

# Open Awards Qualification Unit



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## 1 Unit Details

Unit Title:	Principles of Customer Service in the Hospitality Sector
Unit Reference Number:	K/615/9785
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the importance of providing excellent customer service in the hospitality sector	1.1 Explain what is mean by 'excellence customer service'
	1.2 Assess how hospitality organisations can benefit from providing excellent customer service to: <ul style="list-style-type: none"> <li>a) Customers</li> <li>b) stakeholders</li> </ul>
	1.3 From a given scenario, describe the characteristics of excellent customer service in the hospitality service
	1.5 Explain how hospitality organisations can use organisational procedures to ensure the quality of their customer service
2. Understand the role of the individual in delivering customer service in the hospitality sector	2.1 Explain how the following can impact on customer service <ul style="list-style-type: none"> <li>a) Individual conduct</li> <li>b) Personal presentation</li> <li>c) Communication skills</li> <li>d) Problem solving skills</li> <li>e) A positive attitude</li> </ul>

<p>3. Understand the importance of customers' needs and expectations in the hospitality sector</p>	<p>3.1 From a given scenario, define possible</p> <ul style="list-style-type: none"> <li>a) Reasonable expectations of a customer</li> <li>b) Possible unreasonable expectations of a customer</li> </ul> <hr/> <p>3.2 Explain why anticipating and responding to customers' needs and expectations in a timely fashion is important in the hospitality sector</p> <hr/> <p>3.3 Describe a minimum of 2 ways in which the quality of customer service can influence the customers.</p> <hr/> <p>3.4 Explain why it is important to meet and exceed customer expectations.</p>
<p>4. Know how to deal with customer complaints</p>	<p>4.1 From a given scenario, explain:</p> <ul style="list-style-type: none"> <li>a) The problems experience by the customer</li> <li>b) How this might impact negatively on the organisation as a whole</li> <li>c) Possible steps to resolving a customer complaint</li> <li>d) Any limitations of help</li> </ul> <hr/> <p>4.2 Give reasons why it is important to recognise repeated problems and to alert the appropriate person.</p> <hr/> <p>4.3 Explain how sharing customer feedback with others can help identify potential problems before they happen.</p> <hr/> <p>State why is important to deal with complaints in a positive manner, keeping the customer fully informed.</p> <hr/> <p>Describe types of action that may make a customer problem worse and that should be avoided.</p>