

<b>UNIT TITLE:</b> MAINTAIN QUALITY CUSTOMER/GUEST SERVICE				<b>NOMINAL HOURS:</b> 35
<b>UNIT NUMBER:</b>	D1.HCS.CL6.03	D2.TRM.CL9.12	D1.HML.CL10.07	D1.HRM.CL9.06
<b>UNIT DESCRIPTOR:</b> This unit deals with the skills and knowledge required to maintain a quality customer/guest service in a range of settings within the hotel and travel industries.				
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>		<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>		
<p><b>Element 1: Identify customer/guest requirements</b></p> <p>1.1 <i>Research</i> and assess needs of customers and/or guests</p> <p>1.2 Conduct <i>data analysis</i> to identify deficiencies in service delivery</p> <p>1.3 Identify options to improve <i>service levels</i></p> <p><b>Element 2: Ensure delivery of quality products/services</b></p> <p>2.1 Ensure products/services meet <i>customers' needs</i> and reflect enterprise standards</p> <p>2.2 Ensure team performance consistently meets enterprise standards</p> <p>2.3 Assist colleagues to meet and exceed customer service standards by providing <i>appropriate professional development</i></p> <p><b>Element 3: Evaluate customer service</b></p> <p>3.1 Review customer/guest satisfaction with service delivery using <i>appropriate methods that produce verifiable data</i></p>		<p><b>Unit Variables</b></p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to maintaining a quality customer/guest service within the labor divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> <li>1. Front Office</li> <li>2. Housekeeping</li> <li>3. Food and Beverage Service</li> <li>4. Food Production</li> <li>5. Travel Agencies</li> <li>6. Tour Operation</li> </ol> <p><i>Research</i> may include:</p> <ul style="list-style-type: none"> <li>• interviewing colleagues and clients</li> <li>• focus groups</li> <li>• data analysis</li> <li>• product sampling</li> <li>• sales data review.</li> </ul>		

<p><b>3.2</b> Compare systems, records and reporting procedures in order to identify and report on any changes in customer satisfaction</p> <p><b>3.3</b> <i>Evaluate and report on customer service evaluation outcomes to designated groups or individuals</i></p> <p><b>3.4</b> Obtain agreement on appropriate course of action to take to overcome problems and adjust products/services in consultation with designated individuals/groups</p>	<p><i>Data analysis</i> may include:</p> <ul style="list-style-type: none"> <li>• data sampling</li> <li>• statistical analysis</li> <li>• comparison between current and previous research.</li> </ul> <p><i>Service levels</i> may relate to:</p> <ul style="list-style-type: none"> <li>• service quality</li> <li>• customer satisfaction</li> <li>• staff attitude</li> <li>• appearance of venue, staff, etc.</li> <li>• atmosphere of venue</li> <li>• responsiveness of staff to customer requests</li> <li>• delivery times</li> <li>• prices/costs</li> <li>• product/service availability</li> <li>• courtesy/politeness.</li> </ul> <p><i>Customers' needs</i> may relate to:</p> <ul style="list-style-type: none"> <li>• advice or general information</li> <li>• specific information</li> <li>• complaints</li> <li>• purchasing organization's products and services</li> <li>• returning organization's products and services</li> <li>• accuracy of information</li> <li>• fairness/politeness</li> <li>• prices/value</li> </ul>
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*Appropriate professional development* may include:

- mentoring
- coaching
- training
- peer support.

*Appropriate methods that produce verifiable data* may include:

- mystery guest
- customer satisfaction survey
- customer/guest interviews
- representative sampling activities
- industry benchmarking;

*Evaluate and report on customer service* may relate to:

- service quality evaluations
- customer satisfaction evaluations
- industry benchmarking.

*Designated groups or individuals* may relate to:

- owner/s
- board of directors
- managers
- supervisors
- marketing personnel.

**Assessment Guide**

The following knowledge and skills must be assessed as part of this unit:

- knowledge of the business environment in which the hotel and travel industry operates, including major current customer relations and management issues as appropriate to the industry sector
- ability to apply the principles of customer service
- knowledge of the organization's business structure, products and services and organization's policy and procedures for customer service, including handling customer complaints
- knowledge of product and service standards and best practice models
- knowledge of common problems relating to customer service
- knowledge of consultation methods, techniques and protocols
- knowledge of research and/or evidence/feedback gathering techniques

**Linkages To Other Units**

- monitor workplace operations
- lead and manage people
- manage workplace diversity
- develop and implement a business plan
- develop new products and services
- manage and implement small projects
- plan, and establish systems and procedures
- plan, manage and conduct meetings
- prepare business documents.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- demonstrated ability to identify the needs and priorities of the organization delivering services to customers/guests
- demonstrated ability to distinguish between customer requirements and customer satisfaction
- demonstrated ability to provide constructive advice on customer/guest service practices
- demonstrated ability to respond to and report on customer feedback
- demonstrated ability to design strategies to improve delivery of products and services
- consistency of performance across a range of situations that demonstrates knowledge, understanding and skill in implementing the principles and practices of maintaining quality customer/guest services.

**Context of Assessment**

This unit may be assessed on or off the job:

- assessment should include practical demonstration of the ability to maintain quality customer/guest services in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- assessment must relate to the individual's work area, job role and area of responsibility and require the candidate to identify customer satisfaction levels and make recommendations on how to improve or maintain current service levels
- assessment must include project or work activities that allow the candidate to respond to multiple and varying workplace issues relevant to work area, job role and area of responsibility that allow the candidate to demonstrate knowledge and awareness of maintaining quality customer/guest services.

**Resource Implications**

Training and assessment to include access to a real or simulated workplace and relevant documentation, such as strategic plans, information on the internal and external operating environment and customer satisfaction data; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

**Assessment Methods**

The following methods may be used to assess competency for this unit:

- case studies
- observation of practical candidate performance
- oral and written questions
- portfolio evidence
- problem solving
- role plays
- third party reports completed by a supervisor
- project and assignment work.

**Key Competencies in this Unit**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organizing and analyzing information	2	Gather and analyze information to measure customer satisfaction
Communicating ideas and information	2	Present customer satisfaction evaluation to management
Planning and organizing activities	2	Manage an annual review of customer satisfaction levels on products and services
Working with others and in teams	2	Provide mentoring and/or coaching
Using mathematical ideas and techniques	0	

	Solving problems	2	Identify service options to address customer enquiries or complaints
	Using technology	2	Generate customer satisfaction data