Based on teaching: <ul style="list-style-type: none"> • two hours per week for 24 weeks • three hours per week for four weeks.
Aim	To identify good customer service procedures and their relationship to commercial benefits for hospitality establishments. Learners will be able to: <ul style="list-style-type: none"> • describe the range and impact of customer service processes and procedures • measure and evaluate the provision of customer service and its effectiveness.
Notes	Under FS (functional skills): <p>* indicates opportunities for assessment in English of speaking and listening and/or written communication + indicates opportunities for assessment of research skills using skills involving reading and understanding information presented in a variety of text types.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
1	Introduction to the topic and its relevance to other units within the diploma	<p>Review the range of hospitality establishments where customer service is key and how the service offers changes.</p> <p>Working in small groups, ask learners to summarise establishments in the sub-industries where customer service is key to provision, and the range of services within establishments.</p>	LO1a			2	<p>Links to all Units.</p> <p>Links to Unit 1, LO1b: describe the range, variety and characteristics of hospitality sub-industries in the hospitality industry.</p>
2	Range of customer services	<p>Review the work from the previous week.</p> <p>Discuss the range of customer services in the industry, eg front of house (house keeping, bar service, events catering) and back of house (kitchen, purchasing/stores).</p> <p>Share a short scenario showing the implications of poor co-operation between departments.</p>	LO1a		*	2	<p>Links to Unit 3, LO1b: identify roles and responsibilities of a range of hospitality teams and team members.</p> <p>Links to Unit 9, LO1a and LO1b on roles and responsibilities of the functional or operational areas in hospitality establishments, and working collaboratively.</p>
3	Customer care standards	<p>This session should cover customer care standards, including meeting customers' needs, communicating and dealing effectively with customers and meeting customers' expectations.</p> <p>Working in small groups, ask learners to draft standards for the restaurant where they perform their practical activities.</p>	LO2a		*	2	<p>Links to Unit 7, LO2a: describe how hospitality establishments identify customer needs.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
4	Customer care policies	<p>This session should cover customer care policies, including key features such as equal opportunities, provision of information and setting performance standards.</p> <p>Working in small groups, ask learners to draft a policy for the restaurant where they perform their practical activities.</p>	LO2b		*	2	Links to Unit 7, LO4a: interpret market information to determine customer needs.
5	Feedback from last weeks' activities	As a group, review the standards and policies drafted. Select the most appropriate material to adapt to monitor group performance.	LO2a, b		*	2	Links to Unit 7, LO4a.
6	Importance of training and comparisons of guidelines and standards across different types of hospitality establishments	Compile questions to ask relating to different types of establishment for forthcoming visits to observe customer service.	LO2c		*	2	Links to Unit 3, LO1c: describe how hospitality teams work towards common goals cooperating with others to provide effective customer service.
7	Half-term						
8	Industry visit	<p>Arrange visits to different types of operations so that learners can observe customer service in practice in different establishments.</p> <p>Devise worksheets for learners to complete, which could include questions to ask and items to observe.</p>	LO2c			2	

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9	Review of the visit	Review last week's visit and as a group discuss learners' observations of personal presentation, attitude, product and service knowledge and behaviour. Ask learners to relate the visited establishment to other types of establishments and draw conclusions, eg the difference in attitude.	LO2c		*	2	
10	Customer care (continued)	Continue with last week's work, discussing body language, teamwork, conversational customer techniques and selling methods. Ask learners to compile a comparison for their files of the main types of establishment and the main characteristics of customer service.	LO2c		*	2	Links to Unit 3, LO1d: explain the consequences of ineffective teamwork
11	Industry speaker	Arrange for an industry speaker to visit the class to outline the importance of customer service to their specific operation. Learners should be prepared to ask questions and must take notes for their files.	LO1a			2	
12	Film clip or video on customer service techniques	Share a video clip on customer service techniques. Learners should take notes for their files.	LO2c			2	
13	Holidays						
14							
15	Customer feedback	As a group, identify the main methods of collecting customer feedback. Learners should take notes for their files.	LO3a			2	

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
16	Customer feedback methods	<p>Discuss methods of collecting feedback, such as questionnaires, agency surveys, telephone surveys, verbal feedback and web-based including blogs.</p> <p>Share examples of industry feedback forms in general use. Ask learners to research industry-specific websites to find examples of feedback (eg www.hilton.co.uk).</p>	LO3a		+	2	Links to Unit 7, LO4a: interpret market information to determine customer needs.
17	Customer feedback (continued)	<p>This session should look at the ways in which feedback is used to improve customer service and the effects on the establishment, eg staff training, review of policies, etc.</p> <p>In preparation for the assessment task, ask learners to compile information relating to the design of a customer service survey. Their work should include notes on research and other industry-related information.</p>	LO3b		+	2	Links to Unit 3, LO3a: demonstrate the ability to work with others towards objectives and to deal with issues of concern, showing consideration for the views and beliefs of others.
18	Customer feedback (continued)	<p>This session should focus on the value and effects of customer feedback, such as rewards and incentives, reviews of health and safety and maintenance.</p> <p>Learners should continue their research on designing a customer service survey.</p>	LO3b	IE6	+ *	2	<p>Links to Unit 9, LO3a: summarise the principles of risk assessments in a range of hospitality functional areas.</p> <p>Links to Unit 9, LO3b: identify improvements to create a safe and healthy working environment for themselves, colleagues and customers.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
19	Measurement of the levels of customer service	Discuss how to measure the levels of customer service from questionnaires, agency surveys, telephone surveys and verbal and focus groups. Working in groups, ask learners to devise a questionnaire to measure the level of customer service in a practical activity that they undertake (eg in a restaurant, special event, etc).	LO3c		*	2	Links to Unit 7, LO4a: interpret market information to determine customer needs.
20	Measurement of the levels of customer service (continued)	Learners should continue designing their questionnaires.	LO3c		*	2	
21	The impact of positive and negative customer service – implications for business	Learners should prepare questions prior to the forthcoming industry visit.	LO1b		*	2	Links to Unit 1, LO1c: explain the importance of the hospitality industry to the UK economy using reasoned arguments.
22	Industry visit	Arrange a visit to an industry establishment to discuss customer service and the impact of customer perception on business. Devise worksheets for learners to complete.	LO1b			2	
23	Benefits of positive customer service	Discuss the previous week's visit, looking at the impact of positive and negative customer service on the financial and commercial success of the business. Learners should look at the benefits of positive customer service (eg increased revenue through repeat business and recommendation). Illustrate the topic using a case study.	LO1b			2	

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24	Impacts of negative customer service	Discuss negative customer service, such as loss of reputation, loss of confidence, poor staff motivation and increase in staff turnover. Ask learners to research the case study in relation to positive and negative customer service.	LO1b		+	2	Links to Unit 3, LO1c: describe how hospitality teams work towards common goals cooperating with others to provide effective customer service. Links to Unit 3, LO1d: explain the consequences of ineffective teamwork.
25	Positive and negative customer service (continued)	Continue working on the case study from the previous week.			*	2	Links to Unit 5, LO4a: produce recommendations for business decisions using reasoned arguments and evidence.
26	Review of case study	As a class, review the case study. Then introduce the forthcoming practical events.			*	2	
27	Holidays						
28							
29	Demonstrating effective customer service	Within a practical activity, learners need to demonstrate effective customer service. They should also demonstrate their ability to deal with competing pressures, both personal and work related.	LO4a	SM5	*	2	Links to Unit 4, LO4a: perform as an active team member making contributions to discussions to influence others and reach workable solutions.
30	Collecting customer feedback	Within a practical activity, learners need to collect customer feedback using the previously prepared questionnaire. They should also demonstrate their ability to deal with competing pressures, both personal and work related.	LO3c LO4b	SM5		3	

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
31	Measuring and evaluating customer service	<p>Within a practical activity, learners need to demonstrate that they can measure and evaluate the effectiveness of their customer service, analyse data and produce and evaluate the results.</p> <p>Learners should compile information for the production and use of a customer service tool to improve service.</p>	LO5a		*	3	<p>Links to Unit 3, LO4b: provided constructive support to colleagues within a team.</p> <p>Links to Unit 3, LO4c: evaluate the effects of coaching and mentoring on a team's performance.</p>
32	Producing a customer service tool to improve service	<p>Within a practical activity, learners need to demonstrate that they can generate their own ideas and show a clear indication of the development and evaluation of a policy that will improve their customer service.</p>	LO5a		*	3	
33	Evaluating experience of customer service and setting goals	<p>Learners should continue with their work from the previous week. They also need to show that they can set goals with success criteria and make recommendations for future improvements.</p>	LO5b	RL2	*	3	<p>Links to Unit 3, LO4b and LO4c.</p> <p>Links to Unit 4, LO4a: perform as an active team member making contributions to discussions to influence others and reach workable solutions.</p>
34	Moderation				*		