



DTM10203

Customer Service for Tourism and Hospitality

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Customer Service For Tourism and Hospitality

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ACKNOWLEDGEMENT

We would like to express our sincere appreciation and gratitude to many parties who provided support and constructive feedback during the writing of this Customer Service for Tourism and Hospitality e-book. Our objective is that this e-book will assist students in gaining a better understanding of the topic covered in this course.

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PREFACE

CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY provide students to skills required for establishing a specific career path offered through personal and professional development. This knowledge will help students demonstrate professionalism and provide excellent customer service, which is especially important in the tourism and hospitality industries. The chapters in this ebook are aligned with the most recent syllabus recommended by the Ministry of Higher Education Malaysia's department of Polytechnic and Community College Education.

Several important chapters are included, including those on professionalism, tourism and hospitality workplace responsibilities, ethics and social etiquette, customer service and satisfaction, handling complaints and feedback and hospitality service culture. The chapters are designed to provide in-depth view of the subject.

We hope that this e-book will assist all Polytechnic students, particularly those pursuing a diploma in tourism and hospitality, in comprehending and grasping the fundamental concepts of customer service. End-user suggestions for improving the coverage and content of this e-book are most welcome. We sincerely believe and hope that these suggestions would significantly assist us in further improving the e-book's quality.



About Authors

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1.0 Professionalism



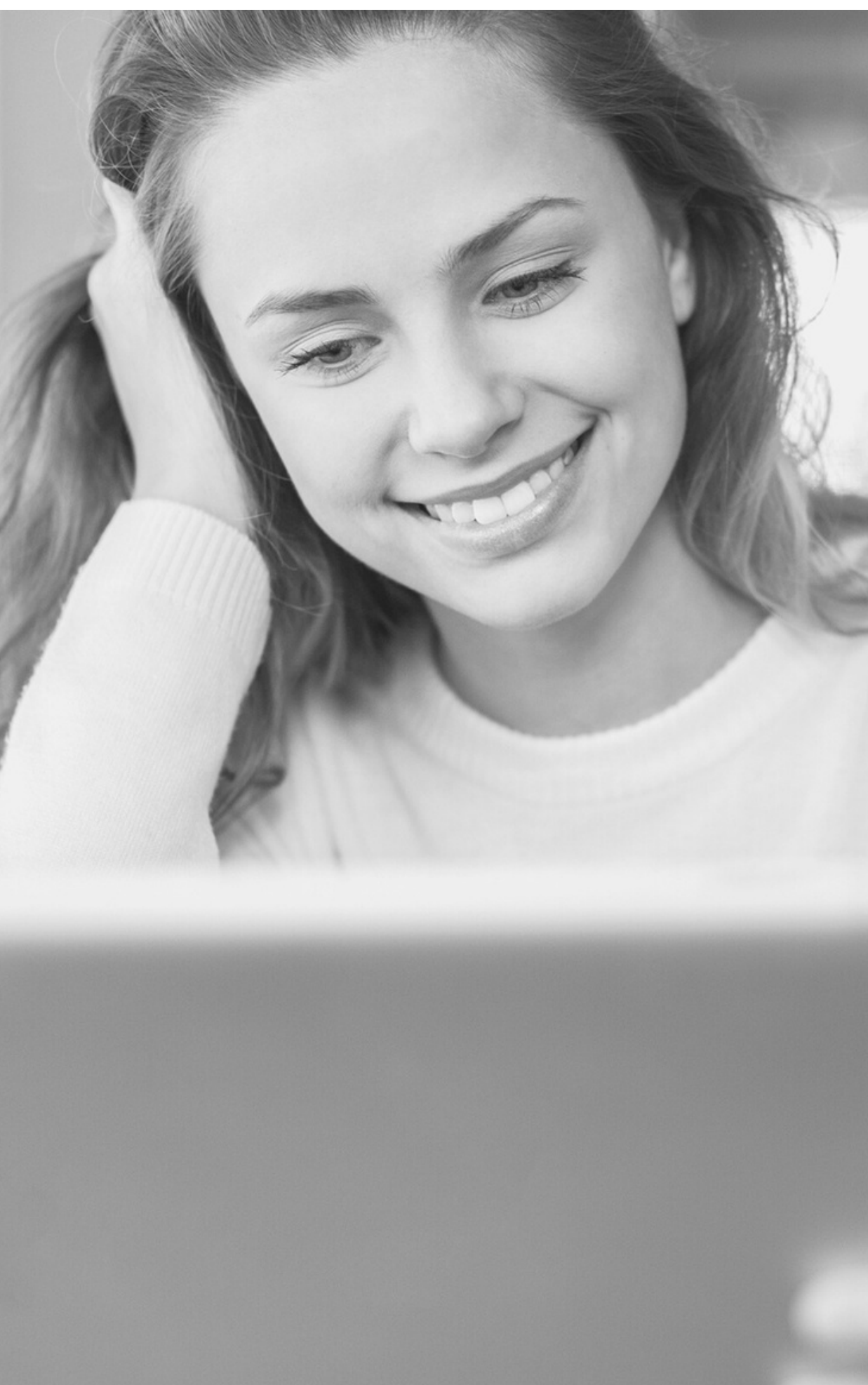
Course Learning Outcome

Upon completion of this lesson, students be able to:-

- 1.1 Describe positive attitude and passion towards tourism profession.
- 1.2 Describe appearance, grooming, and hygiene practice in tourism and hospitality work environment.
- 1.3 Discuss on-going professional development strategies and plans to enhance professionalism in tourism and hospitality industry



POSITIVE ATTITUDE



Positive attitude

Definition

A positive way of saying and doing in our life which involve physical, emotional, expression, communication and mental

PROFESSIONALISM



The important of having a positive attitude and passion towards tourism profession



Employees with positive attitudes tend to be more productive employees because they always see the accompanying opportunity with every challenge.

The important of positive attitude towards tourism and hospitality industry

- To increase return customer
- To attract more tourist
- To increase customer satisfaction
- To increase profit
- To achieve higher standard of service provided
- Can improve image of the industry
- To make customer feel comfortable and happier
- Improve teamwork
- Improve customer relation Improve product quality

What are the benefits of positive attitude to the co- worker?



- Make life more easier
- Can treat problem as a challenge
- Easily motivated to achieve the goal
- Feel free and less stress
- Improve interpersonal relations
- Can easily gain respect from other
- Can developed a successful business
- Can gain more profit
- Can attract share partner/partnership/investor
- Can develop the power of believe at customer
- Can improve productivity
- Can stabilize the business
- Improve community skills
- Can lead to a better life in the community
- The place around us will be progressive or develop Makes the community more harmonies and peaceful
- Can stabilize the business

BENEFITS OF HAVING A POSITIVE WORK ATTITUDE



Better for your mental health because you are better able to cope with stressful situations at work .



Ability to inspire and motivate self and others.



Ability to turn every challenge into an opportunity, or make less than ideal situations into better ones



Other employees around you will also adopt a positive work attitude making it easier for everyone to get along in the workplace.



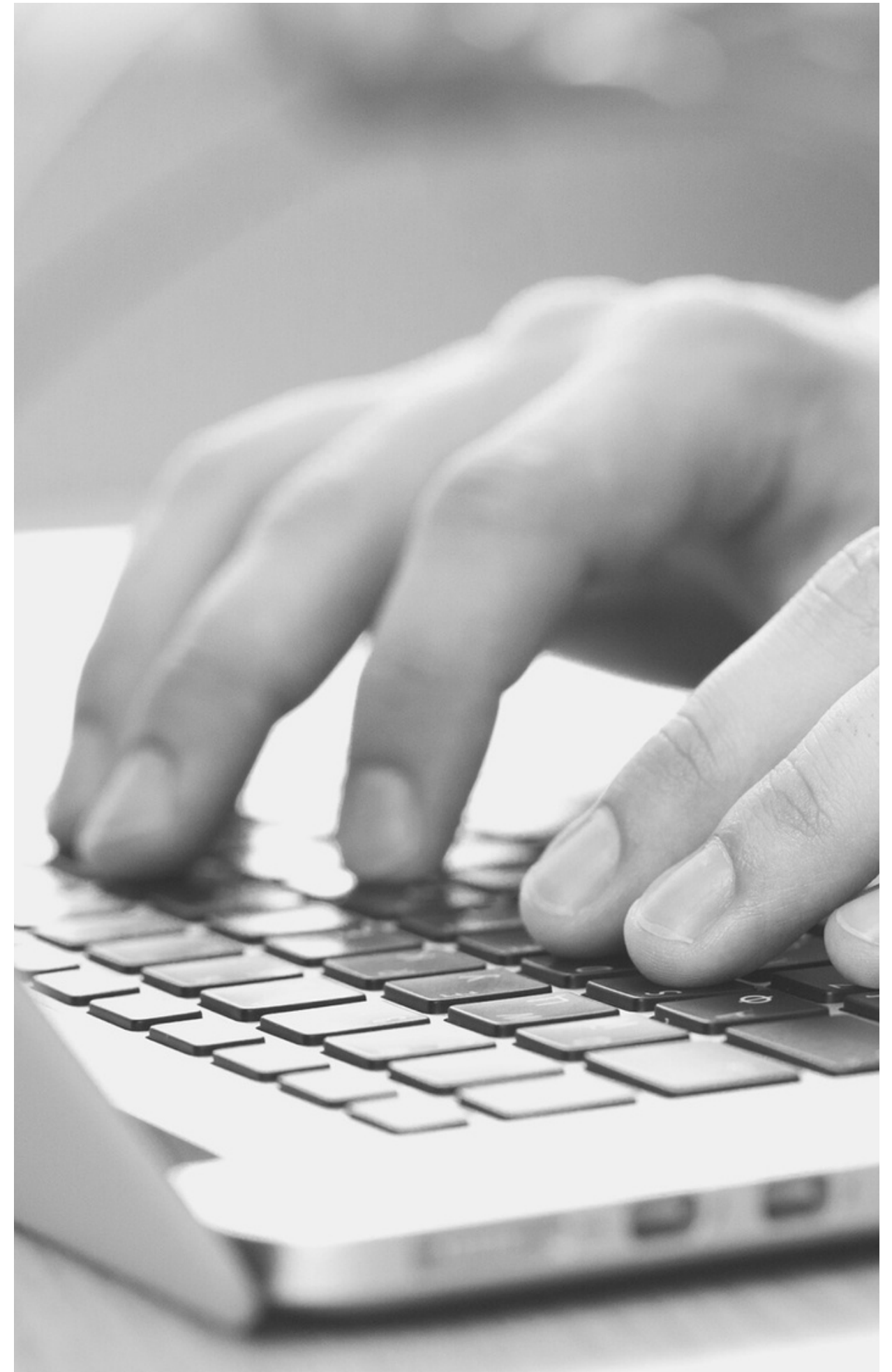
Ability to stick to activities and see them through.



You expect positive outcomes and results, and you usually get them, resulting in more success at work

How to Cultivate a Positive Work Attitude

- Prepare for the day's activity at a reasonable pace.
- Perform your work with passion and enthusiasm.
- Always give thanks, acknowledge a job well done, and celebrate successes, even the small ones.
- Develop a habit of using only positive language
- Look for the good in every bad/challenging situation.
- Surround yourself with positive people.



Self-esteem and self confidence

- Self-esteem develops from experiences and situations that have shaped how you view yourself today
- Self-esteem refers to how you feel about yourself overall; how much esteem, positive regard or self-love you have.



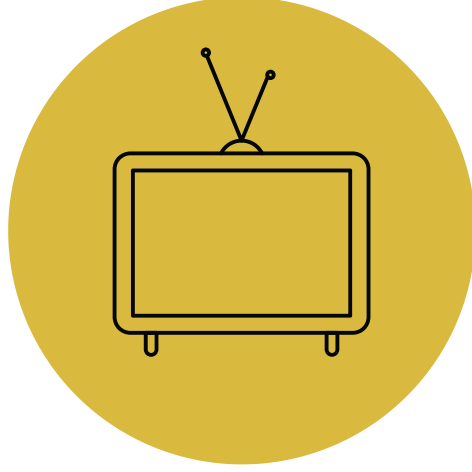
WHAT IS SELF-ESTEEM?

- The terms self-esteem and self-confidence are often used interchangeably when referring to how one feels about themselves.
- Although they are very similar, they are two different concepts.
- It is important to understand their roles when I looking to improve your overall sense of self
- .Self-confidence is how you feel about your abilities and can vary from situation to situation.

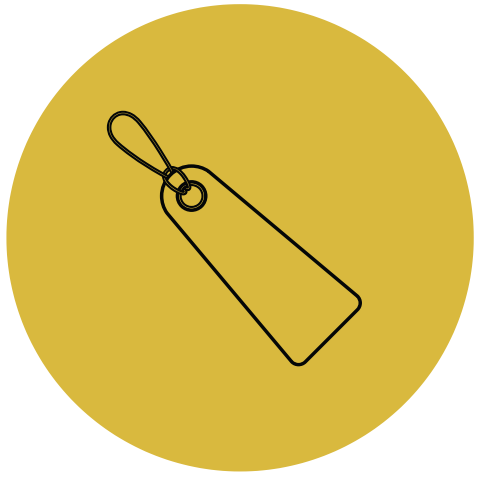
Positive self- esteem



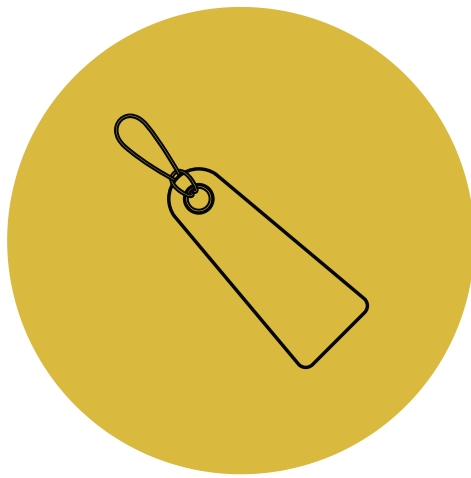
An ability to accept mistakes from others



Self-direction



Good self-care



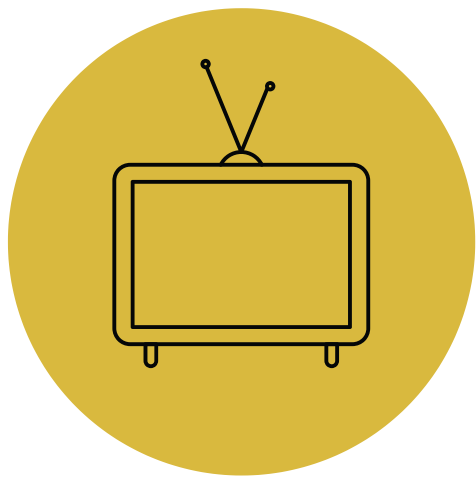
Non-blaming behavior



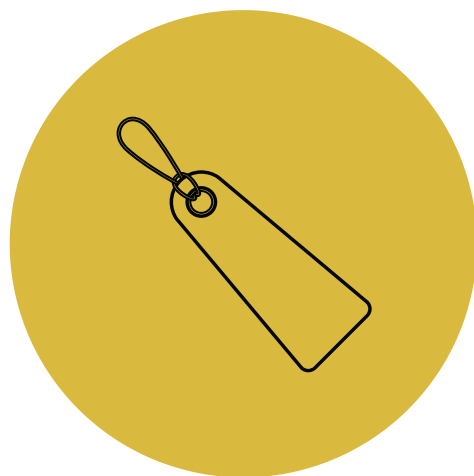
An ability to trust others



An awareness of personal strengths



An ability to solve problems



An independent and cooperative attitude

FIRST IMPRESSIONS ARE EVERYTHING



When a customer calls or goes into an office, business or agency the first person they talk to represents the entire company

This goes even further with people who are traveling to new places: just ONE rotten experience with a rude “customer service person” can ever

after sour the person’s attitude to the entire city, region, or country!!!



FIRST IMPRESSIONS ARE EVERYTHING

To the customer YOU are the company. A good first impression starts a positive relationship with your customers.

On the other hand a poor first impression can sometime end the relationship right there.

people will very quickly make assumptions based on your facial expressions, the clothes you wear, how well groomed you are and your body language.

So, anyone working on the front lines is supposed to do everything to make sure that they give all customers a great first impression

Importance of appearance in work environment



People make immediate judgments about a person's ability, knowledge, attention to detail, etc, based entirely on their appearance.



People with talent, skill, ability, and knowledge may not be taken seriously if he or she is un-groomed



your professional appearance can make the business more successful and can give the business a competitive advantage over another

Personal Hygiene

bathing & showering daily



This is the best way to get rid of any dirt, sweat, and/or germs that your body may have accumulated throughout the day

As a plus, showering daily helps you feel, look, and smell your best throughout the day

ORAL CLEANING HABITS



- Brush your teeth every morning and evening
- Brush your teeth twice daily with a suitable toothbrush
- As a plus, carry around a travel-sized toothbrush and toothpaste and brush your teeth in between meals.

Personal Hygiene



USING DEODORANT

Antiperspirant helps control excessive sweat, while deodorant covers up unpleasant body odor caused by sweat



Apply deodorant before playing sports, going to the gym, or attending a formal occasion.



If you don't wear deodorant, then rinse your underarms with soap and water throughout the day to remove unpleasant odor.

Career planning goals and process

Career planning is an ongoing process that can help you manage your learning and development.

Step 1: knowing yourself



Begin by thinking about where you are now, where you want to be and how you're going to get there



Once you have thought about where you are at now and where you want to be, you can work on getting to know your skills, interests and values

Begin by asking yourself the following questions:

Where do I want to be

Where am I at now?

What are my strengths?



What do I like to do?

Where do I require? A job or a career

At the end of this step you will have a clearer idea of your work or learning goal and your individual preferences.

Step 2: finding out



This step is about exploring the occupations and learning areas that interest you.



Once you have some idea of your occupational preferences you can research the specific skills and qualifications required for those occupations as follows.

1

Explore occupations that interest you and ask yourself how do my skills and interests match up with these occupations?

2

What options do I have to gain these skills or qualify for these occupations

3

What skills do I need?

4

Where is the work location?

Step 3: Making Decisions



– This step involves comparing your options, narrowing down your choices and thinking about what suits you best at this point in time.

Ask yourself:

What are my best work/training options?

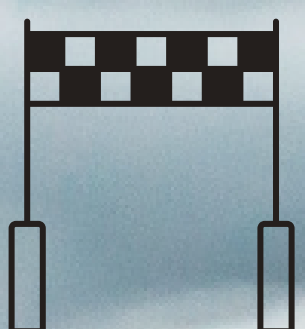
How do they match with my skills, interests and values?

How do they fit with my current situation and responsibilities?

How do they fit with the current labor market?

What are the advantages and disadvantages of each option?

At the end of this step you will have narrowed down your options and have more of an idea of what you need to do next to help you achieve your goals.



Step 4: taking action

In this step, Use all you have learnt about your skills, interests and values together with the information you have gathered about the world of work to create your plan.

Ask yourself:



Q

- Who will support me?
- Where can I get help?
- What actions/steps will help me achieve my work, training and career goals?
- At the end of this step you will have
- A plan to help you explore your options further.
- A plan which sets out the steps to help you achieve your next learning or work goal.

Independent learning

is a method or learning process where learners have ownership and control of their learning – they learn by their own actions and direct, regulate, and assess their own learning.

1

Development education

2

General education

3

Programmatic knowledge

Key components of four key stages to independent learning, known as self-directed learning:

1

Assess readiness to learn

2

Set learning goals

3

Engage in the learning process

4

Evaluate learning



2.0 TOURISM AND HOSPITALITY WORKPLACE RESPONSIBILITIES





LEARNING OBJECTIVE

Upon completion of this lesson, students be able to:-

2.1.Explain the main positive values in the tourism and hospitality workplace.

- a. Integrity.
- b. Wisdom
- c. Generosity.
- d. Helpfulness.
- e. Care
- f. Reliability.
- g. Friendliness.
- h. Respect
- i. Sincerity
- j. Courtesy



LEARNING OBJECTIVE

2.2 Demonstrate accountable actions and review decisions based on reflections and feedbacks.

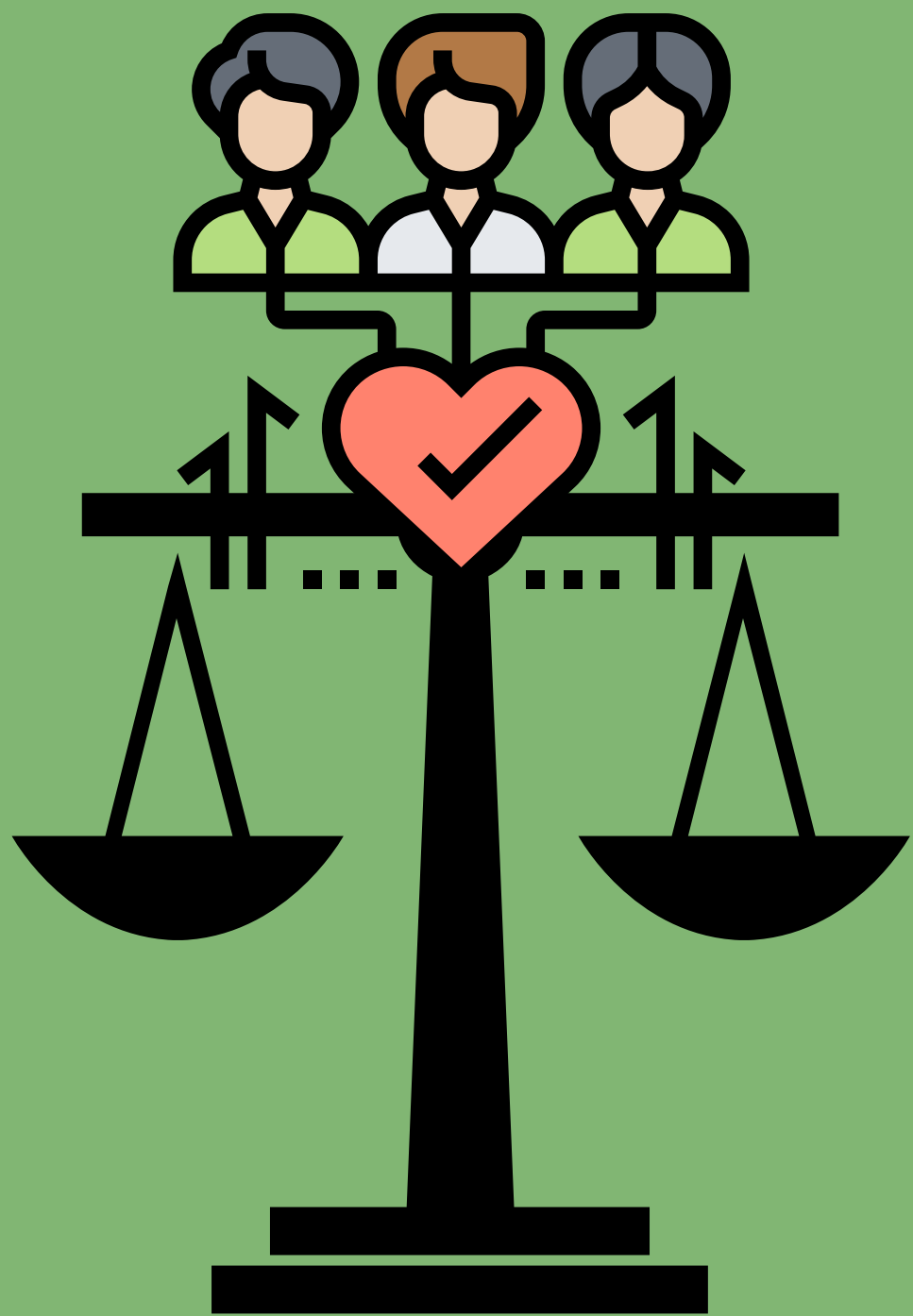
2.3 Demonstrate adaptability and self-management towards work in the tourism and hospitality workplace

MAIN POSITIVE VALUES

IN TOURISM AND HOSPITALITY INDUSTRY



- Integrity
- Wisdom
- Generosity
- Helpfulness
- Care
- Reliability
- Friendliness
- Respect
- Sincerity
- Courtesy



INTEGRITY

INTEGRITY INVOLVES MORAL JUDGMENT AND CHARACTER, HONESTY AND LEADERSHIP VALUES

- Individuals who show integrity in the workplace not only understand right from wrong but they practice it in all they do
- Integrity comes in many forms, but honesty and dependability are two traits that are expected in most workplace situations.



Wisdom referring to the ability to make sensible decisions and give good advice because experience and knowledge that you have



An example of a wisdom in a workplace include giving a good advice to those who are new in the organization and the ability to make a correct decision

GENEROSITY



Showing a readiness to give more of something, than is necessary or expected



- Showing kindness towards others
- Generous people are the ones who give more than is expected



Generosity in a workplace can be shown when you give an excellent service without expecting anything in return

HELPFULNESS



helpfulness is the property of providing useful assistance or friendliness by a kindly and helpful behavior.

Helpfulness is also one of the positive values in the tourism and hospitality work place. It is important for all of the tourism and hospitality personnel to be helpful when providing a service.

CARE



feel concern or interest; attach importance to something



in the hospitality business, when we care for the guest. it means that we process their check-in efficiently and promptly get them the key to a clean, well-maintained guestroom.



In any customer service business, it basically means we do our job of completing the task to deliver the physical product or intangible

RELIABILITY



Reliability involves the quality or state of being reliable to others



Reliability can also be define as the ability to be relied on or depended on, as for accuracy, honesty, or achievement towards something



Reliability is the ability to be relied on or depended on. It is important for a Tourism and hospitality personnel to have a reliability attitude in them self in order to be a productive personnel

FRIENDLINESS

The quality of being friendly with others

The act of being friendly to other person

Friendliness is also one of the positive values in the tourism and hospitality work place. It is important for all of the tourism and hospitality personnel to Have friendliness attitude when providing a service.

RESPECT

- A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.
- A feeling or understanding that someone or something is important, serious, etc., and should be treated in an
- appropriate way
In tourism and hospitality work environment ,It is important to have respect for the guest as well as your co worker





Sincerity can be define as the act of giving something without expecting anything in return

Sincerity can also be define as the ability to give something with sincere and doing things without expecting anything in return.

- It is important for a Tourism and hospitality personnel to have a Sincerity attitude
- in them self in order to give the
- best service to the customer
- as well as customer satisfaction

Courtesy

- Courtesy can be defined as showing a politeness in one's attitude and behavior towards others.
- Courtesy can also be defines as a courteous, respectful, or considerate act or expression towards others.
- It is important to have a courtesy attitude in the tourism and hospitality profession due to its nature of the work who are dealing with tourist a lot

RESPONSIBILITY

- Responsible can be defined as the duty or obligation to satisfactorily complete a task assigned.
- Responsibilities are normally assigned by someone or could also be related by one's own promise..
- Consequences of being responsible
- Will be respected by others

.

CONSEQUENCES OF BEING RESPONSIBLE

- Some of the consequences of being responsible in the workplace:
- Can reduce mistakes in the workplace
- Work will be done with full dedication
- Can create a healthy working environment
- Will motivate others in the workplace
- Will become a role model for others in the workplace

IRRESPONSIBLE

- You are irresponsible when you are not thinking good enough about the effects of what you do or not taking a responsibility on a given task to you.
- You are irresponsible when you are not taking serious about the task which have been given to you by others especially your superior :

CONSEQUENCES OF BEING IRRESPONSIBLE

:

• Work will not be done with dedication

• Can create a stressful working environment

- Will make others Demotivate in the workplace.
- Will make your team split if you are working in a

team.

- Can Increase possibility of making a mistake In the workplace



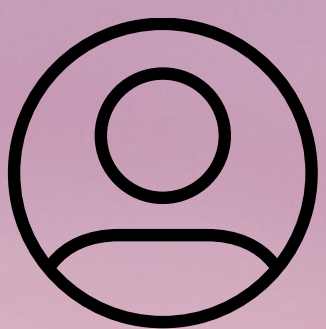
Accountable



In organizations, accountability is a management control process. In this process, response is given for a person's action.

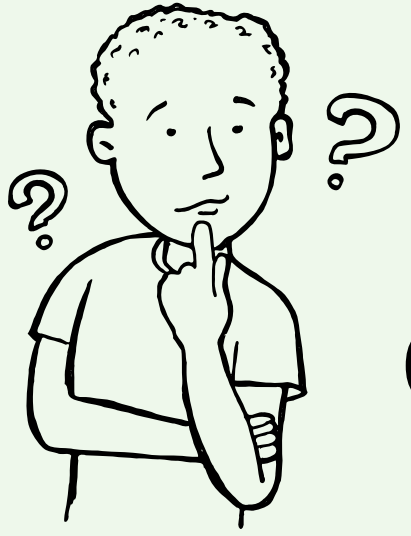


This response can be positive or negative. Depending on the response, the person might need to correct his or her error.



In other words, accountability refers to being responsible for your work and answering to your peers and superiors for your performance.





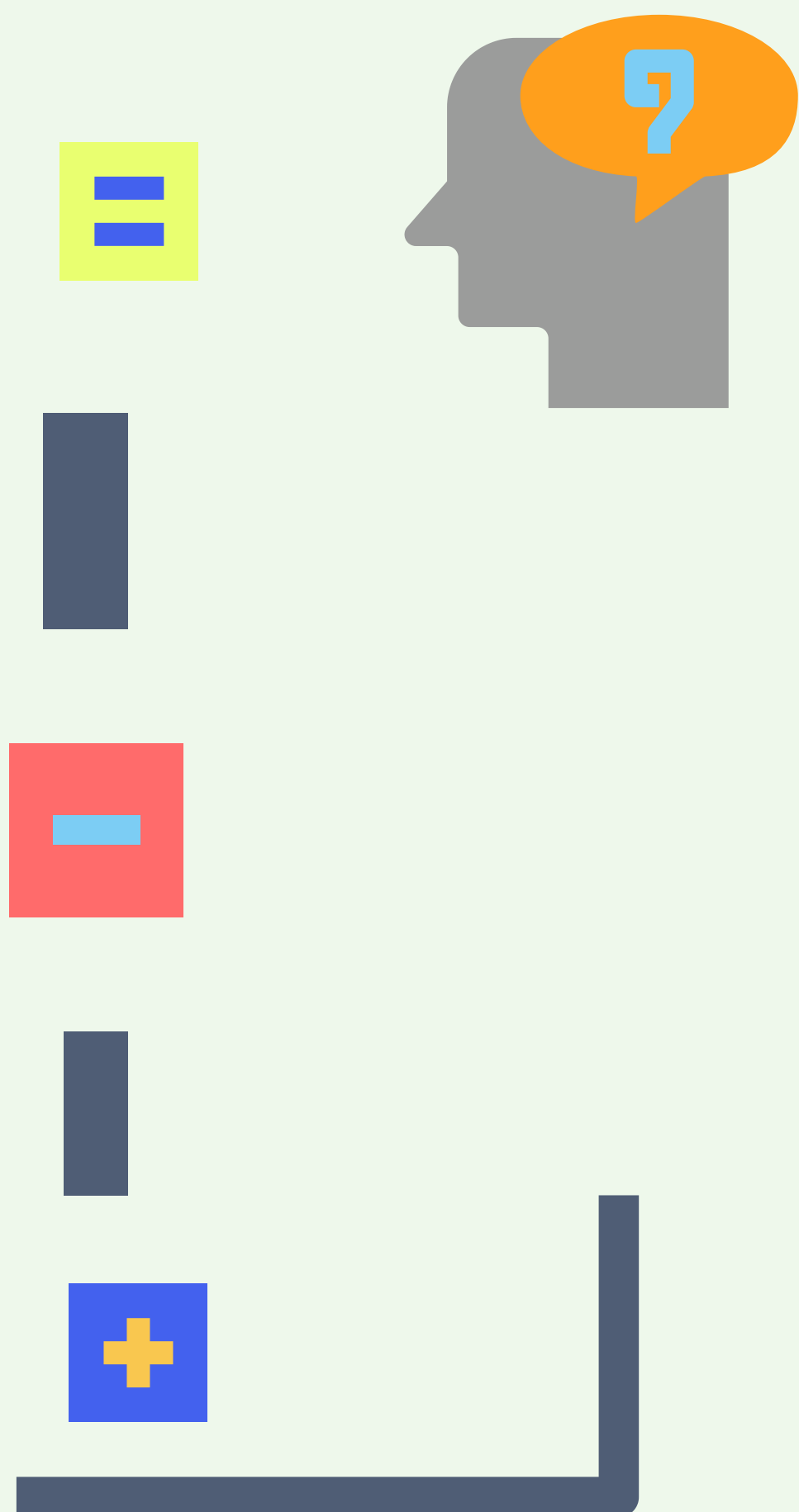
2.2.3 Show the results of one's actions and decisions based on a given situation

Problem-solving process involves **thoughts, discussions, actions,** and **decisions** that occur from the first consideration of a problematic situation to the goal.

Addressing
customer/complaints

Creating or adapting
products or services to fit
needs

Supporting members, and
raising awareness about
issues or causes





Problems of all sorts have three common components

1

An undesirable situation. When conditions are desirable, there isn't a problem.

2

A desired situation. Even though it may only be a vague idea, there is a drive to better the undesirable situation. The vague idea may develop into a more precise goal that can be achieved, although solutions are not yet generated.

3

Obstacles between undesirable and desirable situation.

These are things that stand in the way between the current situation and the group's goal of addressing it. This component of a problem requires the most work, and it is the part where decision making occurs.

Some examples of obstacles include limited funding, resources, personnel, time, or information. Obstacles can also take the form of people who are working against the group, including people resistant to change or people who disagree.

Ways You Can Meet Customer Expectations and Close the Gap

1. Get to Know Your Audience

The first step in meeting customer expectations is simply establishing a clear picture of who, exactly, your audience is. And this requires going beyond basic demographic information like age, gender, and location.

Of course, these details can be beneficial for developing marketing personas. But in order to really understand your customers, you need to dig deeper and learn about their needs and interests, as well as the factors that go into their buying decisions.

And your best resource for finding this information is your existing customer base. Ask your customers what led them to seek out your product, and why they chose it over other options on the market. Then, use their answers to develop a stronger understanding of what your audience is looking for when they research your company and make sure that you're providing exactly that.

Ways You Can Meet Customer Expectations and Close the Gap

2. Make Sure You're Reaching the Right Buyers

Most companies launch their products and services with a clear idea of who their ideal buyers are. But in many cases, those initial assumptions are wrong or, at least, they're not nearly specific enough. It's important to recognize, then, that your ideal customers may not be who you think. Fortunately, you can determine who they are by analyzing your existing customer base. What traits correlate with repeat purchases? Which segments tend to become long-term, loyal customers?

The answers to these questions will help you establish a more accurate picture of who you should be focusing on with your marketing and retention efforts. For example, let's say you're an accounting software company and your target audience is business owners. After studying your customer base, you notice that customers who work at mid-sized businesses are more likely to upgrade to your premium plan and to stay with your product longer than their small business and enterprise-sized counterparts. This signals that you should shift your focus to these high-value customers, and make them a priority when making key business decisions.

Ways You Can Meet Customer Expectations and Close the Gap

3. Look for New Ways to Meet Customer Needs

Once you've identified who your most valuable audience is and what it is that they're looking for, it should be your goal to continuously find new way to better meet their needs. After all, you should never expect your audience to change their expectations to fit your product. Instead, you need to be willing to change your product to fit their expectations. Sticking with the account software example, let's say you've determined that your mid-size business customers' main priorities are improving efficiency and saving time. As you consider which new features to add to your product, you should keep your focus on these goals — not on what your competitors are doing, or on the kinds of additions your team thinks would be exciting to create. When you keep the focus on what your customers actually want, you can be sure that they'll welcome your product improvements instead of viewing them as unnecessary bells and whistles.

Ways You Can Meet Customer Expectations and Close the Gap

4. Set Clear Standards for Your Support Team

As the team that interacts with your customers most often, your support team has a major impact on whether or not your company meets customer expectations. This means that hiring and training an excellent team of agents is one of the most important investments you can make in your brand. And the best way to ensure that your agents provide the level of service your customers deserve is by setting clear standards. First, you'll want to set goals for key support metrics like first response time, average resolution time, and first call resolution rate. These are the easiest metrics to monitor and measure, and they can help you establish concrete benchmarks for your team. Then, create guidelines for responding to specific inquiries. Write a list of the most common questions and issues you hear from customers, and establish appropriate responses for each. This way, you can provide consistent customer support experience for each of your customers, and be confident that their interactions are top-notch every time.

Ways You Can Meet Customer Expectations and Close the Gap

5. Be as Transparent as Possible

One of the most important factors in whether you're able to meet customer expectations is whether you take the time to help them set accurate expectations in the first place. Some companies make it their sole focus at the beginning of each customer's experience with their brand to generate a sale. And while the reasoning behind this focus is clear, it's not the best way to set your customers up for success. Instead, make it your focus to fully educate prospective buyers on what

you have to offer, what they can expect from your brand, and what policies they'll be agreeing to if they become a customer. Be fully transparent about pricing information, return and cancellation policies, and the level of support they can expect from your team

when they need assistance. Sharing this information may not be as fun for your sales team as showing off new features and impressive case studies, but taking the time to do so up front prevents your customers from being caught off guard by policies they don't like in the future. This way, they can make an informed decision about making a purchase — and have clear expectations for your brand before they spend a single cent.

Ways You Can Meet Customer Expectations and Close the Gap

6. Be as Transparent as Possible

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Ways You Can Meet Customer Expectations and Close the Gap

7. Develop a Customer-centric Culture

Many companies put the responsibility of managing customer happiness solely on their support teams. But this shouldn't be the case. That's because when it comes down to it, each employee's contributions have an impact on your customers' experience with your products and services. And you can highlight this impact by developing a customer-centric culture. Encourage your employees to keep your customers at the center of each decision they make, whether they're a developer adding new features, or a marketer coming up with new campaigns. This way, everything your company does will be done with the end user in mind — and will be much more likely to meet and exceed their expectations

Ways You Can Meet Customer Expectations and Close the Gap

8. Collect Feedback Regularly

As you work towards meeting customer expectations, the best way to gauge whether your efforts are successful is to collect feedback on a regular basis.

Send customer satisfaction surveys, and ask questions about the entire customer experience.

- Can customers easily find the information they need to make decisions? Is the buying process user-friendly?
- Does your product itself live up to their expectations?
- Asking these questions will help you not only get a sense of the experience your brand provides, but can also help you learn which parts of the process you could be doing better so that you can make the kinds of impactful changes your customers want.

Ways You Can Meet Customer Expectations and Close the Gap

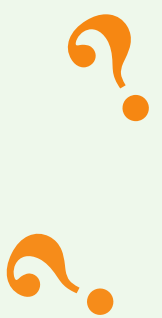
9. Scope Out Your Competitors

If a customer has worked with one of your competitors in the past, their expectations of your company will be largely based on that previous experience. And the only way to know whether you're living up to those expectations is to spend some time learning about your competitors. What are they doing well? What do their customers like about their brand? And what are they doing that you aren't? If there's a particular part of the customer experience that a competitor is doing better than you, it's in your best interest to focus your efforts on improving that part of the experience with your brand. Then, instead of worrying about living up to the expectations created by other companies, you can focus on making the kinds of improvements your competitors will struggle to keep up with.



2.2.4 Examine and act upon constructive feedbacks

Constructive feedback is supportive feedback given to individuals to help identify solutions to areas of weakness they may have. Therefore, it comes with positive intentions and is used as a supportive communication tool to address specific issues or concerns.



Purpose of Constructive Feedback

The purpose of constructive feedback is to give feedback to an individual in a way that will lead to improvements or corrections.

This is important, as it enhances personal and professional growth in individuals



For example, constructive feedback can:

Improve employee morale Reduce confusion regarding expectations and current performance Provide a new perspective and give valuable insight to the person receiving feedback Positively impact an individual's behavior

Making Feedback Constructive



It is important to be able to differentiate between constructive feedback and destructive feedback. Destructive feedback points at faults and is a direct attack on the individual. In destructive feedback, no practical advice or supportive feedback is given.

Examples of destructive feedback include:



“You’re wrong.”

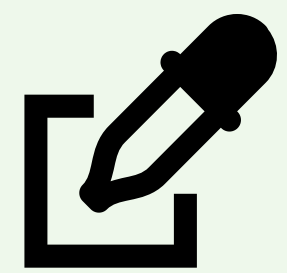


“That is not how you do things around here.”



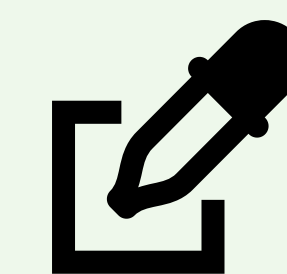
“You have no idea what you are doing.”

Here are some tips for making feedback constructive:



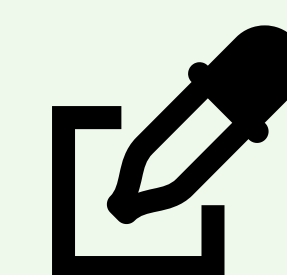
Focus on observation and not inference

Constructive feedback should relate to what you can see or hear about that person's behavior rather than making assumptions and interpretations.



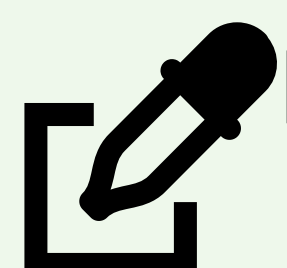
Focus on behavior and not the individual

Constructive feedback should be about what the individual did rather than who the individual is.



Focus on things that can be changed

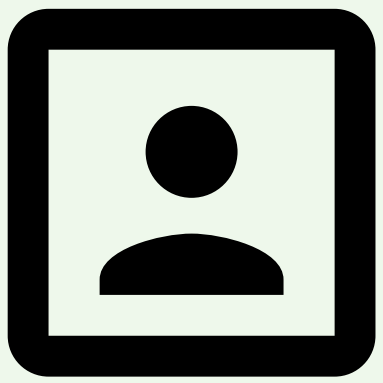
Constructive feedback should be about things that a person can change and improve on rather than on something that is out of his/her control.



Provide recommendations and solutions

Constructive feedback should include a specific solution or recommendation.





2.2.5 Identify Ways to defend the decisions made and action taken



Ask appropriate questions



Be prepared to ask follow-up questions in order to prevent a bigger misunderstanding and to defend your decision and action taken



By asking an appropriate question, it can help you find out whether the feedback is relevant or otherwise .



Ways to defend the decisions made and action taken



Stay calm

Don't loose your cool, especially in a professional setting. "Being calm and rational is essential," in defending your decision and action

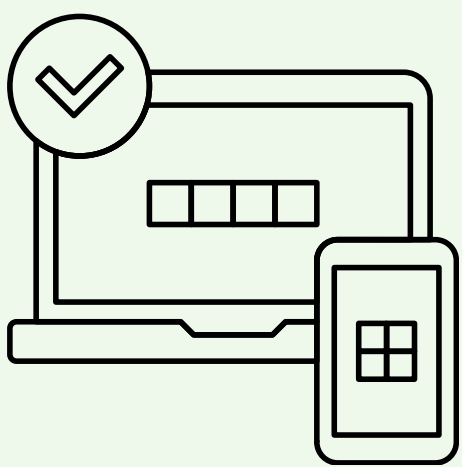


Determine if it's accurate

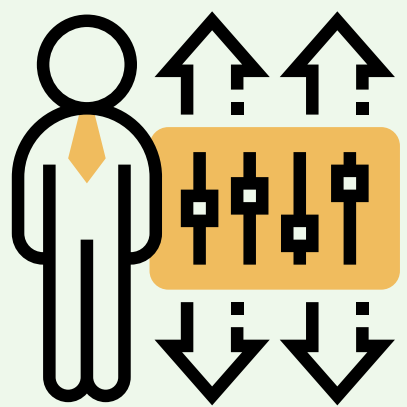
Take a step back to assess the situation. Speak to mentors, family members or others in your office to help you understand whether the decision or action is valid

2.3 DEMONSTRATE ADAPTABILITY AND SELF-MANAGEMENT TOWARDS WORK IN THE TOURISM AND HOSPITALITY WORKPLACE

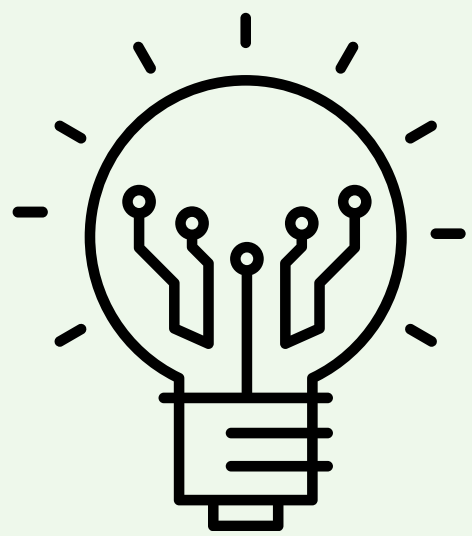
Adaptability



Today's organizations are characterized by changing dynamic working environments in which adaptive workers have become increasingly important.



Adaptability in the workplace can be defined as an employee's ability to adapt to the changing working environment.



For example, changes in technology alter the nature of work tasks, requiring employees to learn new skills and adapt to the change.

Managing Self

Self Management



In business, education, and psychology, self-management refers to methods, skills, and strategies by which individuals can effectively direct their own activities toward the achievement of objectives, and includes goal setting, decision making, and planning.



Some of the effective self management technique Include:

- Learn to cope with stress
- Develop a positive working attitude
- Learn to manage your time effectively
- Develop effective strategies to cope with conflicts
- Develop your self esteem and personal confidence



3.0 Ethics and Social Etiquette

Course Learning Outcome

Upon completion of this lesson, students be able to:-

- 3.1 React appropriate towards ethics, social and business etiquette behaviour.
- 3.2 Describe appropriate etiquette in formal functions.

What is professional code?

LET'S GET STARTED!

A code of ethics and professional conduct specifies the ethical rules that guide actions and activities at a business or organization. They offer basic descriptions of how workers can act, as well as detailed advice for managing problems like abuse, protection, and conflicts of interest.



Definition Ethics

refer to a rules of behavior that is based on moral obligations and duties, indicating how people should behave.

Definition Ethics

It **distinguishes** what is **right** from what is **wrong** and promotes people to do what is right.

**ethics refers to rules that govern the general conduct and operations of a particular business establishment.*



CODES OF ETHICS IN TOURISM AND HOSPITALITY

The ability to effectively articulate high levels of ethics in tourism and hospitality industry is a key determinant of the capacity for the aforementioned sector to trace its missions, achieve the set goals, objectives and visions as well as establish the best organizational cultures that anchor high levels of productivity and profitability.



CODES OF ETHICS IN TOURISM AND HOSPITALITY

Ethics based on ethical theories and principles in organizations dictate the manner in which internal and external relations are employed and coordinated





Ethics



Some of the values that define ethical principles include

- Integrity
- Honesty
- Trustworthiness
- Fairness
- Responsibility
- Keeping promise
- Caring for others
- Accountability
- Leadership
- Respect to others

Integrity



Integrity involves **moral judgment** and character, honesty and leadership values



Individuals who show integrity in the workplace not only understand right from wrong but they practice it in all they do. Integrity comes in many forms, but honesty and dependability are two traits that are expected in most workplace situations

Situation that demonstrate Integrity at workplace

1

Honesty

Being honest at what are you doing or anything which is related to your work.

2

Confidentially

Confidentiality is a prime example of integrity in the workplace.

3

Example

An example of confidentiality include employers who have an obligation to keep certain information private



Situation that demonstrate Integrity at workplace

1

Work When You're on the Clock :

Working diligently when you're on the clock is a clear example of workplace integrity.

focusing on your work responsibilities while you're at your desk, work station or production area when you are at work



Situation that demonstrate Integrity at workplace



Follow Company Policies:

Abiding by company policies is a powerful way to demonstrate integrity



Respect Co-workers ,

Build Trust and respecting those you work with reveals your ability to work with integrity



Exhibit Responsible Behavior

Avoid using company products or equipment for personal use and submit exact receipts for travel or meal reimbursements





Honesty

Honesty can be defined as being trustworthy, loyal, fair, and sincere to others.

In the context of a work place, honesty can be define as being trustworthy and sincere in doing your work

Ethical Behaviour

Ethical behavior is the **standards that you hold for yourself** which include attributes of honesty, responsibility, and how you treat others.

In the context of a work place, ethical behavior can be shown when making good business decisions based on an established "**code of ethics**".



Social etiquette

Social etiquette can be define as the code of **ethical behavior** which regards to a **professional practice or action** among the members of a profession.



Basic Principles of business etiquette

Punctuality



In this principle, it is necessary to do everything right **on time**, as delays can greatly affect work and this could be an indication that the individual is unreliable. Doing everything on time should apply to all tasks.

Friendliness

In this principle, it is important to stay polite, kind and friendly towards customers, clients and co-workers.

Pay Attention to People



Make sure to consider criticisms as constructive and do not forget to always show value on other people's advice, especially from the ones who have more experience than you

Privacy

In this principle, it is important for you to **kept confidential** documents as confidential. All confidential document should be kept confidential all the time.

Pay Attention to People



When you are giving enough attention to those who surround you, including your colleagues, subordinates and superiors, it will make it easier for you to understand their opinions and gain their respect.

Appearance

in this principle, the main approach is to be able to fit into your work environment. Make sure that you always look your best and this can be assured by dressing with taste and choosing the right colors

Etiquette in social conversation

Social etiquette conversation occurs when you are in a large social group and interacting with a wide variety of people and interests There are a few etiquette in a social conversation



Be polite

Remember when you are in a social conversation it is important to always to be polite and respectful to others

Make sure you follow the rules of social etiquette conversation and remember your manners and listening to others when they speak.

Ask appropriate question

When you are socializing, it is important to realize that you are not at a debate and should stay away from question that might cause one.

Ask appropriate question for the situation at hand, and discuss about a topics that will keep the conversation going but will not cause any tension or anger to flare up

Keep it short

In social situation , it is important to understand the nature of social etiquette conversation and keep the conversation short and socialize with everyone present

Remember to keep a social conversation pleasant and short

Eye Contact and Personal space

Making eye contact and giving individuals their personal space is important in all conversation

This will allow you to seem interested ,polite and respectful towards others

Etiquette in social conversation

Etiquette and manners in a Social conversation

Don't

Avoid political or religious discussions

Do

Listen courteously

Don't

Don't let conversations be one-sided

Don't

Never interrupt someone who is speaking

Do

Listen with an interest and attention

Don't

Avoid subjects that may be too personal.

Don't

Avoid gossip

Don't

Avoid the use of technical terms around those who may not understand them.

Don't

Avoid long speeches or tedious stories

Don't

Do not use ridicule or practical joking

Appropriate Table etiquette in Social Function



Once seated, unfold your napkin and use it for occasionally wiping your lips or fingers. At the end of dinner, leave the napkin tidily on the place setting



It is good dinner table etiquette to serve the lady sitting to the right of the host first, then the other ladies in a clockwise direction, and lastly the gentlemen



Hold the knife and fork with the handles in the palm of the hand, forefinger on top, and thumb underneath.



While eating, rest the knife and fork on either side of the plate between mouthfuls. When you have finished eating, place them side by side in centre of the plate



If the food presented to you is not to your liking, it is polite to at least make some attempt to eat a small amount of it. Or at the very least, cut it up a little, and move it around the plate!



It is quite acceptable to leave some food to one side of your plate if you feel as though you have eaten enough.



Dessert may be eaten with both a spoon and fork, or alternatively a fork alone, if it is a cake or pastry style sweet



Should a lady wish to be excused for the bathroom, it is polite for the gentlemen to stand up as she leaves the table, sit down again, and then stand once more when she returns



Always make a point of thanking the host and hostess for their hospitality before leaving.



It is good dinner table etiquette to send a personal thank you note to the host and hostess shortly afterwards



How to use your cutlery



Inappropriate Table etiquette in Social Function

1

Don't



NEVER start eating before a signal from the host to do so.

2

Don't

Forks should not be turned over unless being used for eating peas, sweetcorn kernels, rice or other similar foods. In which case, it should be transferred to the right hand.

3

Don't



It is not generally regarded as good dinner table etiquette to use one's bread for dipping into soups or mopping up sauces.

4

Don't

Loud eating noises such as slurping and burping are very impolite. Avoid any noises when eating in a social function

5

Don't



Don't Talk with your mouth full. is not only unpleasant to watch, but could also lead to choking

6

Don't

Don't stretch across the table crossing other guests to reach food, wine or condiments. Instead ask a guest sitting close to pass the item to you

7

Don't

Don't ever offer your criticism. If you feel unable to pay any compliments, at least remain silent on the subject

8

Don't



Avoid Picking teeth (unless toothpicks are provided) or licking fingers in a social function

4.0 EFFECTIVE TEAMWORK AND TIME MANAGEMENT

Course Learning Outcome

Upon completion of this lesson, students be able to:-:

4.1 Describe effective teamwork at workplace.

4.2 Discuss effective time management.





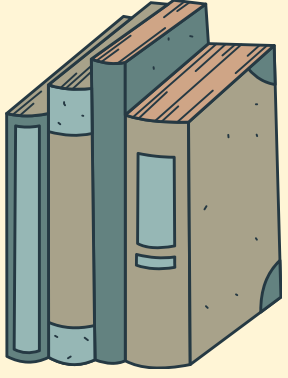
CONCEPT OF EFFECTIVE TEAMWORK AT WORKPLACE

The process of working collaboratively with a group of people in order to achieve a goal.

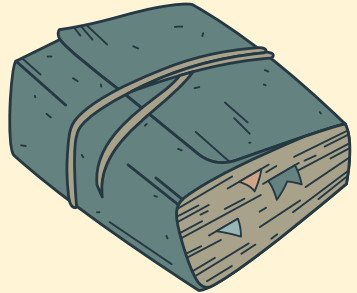
Teamwork is often a crucial part of a business, as it is often necessary for colleagues to work well together, trying their best in any circumstance.

Teamwork means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals.

CHARACTERISTICS OF AN EFFECTIVE TEAMWORK AT WORKPLACE



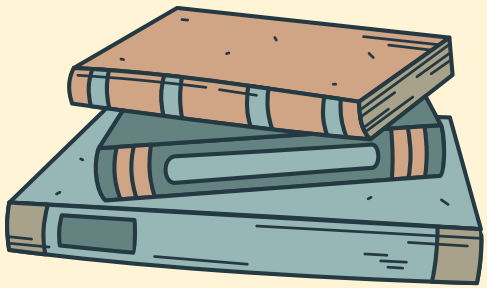
Effective teams have interdependent members



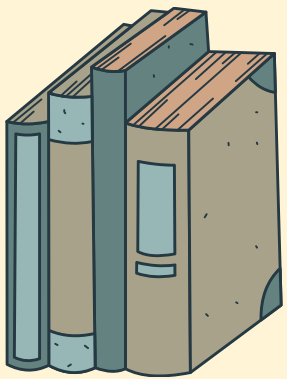
Effective teams do not always have the same leader



Team Members share leadership role



Effective teams have members who cheer for and bolster the leader, and vice versa



Effective teams have a high level of trust among members

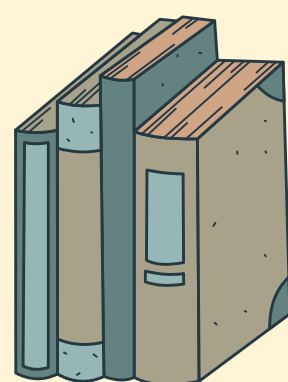
UNIFIED COMMITMENT TO A GOAL



- An effective team is committed to completing its goal by using the team's resources.

- It means that when the team is presented with a goal, they can come together and work as a single unit to complete the task

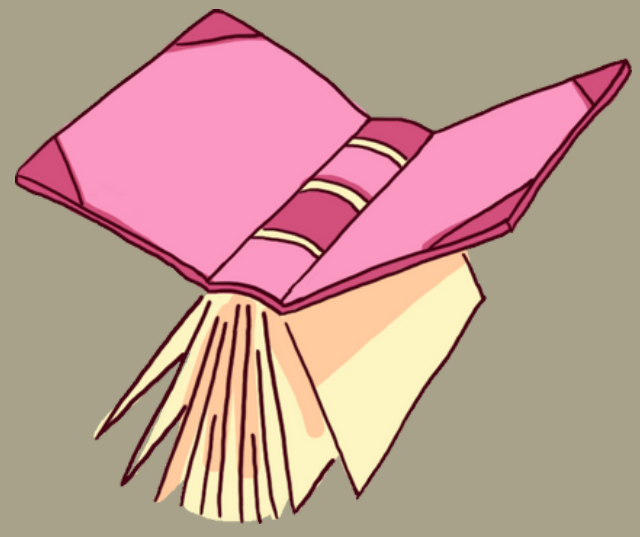
PARTICIPATION



- In order for a team to act as a team everyone must be participating in the creation of a solution.

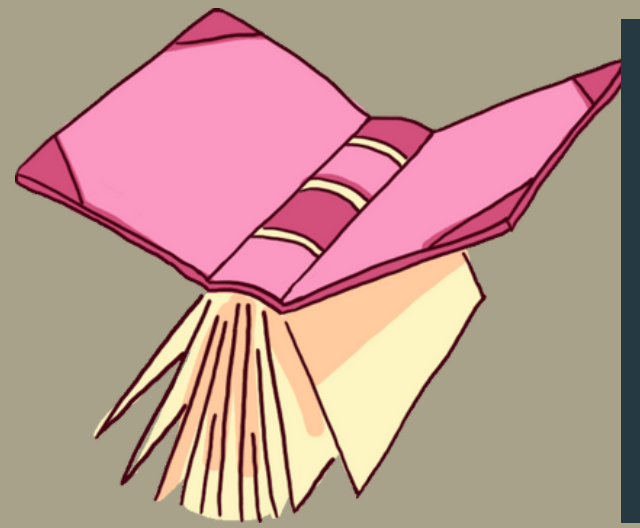
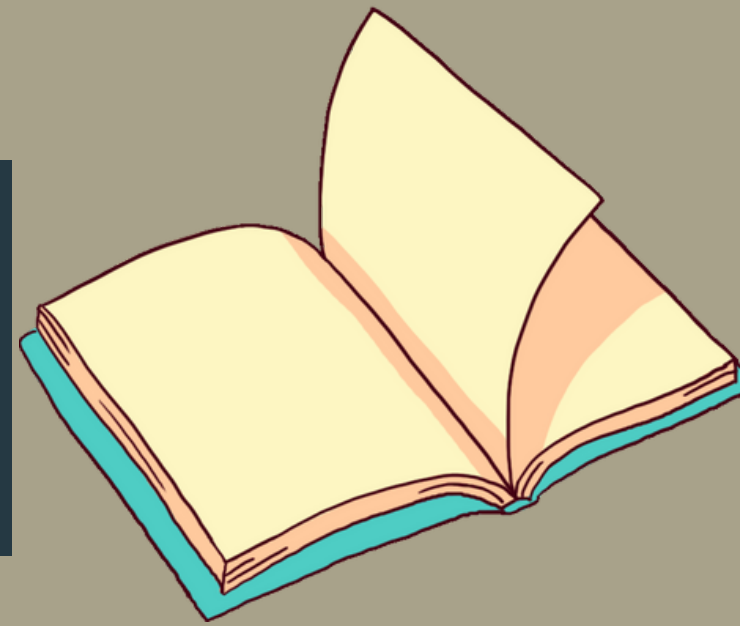
- Each member of a team is essential to the team's success, and when the group is given a task, each member knows what their job is and sets out to put in their fair share of the effort.

OPEN COMMUNICATION



A team is able to communicate effectively and there is a feeling of open communication between all members of the group.

ISSUES WITHIN A TEAM ARE HANDLED BY FACE-TO-FACE COMMUNICATION.



Team members do not talk behind each other's back as there is a respect developed among team members that necessitates direct and open communication on all issues.

THE IMPORTANCE OF TEAMWORK AT WORKPLACE

IMPROVED EMPLOYEE RELATIONS

Teamwork is important in an organization because it provides employees with an opportunity to bond with one another, which improves relations among them. Workers who constitute a team working on a project often feel valued upon the successful completion of such tasks. A situation in which all of them find a chance to contribute towards the tasks improves relations within the team and enhances their respect for others.

INCREASED ACCOUNTABILITY

- *Teamwork increases the accountability of every member of the team, especially when working under people who command a lot of respect within the business.*
- *Team members do not want to let each other down and hence do their best to contribute to the successes of their teams.*

LEARNING OPPORTUNITIES

Cooperating as a team is an opportunity for new workers to learn from more experienced employees.

Teams often consist of members who differ from one another in terms of skills or talents. Working together is a great opportunity to acquire skills that an employee never had beforehand.

EFFICIENCY

Work groups and teams develop systems that allow them to complete tasks efficiently and quickly. Each team member is well aware of its own abilities and the groups can work together effectively.

When working together as a team, the task will be completed quickly and accurately.

STEPS OR STRATEGIES FOR DEVELOPING AN EFFECTIVE TEAM



ESTABLISHED OBJECTIVES

-Define performance objective with the team and make sure that all team members understand the objectives and what action will need to be taken to achieve them.



DEVELOP A PARTICIPATORY STYLE

- Listen to their ideas and acknowledge their point of view. Encourage team members to discuss issues and to find solution together.



Focus on contribution



Define objectives for having all team members actively contribute to the meeting



Introduce team members to the ways in which they can participate

Organize Meeting



- Hold meetings with the whole team and encourage teams to discuss their concern

Organize the team



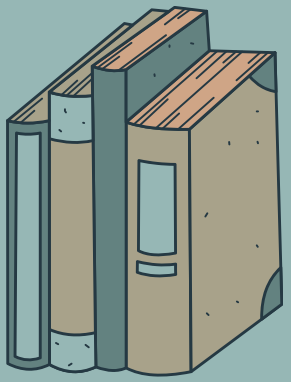
- Define roles and responsibilities together and decide on who will take a leadership roles in the team to lead the team

EXPLAIN THE RULES



- EXPLAIN THE RULES TO EACH AND EVERY TEAM MEMBERS SO THAT THEY ARE CLEAR ABOUT ALL NORMS AND STANDARDS THAT HAVE BEEN ESTABLISHED

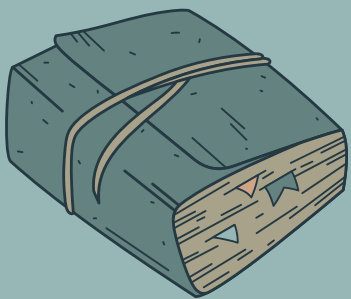
SKILLS AND ATTRIBUTE REQUIRED FOR TEAMWORK



ACTIVE LISTENING



HELPFULNESS



CONFIDENCE



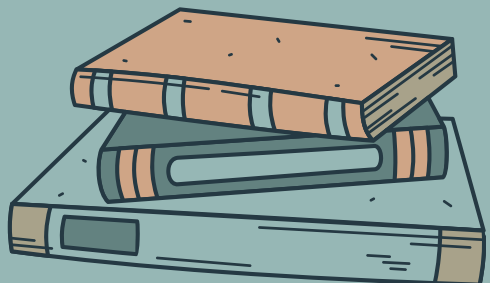
INTERPERSONAL SKILLS



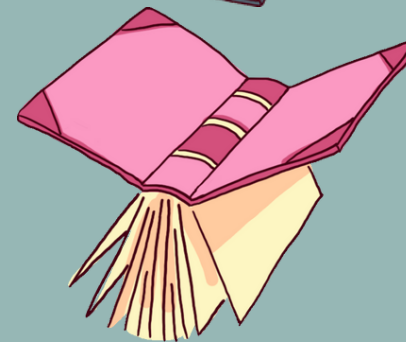
CREATIVITY



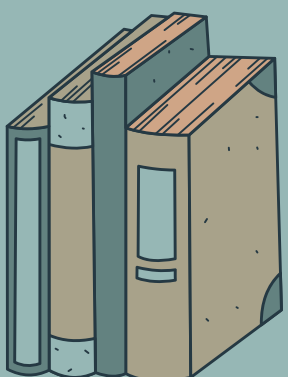
LEADERSHIP



CREATIVE THINKING



MULTITASKING



CRITICAL THINKING

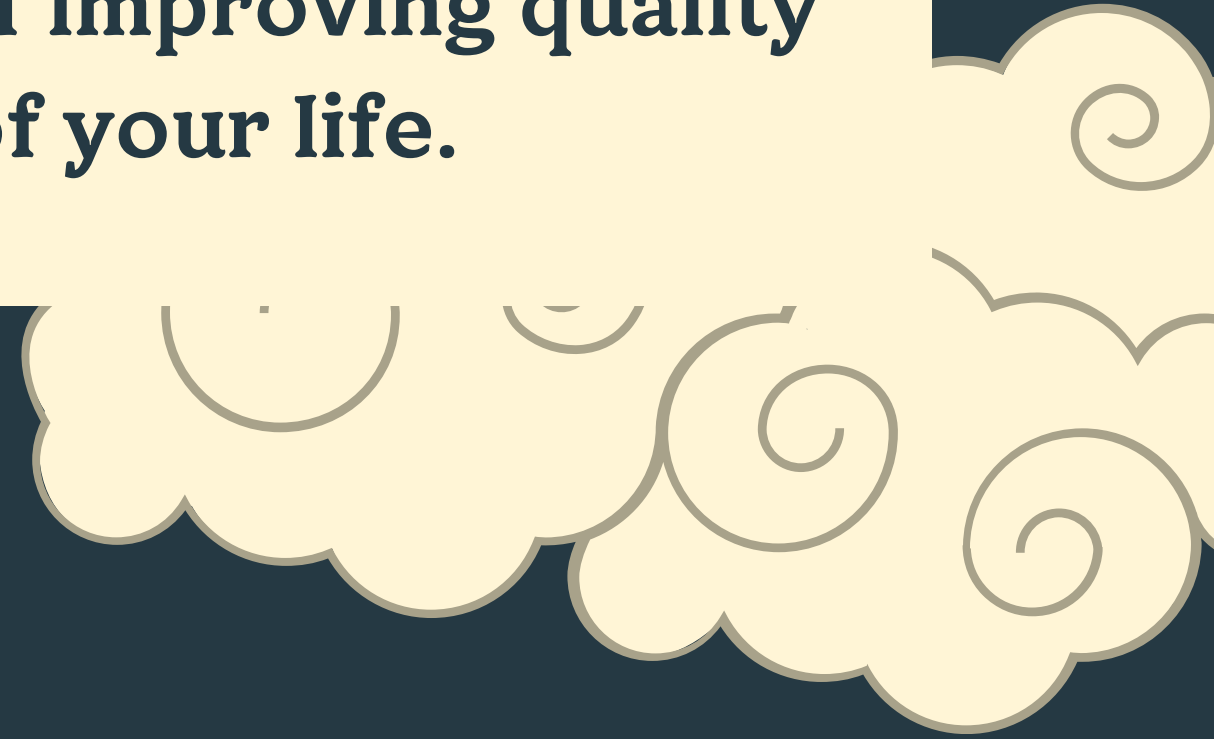


TEAM PLAYER

TIME MANAGEMENT

DEFINITION

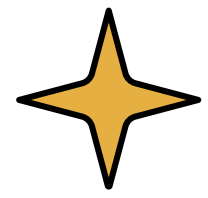
Time management is a set of principles, practices, skills, tools and system working together to help you get more value out of your time with the aim of improving quality of your life.



APPROACH TO TIME MANAGEMENT



- Prepare yourself first, by taking 30 minutes of your time to fix yourself something to eat and relax.
- Then make a list of the tasks you need to accomplish. But before you can manage your time, you need to know what it is you must manage.
- A list of tasks, from the easiest to the critical, will help you get a handle on what needs to get done.



Approach to Time Management



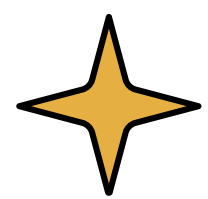
Balance your effort



Work on small portions every day of work that will be due by the end of the week, starting with the most important tasks first



Use a wall planner to plan your activities



Approach to Time Management



Used a planner to plan ahead.



Have a list of things to do and set the dateline of the task



Learn to prioritize task



Break large tasks into smaller and manageable ones



Decide on task and keep working on it until its completed



BENEFIT OF EFFECTIVE TIME MANAGEMENT



BENEFIT 1

- Accomplish more with less effort

By taking control of your time, you're able to stay focused on the task at hand and able to accomplish more with less effort.

BENEFIT 2

- Make better decisions.

When you practice good time management, you have more time to breathe; this allows you to determine which choices are the best to make.

BENEFIT 3

- Be more successful

Time management is the key to success; it allows you to take control of your life , accomplish more, and make better decisions, thus leads to a more successful life.

BENEFIT 4

- Reduce stress

With good time management, you know how much time you have, how long it will take to get your tasks done, you accomplish more, and have more free time

BENEFIT 5

- Motivate yourself

If you can control your time, you will be able to identify and set your priorities as well as develop a plan of action to achieve your goals.

BENEFIT 6

- Career Planning

Developing and using effective time management skills will allow time to plan, renew, and pursue personal and career goals.

5.0 CUSTOMER SERVICE & SATISFACTION



COURSE LEARNING OUTCOME



At the end of lesson, students be able to:-

- 5.1 Practice excellent customer service and meeting customer needs in tourism and hospitality services.
- 5.2 Examine the customer's attributes of tourism and hospitality services



What is customer service?

• DEFINITION •

Customer Service means.....

is anything we do for customer that enhance the customer experience.

customer service means providing a quality product or service that satisfies the needs/wants of a customer and keeps them coming back.

customer service includes all the activities an organization carries out for its customers.

• IMPORTANCE OF PROVIDING EXCELENT CUSTOMER SERVICE •

- Higher visitor numbers and greater customer diversity
- Increased sales
- Increasing public image
- Satisfied customers and greater job satisfaction for staff
- Repeat business and customer loyalty.
- Good customer service will make customers come back to your shop again and again.



• IMPACT OF QUALITY CUSTOMER SERVICE TO PUBLIC PERCEPTIONS ABOUT TOURISM & HOSPITALITY SERVICE PROVIDERS •

Loyalty

The best way to build customer loyalty in the tourism and hospitality industry is to provide good customer service.

Growth

Customers who receive good customer service will tell other people about their experiences.

Sales

The happier customers are the more likely they are to spend more money at your establishment.



Who is customer?

- Usually expecting a minimal amount of surrounded by depth customer service.
- Is someone who come and buy a product which offered by an organization
- One that buys a product or use a service offered by an organization



• Who is guest?

- A person who spends some time at another person home.
- A person who invited to participate or perform in a program.
- A person who receives the hospitality of a club, a hotel and etc.
- One who pays for meal or accommodation at a restaurant, hotel or other establishment

Who is customers of tourism and hospitality services? Discuss..



Internal
Customer



External
Customer

The needs of Internal Customer



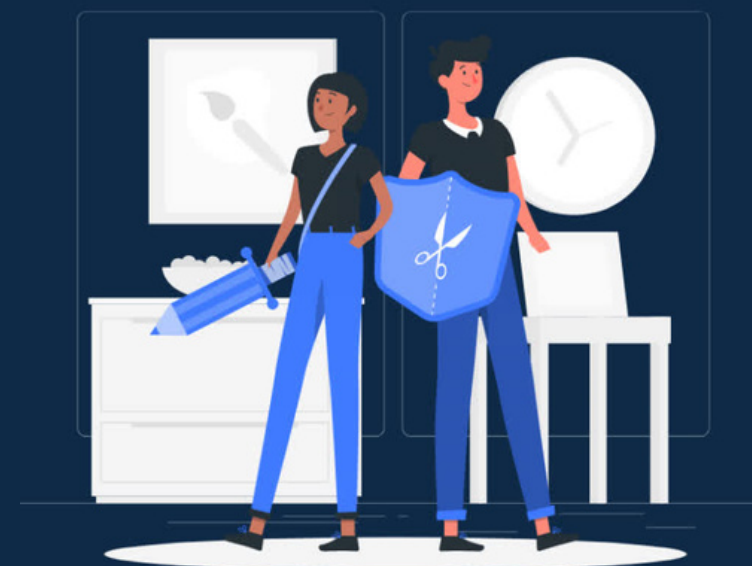
Healthy working environment



Non stressful working environment



Recognition from the establishment



Working beneficiary i.e. : Medical benefit



Support from the superior and subordinates



sufficient working space

The needs of External Customer



Personal
recognition



Warm and
friendly
responses



Timely
service



Courtesy
in
delivering
the service



They want to
be listened to

Customers with special need



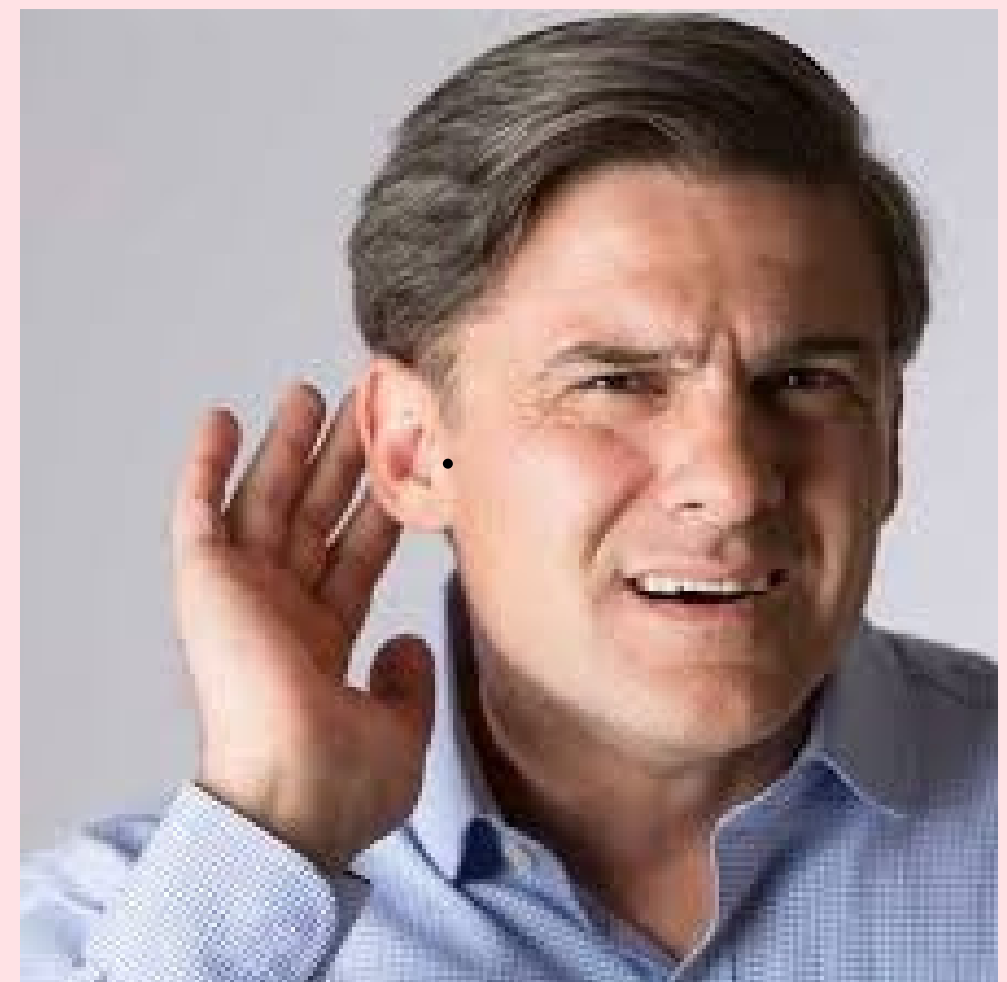
Older customer



Customer with sight impairment



Customer in wheelchair



Customer with hearing impairment



Customer with intellectual disability or speech difficulties



6.0 HANDLING COMPLAINTS AND FEEDBACK

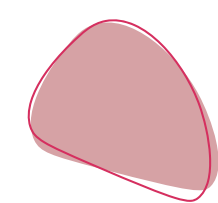
Course Learning Outcome

- 
- 6.1 Respond customer and guest enquiries efficiently.
 - 6.2 Organize handling complaints from customer and providing feedback.

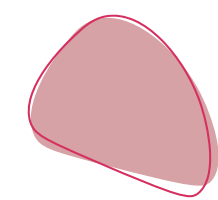
WHAT IS ENQUIRY?

- request for information: a question
- are the first step any potential customer towards a purchase decision

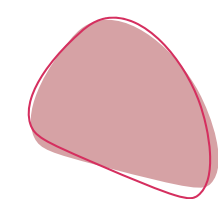
Organize accurate, courteous and timely response pertaining to multiple hospitality situation



Information Book



Special
Request/Supplies



Enquiry Management

11 Basic skills for providing excellent hospitality

- Smiling
- Greeting
- Conversing
- Using proper telephone etiquette
- Providing assistance
- Giving attention
- Providing positive endings
- Following through
- Maintaining positive attitude
- Making positive decisions
- Keeping a sense of humor

Enquiry Management

Enquiry originates from various sources:

- Email
- Fax
- Walk in
- Telephonic

All enquiries are entered into a system through a customized form except online enquiries. These enquiries are entered and handed over to the customer service person to follow up.

The tasks to be performed on an enquiry are:

- a) Assign
- b) Forward
- c) Share

Importance of Enquiry

- To improve service.
- To fullfill demand and need.
- Learn the process to tackle the solution from the root



Strategies to greet and start conversation



Small talk



Hi/Hello



How are you
Sir/Miss?



Hello..How may I
assist you?

Handle and suggest solution to customer problem

01

Listen

03

Apologize

02

Body language
(the way we
stand and look)

04

Freebies/compensation I)

ORGANIZE ACCURATE, COURTEOUS AND TIMELY RESPONSE TO MULTIPLY HOSPITALITY SITAUTION

- Demonstrate respect, courtesy, patience, attentiveness, consideration and sensitivity to the customer at all times that is appropriate to the age, culture and linguistic background of the individual or group
- Identify customers needs and expectations
- Provide customers with advice and information that is clear and concise
- Take appropriate action and respond in accordance with the Policies with minimal inconvenience to the customer
- Make decisions using processes that are consultative, impartial and otherwise ethical
- Adopt fair, lawful and appropriate procedures when making decisions, carrying out activities and performing services
- Be sensitive to any language or other communication difficulties experienced by members or customers when providing advice and other information or services. If necessary, provide bilingual or other assistance as required

ORGANIZE ACCURATE, COURTEOUS AND TIMELY RESPONSE TO MULTIPLY HOSPITALITY SITAUTION



- Be sensitive to any members of the local community with disability when providing advice or other information
- Present a positive image of the Association to the public
Demonstrate professionalism when dealing with difficult customers
Actions accordance with the law and the Association's Code of Conduct
- Respond to customer enquiries promptly and efficiently, with allocated timeframes



Response to Enquiry

Enquiry arrives - Select your response

- You will get notification of the booking enquiry by email. Do not reply to this email.
- The enquiry email shows details of the enquiry such as dates, number of persons, enquirer's name and address as well as any additional questions or comments. It then offers you the following response options:

•
Available - to confirm availability and pricing

Not Available - if you cannot accommodate this request

Offer alternative dates - if you can offer similar dates but not exactly those requested

Request more information - if you need to ask questions to finalise your quote

Respond by phone - if you prefer to call the enquirer

Duplicate enquiry, no need to respond - if the enquiry is a duplicate or for some other reason it is not appropriate to respond



It takes work to get a customer.

You should put as much energy into keeping a customer as you took to get them in the first place.

Why: Your Reason for Being
What problem do you want to solve?



Though it may feel clumsy at first, reaching out to your customer with good customer service will reap you big benefits by developing a loyal customer base.

Many good customer service skills come from human behavior studies and customer behavior studies.



START IT UP!

TIPS FOR TOP CUSTOMER SERVICE

Learn and use your customer's names, especially their kids' names.



Be enthusiastic and welcoming in your appearance and your body language.



Are you ready to start?

A smile goes a long way!

Make eye contact with potential customers and speak to them first.



When you speak first you are inviting the customer into your “space.”

Then folks feel more comfortable stepping up to your table and shopping.

How: Strategize

How will you deliver your product or service?



Closely listen to your customer.



They will tell you what they like and how they like it.



Concentrate on the customer you are helping.



This is great market research.



No one likes to feel they are playing second fiddle to a cell phone call, magazine or other customers.



Make each customer feel special great sales and loyal customers.

“

Always remember!

IF YOU ARE BUSY HELPING ONE
CUSTOMER AND ANOTHER CUSTOMER
COMES UP, LOOK AT THEM AND
QUICKLY SAY
“I’LL BE WITH YOU IN A MINUTE.”

THIS KEEPS CUSTOMERS FROM WALKING
AWAY WITHOUT BUYING ANYTHING.
DON’T GET BUSY TALKING TO EACH
OTHER AND FORGET THE
CUSTOMER.

”

Handling Complaint



**Invite
your
customer
back**

What is complaint?

" The LAST system"

- Say “See you next week” as they leave.
- Let them know what you will have in the future – “Our sweet corn will be perfect by next Saturday. Should I save some back for you?”
- Ask for information from the customer – “Bring me your favorite squash recipe and I’ll share it with my other customers.”

THE LAST SYSTEM

L	A	S	T
Listen	Apologize	Solution	Thank them

WHY CUSTOMER COMPLAINTS SKILLS ARE IMPORTANT

In the modern business world, no matter what role you perform, you need the skills to effectively handle customer complaint.

Customers can be internal as well as external to the business, so we all deal with customers in one way or another.

Research has shown that if you are able to resolve a complaint in the customers favour, that customer will do repeat business with you 70% of the time and up to 95% of customers will give you a second chance if you handle their complaint successfully.



GOLDEN RULES COMPLAINT HANDLING

If you try to handle complaints without a plan or structure you are taking a huge risk. Handling complaints with a structured plan is a much better idea!

Having a system means that you can control the situation and lead it towards an **OF** outcome which is favourable to you.



L-A-S-T



The **FOUR** steps call LAST complaint plan. It is called the last complaint plan because the letters LAST are an acronym for the steps you must go through in order to handle and control the complaint.

Let us now take a look at each step in more detail.

L=Listen

When a customer is dissatisfied their immediate need is for someone to listen to their complaint. Sometimes just getting it off their chest can have a big effect on removing the anger and frustration they may have. When listening to a customer's complaint it is important not to interrupt. Make notes on the detail of the complaint and give them visual or verbal cues that you are paying attention. It is really important that you empathise with their point of view. Have you ever heard the saying...

"Put yourself in another's shoes and walk a mile"

WELL EMPATHY IS JUST THAT

You need to imagine you are experiencing the issue from the customer's point of view. By doing this it allows you to:

- Connect with your customer
- Establish rapport
- Creates a sense of teamwork between the two of you

ONCE THE CUSTOMER REALISES THAT YOU ARE ON THEIR SIDE, THEY ARE MORE WILLING TO WORK WITH YOU TO FIX THE PROBLEM.

Additionally, not all customer complaints are valid. Yes, you need to take all customer feedback seriously, but only by listening and carefully understanding the detail of the complaint, can you establish how serious the complaint is and importantly, decide on the appropriate action needed to resolve it.

Apologize

OK, so you've listened to the full story, and you've got a broad understanding of the customers complaint. The next thing you must always do is apologise.

Even if you do not agree with the customer you must apologise. Regardless of the situation, you need to apologise so that the customer understands you are sorry they have been made to feel the way they do.

Sometimes a simple apology could be all it takes to resolve a customer's complaint. An apology is a great weapon for dealing with a particularly irate customer. The words "I'm sorry" will have a calming impact.

Ensure that your apology is spoken confidently

Apologize

If you are face to face with the customer try to maintain eye contact and in all situations you should give the apology enough emphasis so it's clearly heard.

A quick word of caution...

Apologies can be tricky in some instances.

In scenarios with possible legal implications it is important you do not directly apologise for anything which may imply liability. Apologise in these scenarios and the customer may feel that you have agreed wholly with their side of things. This may lead to a situation where you have to over compensate the customer.

The change can be subtle, but even if you do not think the customer complaint is valid you still need to apologise whilst being mindful not to give the impression you agree with them unless you are sure you can control their expectations.

The Challenge



Getting an apology right can be difficult.

Circle the phrases you use when dealing with customer complaints:

“I’m sorry that you feel that way”

“I’m sorry that you think I’m not being clear”

“I’m sorry I caused this frustration”

“I’m sorry for the trouble”

“An apology is the superglue of life, it can repair just about anything

Solution

Your target must always be to resolve the customer complaint and to do this you will need to offer a solution. Ideally you want to offer a solution which is a win win scenario. This is achieved by turning the complaint into an opportunity and striving for a positive outcome.

If you offer the right solution then you should be able to leave the customer satisfied. Quite often the dissatisfaction the customer feels is not from the original problem, but from the way that their complaint has been handled.

So by handling a complaint in the correct way, you turn the negative customer experience into a positive situation where the customer is delighted and continues to be a repeat customer and an advocate of your brand and services.

It's not a good idea to presume that the solution you think of, is always going to be the right one. You must make every effort to gauge the customers' expectations.

Thank Them

You should not underestimate the power of gratitude. The modern business world, with its wheels spinning at speed, can sometimes forget the importance of old time courtesies

But saying “thank you” can be a competitive advantage. On the successful resolution of the customer complaint, you should thank the customer for bringing the issue to your attention. This will reassure the customer that the same issue is less likely to happen again. By doing this you will:

- Build brand confidence.
- The customer will very likely continue to use your services in the future and;
- Even more importantly recommend you to others.

By thanking them you are also influencing how they feel about the situation as they now feel as though they have been helpful and that you genuinely cared about their satisfaction.

All of this will play a part in the lasting impression they have of you and your company. Thanking the customer should not be the end of the story.



SUMMARY HANDLING COMPLAINT

LAST plan system

Handling Complaint



Don't make excuses, get defensive or justify what happened. A complaint isn't about your ego or a direct personal attack.



Instead of talking about the past, move to an action.

Ask *“How can I make it right for you?”*

This puts the customer in a position to let you know how to solve the problem.

7.0 Excellence Hospitality Service Culture

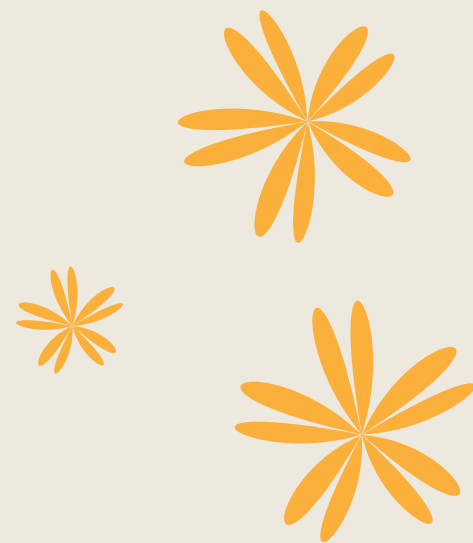




Course Learning Outcome

7.1 Describe principles of service culture to meet customer needs and expectation

7.2 Discuss excellent service to meet customers needs and expectations in ways that contribute to positive and memorable customer experiences.



Excellent Hospitality Service Culture



Principles of excellence service culture to meet customer needs and expectation



Service Philosophy or mission

The entire organization must pay full attention to the customer needs and the service philosophy or mission statement serves as a constant reminder to every employee to provide the best service to customer



Employees roles and expectation

Create ways to communicate excellent examples of customer service among employees.

All employees must be constantly observe their customer and look for what and how the want the service to be.



Delivery systems

Be very clear about the delivery systems among employees in delivering the service

Make sure to have a standard service delivery to both external customers and workers.



Principles of excellence service culture to meet customer needs and expectation



Policies and Procedures

In order to cultivate an excellence service culture to meet customer needs and expectation.

Management must established policies that are 'customer friendly' and show concern for the customer

When management established policies that are customer friendly, service provider can provide service that meet customer needs and exceeds their expectation.

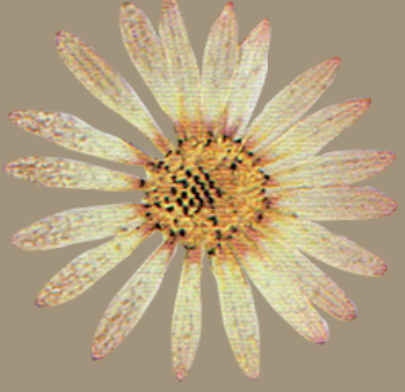


Products and Services

Management must measure their service quality and ask feedback from the customer

Service provider must make sure that the product and services provided must meet the customer expectation





Principles of excellence service culture to meet customer needs and expectation



Management Support

In order to have an excellence service culture to meet customer needs and expectation, it is important to have a support from the management.

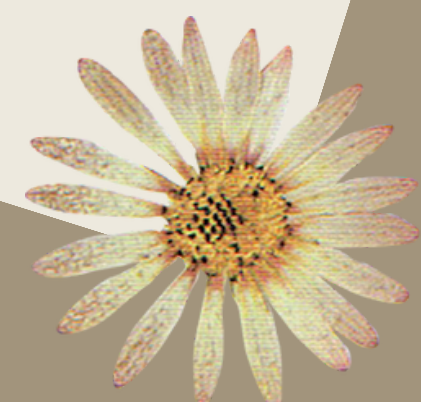
When employees get a proper support from the management when providing a service , it can lead to a positive service culture thus can meet the customer needs and expectation.



Motivators and rewards

When a customer service staff had been praise by the customer on the service provided , they will share their experience with others thus can become motivators to others to provide the best service and can lead to excellence service culture.

Management can also provide a rewards for an excellent employees who provide excellent service to the customer





Principles of excellence service culture to meet customer needs and expectation



Training

Management must provide extensive training to its employee

When management provide a proper training to its employee, it can improve customer service skills of its employees thus lead to service excellency



Interact with Enthusiasm

Interact with enthusiasm with the customer is also one of the principles of excellence service culture to meet customer needs and expectation

To ensure customer will return, employees should eagerly greet customer, and after assisting them, send them off with a kind word

By doing so, it sends the message that the company is glad to have the customers in the business and look forward to seeing that customer again.



Principles of excellence service culture to meet customer needs and expectation



Retain customer for Profitability

Great/Excellence customer service helps employees manage current customer relationship and suggest product or services to expand those relationship.

This ensure customer satisfaction. Adhering to this principles is less expensive thus improving profitability.

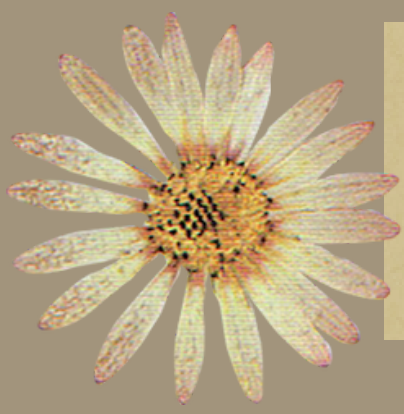


Understand Customer needs

Understand Customer needs is also one of the principles of excellence service culture to meet customer needs and expectation

As customer service staff , we must understand customer needs and be able to full fill them anytime when required

By doing so, it sends the message that the company is glad to have the customers in the business and look forward to seeing that customer again.



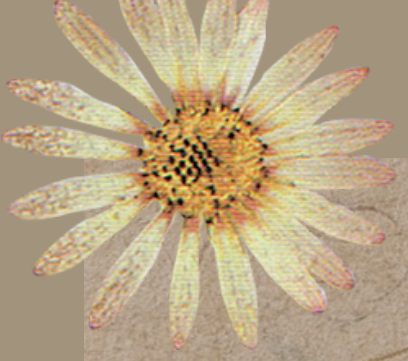
Principles of excellence service culture to meet customer needs and expectation



Hire, Train and Retain

Companies must create a culture of service, this requires hiring and retaining employees as well as commitment to ongoing training by the company whereby the establishment must organize a wide customer service training every four to six month.





The Importance of exceeding guest expectation

Determine
Guest
Satisfaction

Evaluate service
and product
delivery

Enhance service
and product
quality

Attain guest
or customer
loyalty

Generate
more
income

Make guest
happy



Attentiveness

Attentiveness can be define as the state or the quality of paying careful attention or the trait of being considerate and thoughtful of others In order to create a memorable guest or customer experience , the customer service staff must be attentive to the guest or customer.

When a service staff be attentive to the customer , the customer will be pleased with the service provided because the service staff gave a full attention to the guest or customer.



Creating a memorable customer experience



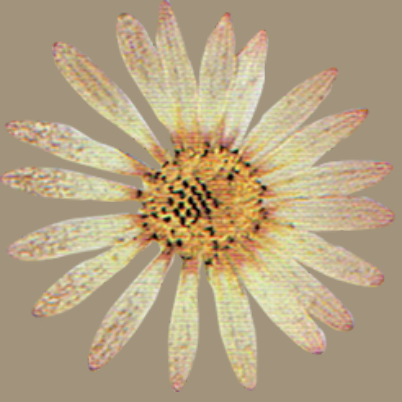
Recognition

Recognition can be defined as the act of accepting someone or something

Recognition can be demonstrate when a special care or attention give to the guest by the service personnel or a person who involve in providing a service to the guest.

In providing a service, recognition to the guest is very important to make guest feel that they are welcomed





Creating a memorable customer experience



Personalization

Service personalization can be defined as any creation or adjustment of a service to fit the individual requirements of a customer.

Personalization works through improving service satisfaction and trust. Service personalization is a powerful way to retain customers in its own right.

In addition, our other results show that personalized service can partially replace the effects of communication and corporate image on loyalty.



Personalization

Service personalization exists when we provide a service according to a customer preferences

Personalization can creating a memorable customer experience because when we provide a service according to a customer preferences, it will enhance customer experience when using a services provided thus lead to a repeat business.



Creating a memorable customer experience



Consideration

Consideration can be defined as the act of giving a consideration on a things depending on the situation

Consideration in service can be shown when a customer service staff being considerate to the guest

For example you are giving consideration to those who are traveling with a senior citizen and provide them with the lowest floor which is available at the hotel



Appreciation

Appreciation can be defined as the act of appreciating someone or something for what they have done.

Appreciation in service can be shown when a customer service staff or the organization generally appreciating the guest after using the service provided.

For example the organization send a appreciation card to the guest after they had used the services provided



Creating a memorable customer experience



Delight

Delight can be defined as the act of making others happy.

Delight in customer service can be shown when the customer service staff doing something that makes the customer very happy or something that gives them a great pleasure or satisfaction when using the services provided by the organization

For example the organization can provided a great or an excellence service to the guest during their stay at the hotel to delight the guest.

CUSTOMER SERVICE

*"It takes months to find a customer...
second to lose one"*
Vince Lombardi

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