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| Title | **Deliver effective guest service** | | |
| Level | **2** | **Credits** | **12** |

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| Purpose | ??? |

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| Classification ISCED | 1013 Hotel, restaurants and catering |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **F1: Deliver effective and efficient service for food outlet guests**  This Competency Standard is about how to deliver effective customer service at all times. You are expected to plan and manage the resources and systems you use which support the service that you give. In your job you must be alert to customer reactions and know how they can be used to improve the service that you give. | P1: Develop and maintain positive working relationships with guests  P2: Practice different methods of communication available for food outlets, including written, verbal, by telephone (or similar electronic system), guest’s order check, internal memo, food outlet log; body language, visual signs; using appropriate social communication skills with guests, using technical communication skills with associates and supervisors  P3: Promote a positive image of own self and the organization, including personal presentation, prompt attention, good social communications with guests, in order to provide efficient and effective guest service and to develop good relationships with guests and associates  P4: Able to Develop and promote trust and respect with guests, including providing prompt and courteous attention, accurate information, maintaining good communications, informing the guest promptly of any problems  P5: Respond appropriately to guests when they make comments about the products or services being offered, including thanking them for their feedback, advising Captain, recording the information | K1: Knowledge of different types of guest, including individuals, business people, families, the elderly, disabled people, young people, foreigners  K2: Knowledge of creating a good first impression, including smiling, a neat uniform, a clear speaking voice, positive body language  K3: Know the importance of listening to requests and adhere to any promises made in a timely manner, in order to ensure a smooth and efficient service  K4: Describe the importance of having reliable and fast information for guests and the organization, in order to ensure that food and beverage service is effective and efficient for both the organization and the guest  K5: Know the organization’s guidelines for recognizing what the guest wants and responding appropriately, in order to meet guest needs and present a good image of the organization  K6: Explain carefully information that the guest might find complicated, in order to ensure understanding and support good guest service, and checking that they fully understand, including asking questions, watching body language  K7: Know how to Adapt communication methods to suit the needs of guests and associates with different cultures or backgrounds, in order to support understanding and show respect for individuals and cultures  K8: Knowledge the Compliance with relevant regulations and standards |

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|  | P6: Communicate positive and negative feedback from guest to associates, including in writing, verbally, by ensuring the feedback is recorded in the food outlet log; providing accurate guest service information to others  P7: Reorganize own work to respond to unexpected additional workloads, including planning ahead, prioritizing work, asking for assistance at busy periods  P8: Innovate methods of improving relationships with guests, including providing extra service, identifying suitable dishes or other services, to enhance the guest experience and exceed guest expectations |  |
| **F2: Handling telephone calls** | P1: Answer telephone calls following organizational procedures  P2: Use appropriate communication skills when answering telephone calls  P3: Record appropriate details of telephone calls  P4: Transfer telephone calls to others where appropriate  P5: Record appropriate details in writing, including important information (name, booking details, contact details including return telephone number, time of the call) | K1: Know the types of call, including from guest wishing to make, amend or cancel a booking, from other associates or departments wishing to make, amend or cancel a booking on behalf of a guest, from associates seeking or providing information about operational issues  K2: Familiar with organizational procedures for receiving telephone calls, including standard greeting, finding information, recording information, seeking help from others where necessary, confirming details with guest and other associates  K3: Know telephone handling skills for answering telephone calls, including speaking clearly, speaking at an appropriate speed, announcing the name of the organization and own self as appropriate to organizational procedures, repeating information back to guest to confirm accuracy |

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| **F3: Meet and exceed guest expectations** | P1: Promote additional services or products to guests  P2: Deal with guests across a language divide  P3: Support the improvement of service reliability for guests  P4: Take action to ensure prompt delivery of the additional services or products to the guest, including prompt service from kitchen, recording guest wishes or new reservations in log or reservations system  P5: Refer the guest to others (including Captain or other associates) or to alternative sources of information (including website, promotional materials) if the additional services or products are not own responsibility | K1: Knowledge of the organization’s services or products and identifying ones that may interest the guest, including special dishes, special events, promotional offers; showing the guest a dish, drawing a picture  K2: Introduce additional services or products to guests, including verbal suggestions or with support from menus, beverage lists and other promotional materials, outlining their benefits, overcoming resistance, agreeing to provide the additional services or products  K3: Give the guest time to ask questions about the additional services or products, in order to provide full information  K4: Give information to move the situation forward when the guest shows interest, including additional information, asking questions to identify guests needs and interests  K5: The languages that team is most likely to encounter among groups of the guests, including Urdu, English, other major international languages  K6: Greet guests (including individuals, groups), thanking and saying farewell to guests in their first languages, by learning and practicing common phrases in other major languages  K7: Know the importance of identifying the guest's first language and indicating awareness of this to them, in order to support good guest service, develop good guest relations and ensure good communications  K8: Identify the benefits of dealing with guests in their first language if possible, including obtaining and giving accurate information  K9: Explain the importance of agreeing with colleagues informal signing options that may be used for key aspects of the services or products when dealing with somebody with a different first language, |

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|  |  | in order to seek or provide support to or from associates who are trying to communicate with guests in their first language  K10: Describe the benefits of developing a log of useful words and phrases to support dealings with a guest with a different first language, including practicing phrases with associates, enabling quick responses when using a foreign language  K11: Explain the benefits of using a few words of the guest's first language to create a rapport, including developing a quicker relationship with the guest, showing willing, helping to develop own language skills  K14: Define the importance of tone, pace and volume when dealing with guests across a language divide, including maintaining a good rapport, ensuring the guest has time to understand and follow the conversation  K15: Explain to a guest the inability to hold an extended conversation in their first language, including written notices, agreed visual signals  K16: Identify possible sources of assistance to use when a language barrier demands additional language skills, including word cards, visual cards to assist the conversation, finding another associate who understands the language  K17: Understand the organizational guest service policy, including direction on meeting and exceeding guest needs, training for associates, responses to complements and complaints  K18: Identify Situations where guest service can be improved, including slow food service, poor quality, lack of courtesy, incorrect information provided or recorded |
| F4: Deal with guest complaints and complements  This Competency Standard is about taking the appropriate action if a customer makes a complaint or complement. You need to understand what actions you should take and whether or not you have the authority to deal with the complaint or complement yourself. | P1: Solve problems for guests Handle complaints and compliments within own role  P2: Record information according to organizational procedures any service problems, prompt and polite advice to guest, ensuring the Captain is aware of the situation and monitors it  P3: Secure agreement for the solution with guests or own supervisor, including verbally and in writing as required  P4: Present options for dealing with and avoiding repetition of a repeated guest service problem, including better briefing, more staffing, changes to the menu, changes to workflow patterns and procedures, better working practice, additional training  P5: Identify best options for solving a repeated guest service problem, including balancing guest expectations with the needs of the organization  P6: Obtain the approval of somebody with sufficient authority to change organizational guidelines in order to reduce the chance of a problem being repeated, including providing appropriate details of problems, suggesting solutions  P7: Monitor the changes made to guidelines and adjusting them if appropriate  P8: Handle complaints, including the | K1: Identify best options for solving a repeated guest service problem, including balancing guest expectations with the needs of the organization  K2: Knowledge of Compliance with relevant regulations and standards |

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|  | importance of listening carefully to the complaint or complement being made by the guest, responding with empathy, apologizing for the situation or problem, suggesting and agreeing actions to resolve the complaint or problem, taking appropriate action promptly  P9: Record details of the complaint or complement according to organizational procedures, including making appropriate entries in the log  P10: Take actions to take resolve or progress the complaint or complement within the limits of own authority, including correcting simple errors, suggesting alternative courses of action  P11: Able to ensure guest is informed of action taken as a consequence of making the complaint, including communicating verbally or in writing as required |  |