



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

GENCC302

CUSTOMER CARE

Apply Customer care

Competence

RQF Level: 3

Learning Hours



30

Credits: 3

Sector: Hospitality and Tourism

Trade: All

Module Type: General

Curriculum: TOR 3002- TVET Certificate 3 in TOURISM

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Issue Date: April 2022

Purpose statement	This module introduces the learner to basic customer care. The learner will be able to understand customer care skills in the hotel service, demonstrate professional behavior and attitude, exhibit professional.				
Delivery modality	Training delivery	100%	Assessment	Total 100%	
	Theoretical content	30%	Formative assessment	30%	
	Practical work:	70%		70%	50%
	<ul style="list-style-type: none"> Group project and presentation 20% Individual project /Work 50% 				
			Summative Assessment	50%	

Elements of Competency and Performance Criteria

Elements of competency	Performance criteria
1. Explain the role of customer care in Service	1.1. Various guest profiles are correctly described according to the provision of services
	1.2. The role of service personnel are properly explained as per company standards
	1.3. The types and levels of service are appropriately differentiated according to the provision of services
2. Demonstrate professional behaviour and Attitude	2.1. The elements of professional behaviour are correctly explained according to the provision of services
	2.2. Types of attitudes are appropriately described according to the provision of services
	2.3. Professional positive attitudes are properly recognized according to the provision of services
3. Exhibit Hotel Profession Etiquette	3.1. Table etiquette are appropriately demonstrated according to hospitality industry standards
	3.2. Business etiquette are properly displayed according to the provision of services
	3.3. Telephone etiquette are properly respected according to the provision of services
4. Handle Guest Complaints	4.1. Guest Complaints are handled as per company standards
	4.2. Reasons of guest complaints are correctly explained according to the provision of

	services
	4.3. Procedure of handling guest complaints are properly described according to company standards

Course content

Learning outcomes	At the end of the module the learner will be able to: <ol style="list-style-type: none"> 1. Explain the role of customer care in Service 2. Demonstrate professional behaviour and Attitude 3. Exhibit Hotel Profession Etiquette 4. Handle Guest Complaints
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Learning outcome 1: EXPLAIN THE ROLE OF CUSTOMER CARE IN SERVICE	Learning hours: 6
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Indicative content

Based on performance criteria and the extend at which learning outcome is.

- **Description of guest profile**
 - ✓ Personal identification
 - ✓ Guest status
 - ✓ Types of guest
- **Explaining the role of service personnel in provision of service**
 - ✓ Characteristics of a Service
 - ✓ Role of service personnel in provision of service
 - ✓ Ways and techniques of providing service
- **Differentiating the types and levels of service**
 - ✓ Level of Service
 - ✓ Indicator of a service level
 - ✓ Guest evaluation of service

Resources required for the learning outcome

Equipment	Computer, Projector, Telephone
Materials	Internet connectivity, Brochures, Pen
Tools	Audio-visual kit, Reference books, Handouts
Facilitation techniques	Demonstration and simulation, Individual and group work, Practical exercise, Individualized, Trainer guided, Group discussion, Play role
Formative assessment methods	Written assessment, Oral presentation, Performance assessment

Learning outcome 2: DEMONSTRATE PROFESSIONAL BEHAVIOUR AND ATTITUDE

Learning hours: 9

Indicative content

Based on performance criteria and the extend at which learning outcome is.

- **Explaining the elements of professional behaviour**
 - ✓ Elements of behaviour
 - ✓ Elements of professional behaviour
- **Describing the types of negative attitudes**
 - ✓ Characteristics of negative attitude
- **Recognizing professional positive attitudes**
 - ✓ Characteristics of positive attitude

Resources required for the indicative content

Equipment	Computer, Projector
Materials	Internet connectivity
Tools	Audio-visual kit, Reference books, Handouts
Facilitation techniques	Demonstration and simulation, Individual and group work, Practical exercise, Individualized, Trainer guided, Group discussion
Formative assessment methods	Written assessment, Oral presentation, Performance assessment

Learning outcome 3:Exhibit hotel profession etiquettes

Learning hours: 7

Indicative content

Based on performance criteria and the extend at which learning outcome is.

- **Demonstration of table etiquette**
 - ✓ Table rules while setting, serving, and eating
- **Using business etiquette**
 - ✓ Types of business etiquette
- **Using telephone Etiquette**
 - ✓ Ways and techniques to use a telephone

Resources required for the indicative content

Equipment	Computer, Projector ,Telephone,
Materials	Internet connectivity,
Tools	Reference books, Handout, Audio-visual kit
Facilitation techniques	Demonstration and simulation, Individual and group work, Practical exercise, Individualized, Trainer guided, Group discussion
Formative assessment methods	Written assessment, Oral presentation, Performance assessment

Learning outcome 4:Handle guest complaints

Learning hours: 8

Indicative content

Based on performance criteria and the extend at which learning outcome is.

- **Explaining customer service skills**
 - ✓ Required service skills
- **Explaining guest Complaints**
 - ✓ Types of Guest Complaints
 - ✓ Cause of Guest Complaints
- **Describing process of Handling complaints**
 - ✓ Ways of Handling complaints

Resources required for the indicative content

Equipment	Computer, Projector, Telephone
Materials	Internet connectivity
Tools	Audio-visual kit, Reference books, Handouts
Facilitation techniques	Demonstration and simulation, Individual and group work, Practical exercise, Individualized, Trainer guided, Group discussion
Formative assessment methods	Written assessment, Oral presentation, Performance assessment

References:

1. Ford Robert, Sturman Michael, Heaton Cherill (2012) Managing Quality Services in Hospitality
2. Brandon Johnson, Roden Katherine (2018) Hospitality from the Heart
3. Bolton Ruth (2016) Service Excellence: Customer Experiences that Build Relationships
4. [www. Hospitality-School.com](http://www.Hospitality-School.com)
5. Avril Owton (2008) Delighting your Customer