



# Customer service in the hospitality industry

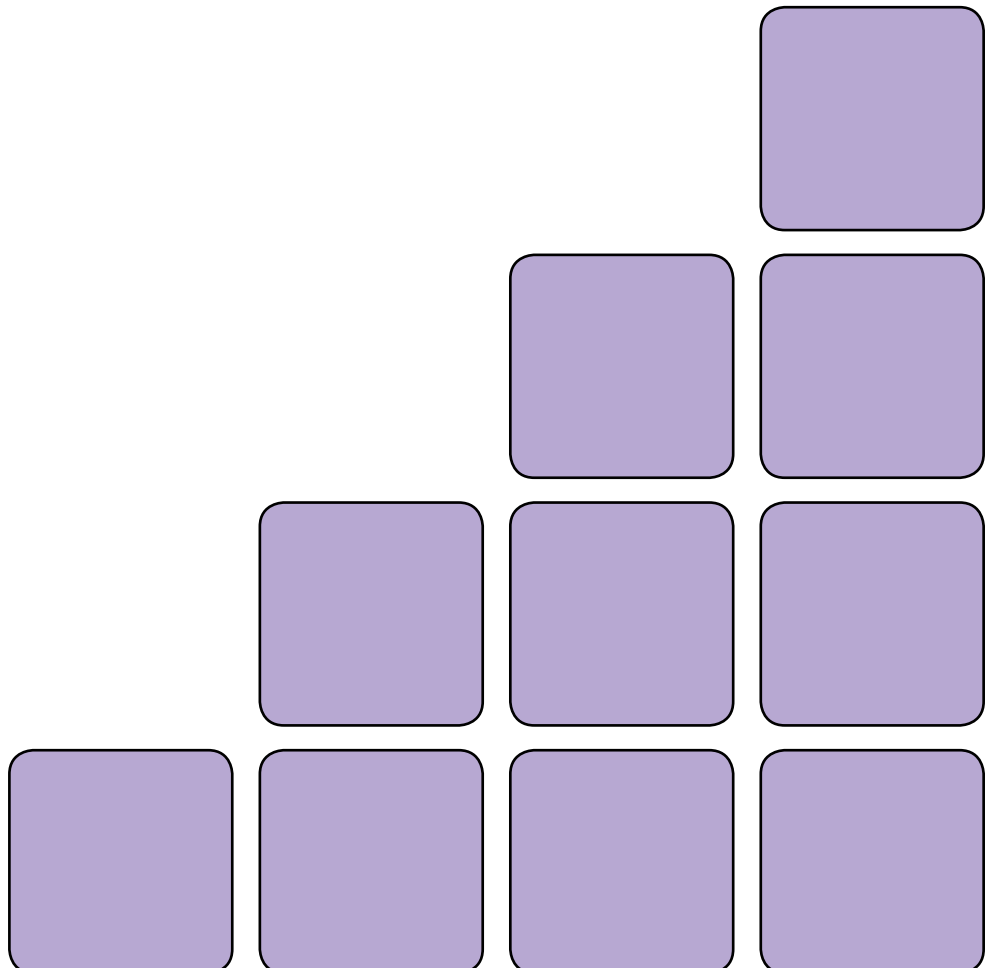
UV11049

J/502/4898

Learner name:

Learner number:

VRQ





# UV11049

## Customer service in the hospitality industry

The aim of this unit is to provide you with a basic understanding of the importance of good customer service in the hospitality industry.

You will learn what is meant by good customer service and why it is important for the customer, the organisation and the employees. You will consider your own experiences and how you have been treated as a customer to help identify examples of good and poor customer service.

As communication skills are at the heart of good customer service, you will explore how to communicate with customers and why it is important to converse effectively and in a polite and friendly manner.

Personal presentation and hygiene are a key part of customer service, you will learn the importance of wearing the correct uniform and following the organisation's dress code for roles.

Level

**1**

Credit value

**3**

GLH

**20**

Observation(s)

**2**

External paper(s)

**0**



# Customer service in the hospitality industry

## Learning outcomes

On completion of this unit you will:

1. Be able to communicate with customers in the hospitality environment
2. Know the benefits of good customer service
3. Know the importance of good personal presentation

## Evidence requirements

1. *Environment*  
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*  
Simulation may be used in this unit, where no naturally occurring evidence is available.
3. *Observation outcomes*  
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

### 4. *Knowledge outcomes*

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

### 5. *Tutor/Assessor guidance*

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

### 6. *External paper*

There is no external paper requirement for this unit.

# Achieving observations and range

## Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

## Achieving range

There is no range section that applies to this unit.



# Observations

## Learning outcome 1

### Be able to communicate with customers in the hospitality environment

You can:

- a. Communicate positively in a hospitality environment (to include verbal and non-verbal communication)

\* *May be assessed by supplementary evidence.*

| Observation                | 1 | 2 | Optional | Optional |
|----------------------------|---|---|----------|----------|
| Criteria questioned orally |   |   |          |          |
| Date achieved              |   |   |          |          |
| Portfolio reference        |   |   |          |          |
| Learner signature          |   |   |          |          |
| Assessor initials          |   |   |          |          |

# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below\*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

*\*This is not an exhaustive list.*



# Knowledge



## Learning outcome 1

**Be able to communicate with customers in the hospitality environment**

| You can:   | Portfolio reference |
|--|---------------------|
| b. Identify the benefits of good communication   |                     |
| c. State how to deal with routine customer needs |                     |



## Learning outcome 2

### Know the benefits of good customer service

| You can:   | Portfolio reference |
|--|---------------------|
| a. Outline what good customer service is   |                     |
| b. State the benefits of good customer service                                     |                     |
| c. Give examples of good service for different customer groups within the industry |                     |



### Learning outcome 3

## Know the importance of good personal presentation

| You can:   | Portfolio reference |
|--|---------------------|
| a. Outline the importance of good personal hygiene and presentation in a hospitality environment |                     |
| b. Identify different dress codes for roles in a hospitality environment                         |                     |

# Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

## Outcome 1: Be able to communicate with customers in the hospitality environment

**Communicate positively in a hospitality environment (to include verbal and non-verbal communication):** Face to face, telephone, verbal, non-verbal (body language, written).

**Benefits of good communication:** Quickly establish customers' needs, deal with situations efficiently, build rapport with customers, ensure understanding, reduce complaints, effective teamwork, customer satisfaction.

**Communication skills:** Verbal (tone, pitch, language, pace), written (clear, concise correct spelling and grammar), non-verbal (body language).

**How to deal with customer needs:** First impressions (greet customer correctly and without delay, personal presentations), quickly establish needs (questions, listening, body language), match products to needs, use effective communication skills.

## Outcome 2: Know the benefits of good customer service

**Good customer service:** Meet customer needs, exceed customer expectations, communicate effectively with customers, resolve complaints effectively, product knowledge, personal attitude and appearance.

**Benefits to the customer:** Meet their needs (provide accurate information, product knowledge), exceed their expectations, customer satisfaction, positive experience.

**Benefits to the organisation:** Increase in customers, increase in sales, repeat business, customer loyalty, reputation.

**Benefits to the employee:** Job satisfaction, improved personal and team morale, increased motivation.

**Different customer groups:** Internal customers (colleagues, suppliers), external customers (groups, individuals), with specific needs (dietary, disability, non-English speaking), age range (children, young adults, adults, older adults).



### Outcome 3: Know the importance of good personal presentation

**Importance of good personal hygiene and presentation in a hospitality environment:** Create a positive first impression of self and organisation, present a professional image, to promote health and safety, to meet job requirements, to maintain the organisation's brand image.

**Good personal hygiene:** Shower/wash daily, clean teeth, fresh breath, deodorant (avoid overpowering perfume/aftershave), clean hands (after toilet breaks, after smoking, between tasks).

**Good personal presentation:** Wear correct clean and ironed uniform, nails at required length, minimal or no jewellery, minimal or no make-up, suitable and clean shoes.

**Dress codes for roles in a hospitality environment:** Comply with organisational policy, clean uniforms, appropriate uniform (chef whites, housekeeping overalls, waiting and bar staff uniforms, reception staff suits), hair (clean, manageable, tied back if necessary), protective clothing (aprons, overalls, gloves, shoes).

# Notes

Use this area for notes and diagrams



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