

Reception



## **RQF LEVEL 4**

GENCS401 FRONT OFFICE AND HOUSEKEEPING OPERATIONS

**Customer Service** 

**TRAINEE'S MANUAL** 

August 2024



## **CUSTOMER SERVICE**



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## LIST OF ABBREVIATIONS AND ACRONYMS

BOGO:	Buy One, Get One		
CBET:	Competence Base Education and Training		
CES:	Customer Effort Score		
CRM:	Customer Relationship Management		
CSATs:	Customer Satisfaction Surveys		
F&B:	Food and Beverage		
FIFO:	First In, First Out		
NBA:	Next Best Action		
NPS:	Net Promoter Score		
POS:	Position the Point of Sale		
RQF:	Rwanda Qualification Framework		
RTB:	Rwanda TVET Board		
SERVQUAL:	Service Quality		
SOPs:	Standard Operating Procedures		
TVET:	Technical and Vocational Education and Training		
EU:	European Union		
VIP:	Very Important Person		
Wi-Fi:	Wireless Fidelity		

### **INTRODUCTION**

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to provide quality customer service. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge and attitudes about the unit.

A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

## Module Units:

- Unit 1: Prepare for service
- Unit 2: Deliver quality service
- Unit 3: Handle guest feedback

## **UNIT 1: PREPARE FOR SERVICE**





#### **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to prepare for service required to provide quality customer service. It covers the maintenance of personal grooming, collection of information about daily activities in customer care services, arrangement of the workplace.

#### Self-Assessment: Unit 1

- 1. Referring to the unit illustrations above answer the following:
  - a. What does the illustration show?
  - b. What is the difference between the images in the illustration?
  - c. What do you think this unit is about based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do this? How well?
  - c. Read the statements across the top. Put a check in column that best represents your level of knowledge, skills or attitudes.

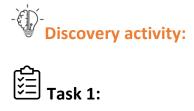
My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe personal					
grooming practices					
Identify types of					
information to be					
collected					
Describe workplace					
arrangement					
Maintain personal grooming practices					

d. At the end of this unit, you will assess yourself again

Gather information			
about daily activities			
Arrange the workplace			
Comply with personal			
grooming practices			
Keep confidentiality of			
gathered information			
Pay attention to			
cleanliness and			
arrangement of the			
workplace			



	Knowledge		Skills		Attitudes
1.	Describe personal grooming practices	1.	Maintain personal grooming practices	1.	Comply with personal grooming practices
2.	Identify types of information to be collected	2.	Gather information about daily activities	2.	Keep confidentiality of gathered information
3.	Describe workplace arrangement	3.	Arrange the workplace	3.	Pay attention to cleanliness and arrangement of the workplace





In Rwanda, there are several hotels that local people and foreigners visit while looking for the services that the hotels offer. Based on this experience answer the questions below:

- 1) What personal grooming practices should receptionists maintain at the aforementioned hotels?
- 2) Explain the importance of maintaining personal grooming for Front Office Personnel employed by those hotels.
- 3) Which professional work habits: (do's, and don'ts) must be exhibited to maintain personal grooming in those hotels?
- 4) Explain the standard operating procedures to follow within those Hotels.
- 5) What types of information are crucial for the effective operation of a hotel's customer care service?
- 6) What are the most effective channels of communication within a hotel?
- 7) What factors should be considered when organizing the layout of a front office area?

## **Topic 1.1: Maintenance of personal grooming**





#### Scenario 1: Maintain personal grooming

#### Read the following scenario and use it to answer the questions that follow.

Francine works as a receptionist at Hotel Bamboo in Gatsibo district. Her duties include greeting guests as they come in, managing the check-in and checkout process, answering questions and requests, and helping with administrative tasks at the front desk. Every day, she needs to get herself ready before performing her duties. Among the things she needs to pay attention to is maintaining personal grooming.

#### From the scenario 1;

1. What personal grooming practices should Francine maintain while preparing for her duties?

2. What kind of work behaviour/habits should Francine show/exhibit and or avoid while maintaining personal grooming?

3. What standard operating procedures should Francine follow while maintaining personal grooming?

#### Key Facts 1.1: Maintenance of personal grooming

#### • Introduction to personal grooming

- ✓ Definitions
  - Personal grooming encompasses a range of practices to maintain cleanliness, appearance, and overall well-being. It is an essential aspect of personal hygiene and contributes significantly to how individuals present themselves to others.
  - Personal hygiene refers to maintaining cleanliness of one's body and clothing to preserve overall health and well-being. It includes a number of different activities related to the following general areas of self-care: washing or

bathing, including cleansing oneself after using the toilet; taking proper care of the mouth; grooming and dressing.<sup>1</sup>

- Body hygiene refers to the practices and routines individuals follow to maintain cleanliness and care for their bodies.
- Dress code means a set of rules about what clothing may and may not be worn.

#### • Personal grooming practices<sup>2</sup>

- ✓ Body hygiene best practices
  - Bathing or showering: Washing the body with soap and water to remove dirt, sweat, and bacteria.
  - Oral hygiene: Brushing and flossing teeth, and using mouthwash to keep the mouth clean and prevent dental issues.
  - Hair care: Washing, brushing, and maintaining hair to keep it clean and healthy.
  - Hand washing: Frequently cleaning hands with soap and water to prevent the spread of germs and infections.
  - Nail care: Trimming and cleaning fingernails and toenails to prevent dirt and bacteria buildup.
  - Foot care: Keeping feet clean and dry, and addressing any issues like athlete's foot.
  - Use of deodorants or antiperspirants: To manage body odor and reduce perspiration.
- ✓ Body hygiene practices for front office workers may include:
  - Take a bath or shower daily or as needed
  - ✤ Wash your hands with soap and water after going to the toilet.
  - Hair should be short and well combed.
  - Nails should be trimmed and manicured.
  - Brush your teeth at least twice daily (morning and before bedtime).
  - **4** Body odor and sweating must be controlled.

<sup>&</sup>lt;sup>1</sup> <u>https://www.encyclopedia.com/caregiving/encyclopedias-almanacs-transcripts-and-maps/personal-hygiene</u>

<sup>&</sup>lt;sup>2</sup> <u>https://www.linkedin.com/pulse/how-pay-attention-personal-grooming-business-aspi-cawasji</u>

Cover your mouth and nose with a tissue (or your sleeve) when sneezing or coughing.

#### ✓ Dress code practices

- Uniforms must be clean, neatly ironed and fit well.
- 4 Avoid wearing anything too casual, revealing, flashy, or distracting.
- 🖊 It is preferable to tie hair up.
- You should pay attention to your accessories such as razor blades, nail clippers, hair clippers, scissors, dryer, soap, shampoo, sanitizers, etc.
- 4 Soft jewelry is restricted to one ring only and a necklace for ladies.
- 4 Avoid too much perfume and makeup.

## • Professional Work Habits /Do's (♥) and Don'ts (♥)

- ✓ Definition
  - Good work habits are behavioral patterns of an employee that contribute to their job performance. They're success drivers that help boost your productivity, reliability, teamwork, and job satisfaction.
  - Cambridge dictionary defines Do's and Don'ts as rules about actions and activities that people should or should not perform or take part in.
- ✓ Front Office Do's (♥)
  - Welcome guests warmly: Greet guests with a warm and friendly demeanor as they enter the establishment.
  - Professional appearance: Maintain a neat and professional appearance, including wearing a uniform if required.
  - Effective communication: Communicate clearly and professionally with guests and colleagues.
  - Be Courteous and polite: Always be polite, courteous, and patient, even in challenging situations.
  - **Attentiveness:** Be attentive to guests' needs and anticipate any potential issues.
  - Smile and make eye contact: Smile genuinely and make eye contact to create a positive and welcoming atmosphere.
  - Knowledge of services: Be well-informed about the services, facilities, and local attractions offered by the establishment.

- Efficient check-in and check-out: Streamline the check-in and check-out process to make it quick and efficient for guests.
- Handle complaints professionally: Address guest complaints with a calm and professional demeanor, seeking resolution promptly.
- Maintain confidentiality: Respect and maintain guest confidentiality regarding personal information and requests.
- Provide information: Offer information on nearby attractions, dining options, and transportation when requested.
- Up-to-date information: Keep information about room availability, rates, and promotions up to date.

## ✓ Front Office Don'ts (<sup>™</sup>)

- Avoid rudeness: Avoid being rude or dismissive to guests, regardless of the situation.
- Personal phone use: Refrain from using personal phones excessively or inappropriately during working hours.
- Ignoring guests: Never ignore guests or leave them unattended for extended periods.
- Inattentiveness: Avoid appearing disinterested or inattentive when interacting with guests.
- Negative body language: Steer clear of negative body language such as eye rolling or sighing.
- Overpromising and under delivering: Do not make promises that cannot be fulfilled; instead, manage expectations realistically.
- Discussing personal matters: Avoid discussing personal matters or issues with guests.
- Lack of knowledge: Do not provide inaccurate information about services or local attractions.
- Arguing with guests: Never argue with guests; instead, seek resolution through calm and professional communication.
- Ignoring guest preferences: Do not ignore or overlook guest preferences; strive to accommodate requests when possible.

- Violating privacy: Respect guest privacy and do not disclose room numbers or personal information without proper authorization.<sup>3</sup>
- Standard Operating Procedures (SOPs)
  - ✓ Definition

A **Standard Operating Procedure (SOP)** is a set of instructions on how to complete a specific task. It can vary in level of detail from checklists to step-by-step procedures or word-by-word scripts.

#### ✓ Hotel front desk standard operating procedures:

The front desk is the hotel's first impression. SOPs here include greeting guests warmly, efficient check-in and check-out processes, handling guest queries promptly, and maintaining a tidy and organized desk.

Standard procedure for guest check-in service:

- Always greet arriving guests with immediate eye contact and a genuine smile.
- Promptly offer to help guests with their luggage, confirming the number of items they have.
- Politely ask for the guest's surname and attach it to the luggage tag for identification.
- Before placing luggage on the trolley, inspect for any damages and notify the guest if any are found.
- If a guest has multiple pieces of luggage, group them together on the trolley to prevent confusion.
- Position the luggage on the trolley and move it to the reception, awaiting the guest's registration.
- If the Guest Relations Officer is unavailable, guide the guest to their room and introduce them to the available amenities.
- Always allow the guest to enter the lift first and assist them as needed.
- Share the operating hours of various outlets.
- Remind the guest of their floor and room number.

<sup>&</sup>lt;sup>3</sup> <u>https://setupmyhotel.com/hotel-staff-training/front-office-training/front-office-dos-and-donts/</u>

- Highlight any special promotions at the F&B outlets.
- Show the guest the correct way to unlock and open their room door.
- Upon entering, allow the guest to step in first and familiarize them with the room's layout.
- Demonstrate how to use the key card to activate the room's lighting system.
- ✓ Hotel housekeeping standard operating procedures

**Housekeeping** is integral to guest satisfaction. SOPs for this department focus on room cleaning protocols, laundry handling, and lost and found procedures. Each room must be inspected for cleanliness and amenities replenished as needed.

Standard procedure for servicing of occupied rooms:

- All occupied rooms are serviced twice daily and as and when requested by the guest.
- Enter the room according to the procedure of entry to guestrooms.
- Clear the garbage according to the procedure of removal of garbage from dustbins.
- Collect any dirty linen.
- Make the bed, follow the bed making procedure.
- Perform dusting of the room.
- Vacuum carpet and undertake upholstery maintenance.
- Clean bathroom.
- Replenish all amenities in the bathroom. (Maintain photograph for standard amenity placement)
- After servicing the room, check the function of all features such as the TV, telephone, lights, etc.<sup>4</sup>

<sup>&</sup>lt;sup>4</sup> <u>https://www.siteminder.com/r/hotel-sops-standard-operating-procedures/</u>

Image	Name	Function
CORP.	Soap	Solid or liquid soap is a salt of a fatty acid used in a variety of cleansing and lubricating products.
Hand Santizer	Hand sanitizer	It is used to kill bacteria and viruses that are introduced to surfaces both in and on the body or equipment.
	Mirror	It is a reflecting tool commonly used for inspecting oneself, during personal grooming.

• Tools, equipment and materials commonly used in personal grooming

Image	Name	Function
	Nail clipper	A nail clipper (also called nail trimmer, a nail cutter or nipper type) is a hand tool used to trim fingernails, toenails and hangnails.
	Hair Clipper	It is designed to cut longer hair (usually hair on the head)
	Shampoo	It is a common hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair.
	Tissue	Bathroom tissue, paper towels, facial tissue, paper handkerchiefs and table napkins all play a critical role in hygiene, cleanliness and comfort

Image	Name	Function
	Toothbrush	It is an oral hygiene instrument used to clean the mouth by brushing.
radius de la constance de la const	Toothpaste	It is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth.
<image/>	Shirts	Shirts are worn to more formal occasions.

Image	Name	Function
	Pants	It covers your lower part and by this you can move freely on works or in doing activities.
	Waistcoats	They add personality to a suit and they make you look suave and stylish.

Image	Name	Function
	Skirts	Skirts can be considered formal attire depending on the style, material, and length.
	Dress	Proper dress makes a person look presentable and professional.
	Ties	Wearing a tie to the workplace regularly enhances your look

Image	Name	Function
	Scarves	For a woman, wearing a scarf has a similar meaning as men wearing a tie, it is a form of communication to state someone's sense of style and status or to characterize one's personality.
	Shoes	Wearing comfortable shoes provides the right support, which improves your body's posture. <sup>5</sup>
	Shower	It is a place in which a person bathes under a spray of typically warm or hot water.

 $<sup>^{\</sup>rm 5}\ https://www.dressbestuniforms.com/everything-you-need-to-know-about-hospitality-uniforms$ 

Image	Name	Function
	Sink	A sink (also known as washbasin) is a bowl-shaped plumbing fixture for washing hands, dishwashing, and other purposes.
	Tap water	Tap water (also known as running water, piped water or municipal water) is water supplied through a tap, a water dispenser valve. It is commonly used for drinking, cooking, washing, and toilet flushing.
	Toilet	It is a piece of sanitary hardware that collects human urine and feces, and sometimes toilet paper, usually for disposal.
	Hand dryer	It is an electric machine which might make use of a heating element and an air blower to dry the hands after hand washing. It is commonly used in public toilets as a cost-effective alternative to paper towels

#### Importance of professional grooming

- First Impressions: The saying "first impressions last" is especially true in professional settings. Grooming is an essential part of presenting a positive and polished image to others. When you meet someone for the first time, your appearance can greatly influence their perception of your professionalism and competence.
- Confidence Boost: When you are well-groomed, you tend to feel more confident and self-assured. This confidence can positively impact your interactions with colleagues, clients, and superiors, leading to better communication and collaboration.
- Professionalism: A well-groomed appearance reflects professionalism and respect for the workplace and its norms. It shows that you take your job seriously and are committed to presenting yourself in a manner that aligns with the organization's values.
- Positive Impact on Others: A well-groomed individual is often perceived as someone who pays attention to details and cares about their personal and professional presentation. This can inspire others to follow suit and create a positive and professional atmosphere in the workplace.
- Career Advancement: Whether we like it or not, appearance can influence career advancement opportunities. In competitive environments, a well-groomed individual might be preferred over someone with similar qualifications but a less professional appearance.
- Client and Customer Relations: In customer-facing roles, grooming is particularly crucial as it directly impacts customer perception and satisfaction. A well-groomed representative can leave a positive and lasting impression on clients and customers.
- Maintaining Hygiene: Grooming is not just about looking good; it also includes practicing good personal hygiene. Good hygiene is essential for promoting a healthy work environment and preventing the spread of illnesses.
- Brand Representation: In some industries, employees serve as representatives of the company's brand. A well-groomed appearance ensures that the brand's image is maintained consistently across all interactions with clients and the public.
- ✓ Building Trust and Credibility:

A professional and well-groomed appearance can help build trust and credibility with colleagues, clients, and business partners. It conveys reliability and attention to detail.

 Overall Well-being: Taking care of your appearance can positively impact your overall well-being and self-esteem. It can contribute to a healthier work-life balance and a more positive outlook on life.<sup>6</sup>





#### Referring to Scenario 1, answer the following question

The hotel has received some interns and Francine is in charge of inducting them. Help Francine give an orientation to the interns by:

- 1. Describing the grooming practices, they should pay attention to regarding:
  - a) Dress Code
  - b) Personal Hygiene
  - c) Hair and Makeup
  - d) Accessories
- 2. Explaining to the hotel's interns about the standard operating procedures to be followed while preparing to perform their duties.
- 3. Describing the work habits/behaviour that need to be avoided while performing their duties
- 4. Why is it important for you to maintain personal grooming before and while performing your duties?

Activity 3: Application

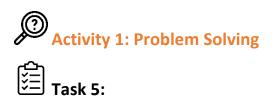
#### 三 Task 4:

## Referring to Scenario 1, simulate a situation where you work at front desk of a hotel as a receptionist and perform the following task.

- 1. Demonstrate personal grooming practices
- 2. Show/exhibit work habits
- 3. Pay attention to standard operating procedures
- 4. Demonstrate the importance of maintaining personal grooming

<sup>&</sup>lt;sup>6</sup> <u>https://www.linkedin.com/pulse/importance-professional-grooming-tharankumar-thinakaran</u>

# Topic 1.2: Collection of information about daily activities in customer care services



#### Read the following scenario and answer the questions that follow.

ABC TUNGA Hotel located in Huye district is using different channels of communication in order to carry out its day-to-day operations. However, some of its services are delayed or interrupted due to issues related to its communication channels. Suppose that you are recruited as a front office manager whose duties include sustaining internal and external communication in the Hotel.

- 1. What types of information are crucial for the effective operation of a hotel's customer care service?
- 2. What types of sources of information should you use to sustain internal and external communication of the Hotel?
- 3. What channels of communication should you opt for within the Hotel?
- 4. Which techniques should you use to collect information within and from outside the Hotel?

# Key Facts 1.2: Collection of information about daily activities in customer care services

- Introduction to collection of information about daily activities
  - ✓ Definitions of concepts
    - Information is data that has been processed, organized, and presented in a context that gives it meaning and relevance. Information is essential for making decisions, providing services, and ensuring smooth operations.
    - Information collection is the process of gathering data from various sources to be processed and analysed for a specific purpose. It involves systematic collection of relevant data to ensure efficient operations and enhanced guest satisfaction.
    - Daily activities refer to the routine tasks and operations that are performed regularly to ensure smooth functioning, guest satisfaction, and high standards of service within a hotel or similar establishment. These activities are critical for maintaining operational efficiency and providing a positive experience for guests

#### ✓ Types of information

- Front office information:
  - Guest reservations. This includes reservation details like arrival/departure dates, room type booked, number of guests, any special requests, and chosen rate plan.
  - Guest registration. Information collected during check-in, such as guest names, addresses, contact details, nationality, and identification documents.
  - Room status. Real-time updates on room availability (clean, occupied, dirty, outof-order) to manage check-ins, housekeeping needs, and potential upgrades.
  - Guest accounts. Tracking guest charges for stays, including room rates, meals, mini-bar usage, and other incidentals, to ensure accurate billing.
  - Guest communication. Handling guest requests (late check-out, extra towels, etc.), messages, wake-up calls, and any special needs.
  - Housekeeping reports. Receiving updates from housekeeping on room cleaning status and any maintenance issues identified during cleaning.

#### **Housekeeping information:**

- Room status reports. Providing the Front Office with real-time updates on room cleanliness (clean, occupied, dirty) to ensure room availability for check-ins.
- Guest room inventory. Tracking supplies like towels, linens, toiletries, and minibar items to ensure proper restocking.
- Cleaning schedules. Assigning rooms for cleaning based on occupancy status, guest preferences (Do Not Disturb signs), and housekeeping staff availability.
- Laundry operations. Managing laundry needs for guest rooms, towels, and staff uniforms, including tracking soiled items, cleaning cycles, and restocking clean items.
- Maintenance requests. Identifying and reporting any maintenance issues discovered during cleaning, such as broken lights or malfunctioning appliances, to be addressed promptly.
- Guest amenities. Restocking amenities like soap, shampoo, and coffee based on room occupancy and guest requests.
- Both departments share information on
  - Guest lost and found. Keeping track of lost items reported by guests and collaborating to locate them.
  - Security concerns. Reporting any suspicious activity noticed during guest interactions or room cleaning to ensure guest safety.
  - Housekeeping standards. Maintaining consistent cleaning protocols and procedures for guest satisfaction.

#### • Sources of information<sup>7</sup>

✓ Definition

An information source is a person, thing, or place from which information comes, arises, or is obtained. <sup>8</sup> Information sources are organized according to their information contents, type, media or form to cater to the different needs of the users.

<sup>&</sup>lt;sup>7</sup> https://www.igi-global.com/dictionary/information-

sources/14512#:~:text=An%20information%20source%20is%20a,known%20as%20primary%20or%20secondary <sup>8</sup> https://nios.ac.in/media/documents/SrSecLibrary/LCh-005.pdf

#### ✓ Types of information sources

Documentary sources: All recorded sources of information, irrespective of their content and form, come under documentary sources. These may be published or unpublished, in print or in electronic form. These may be books, periodicals, magazines, or reference books and others.

#### Types of documentary sources

Documentary sources (By Content): All recorded sources of information such as books, periodicals, articles, dictionaries, newspapers, dissertations, guidebooks, directories, etc. are organized into quite basic and fundamental categories based on their information content and organizational level. These are:

#### Primary sources:

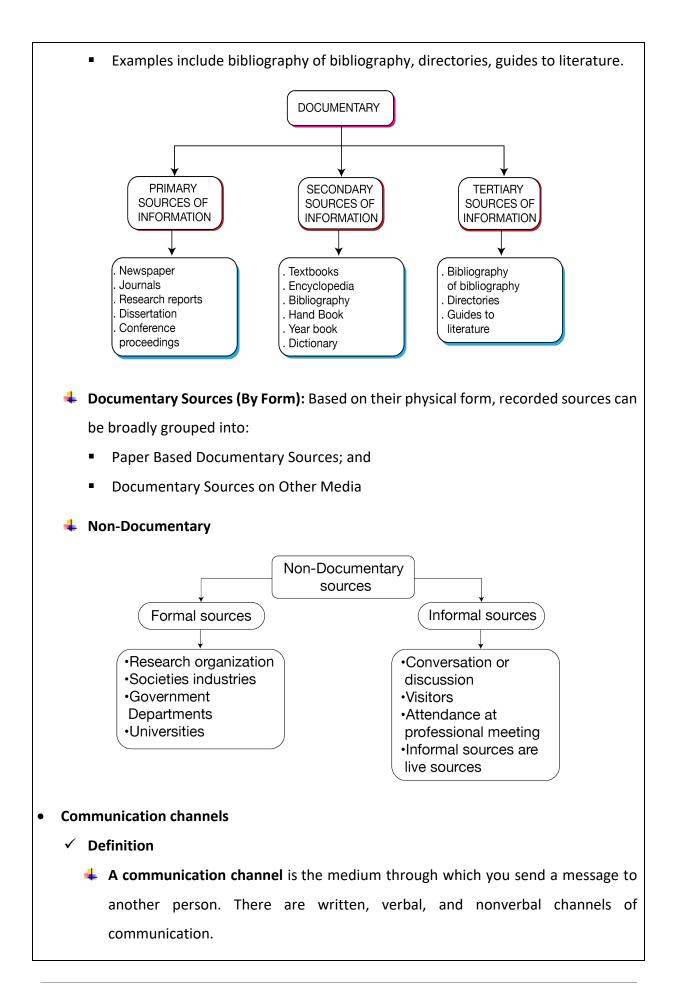
- They are original materials.
- Present first-hand accounts.
- Present information relevant to an event.
- Present information in its original form, not interpreted or condensed or evaluated by other writers.
- Examples include newspapers, journals, research reports, dissertation, and conference proceedings.

#### **4** Secondary Sources:

- They are created by someone who did not have first-hand experience or did not participate in the events or conditions being researched.
- They are generally accounts written after the fact with the benefit of hindsight.
- They describe, analyse, interpret, evaluate, comment on and discuss the evidence provided by primary sources.
- Examples include textbooks, encyclopedia, bibliography, hand book, year book, dictionary.

#### Tertiary sources:

- They are published or unpublished works that are based on secondary sources.
- They are index to primary sources.



An electronic channel is another means to communicate verbally, nonverbally, or in writing. You can use multiple channels of communication at the same time.

#### ✓ Types of communication channels

Sociologists have generally organized communication channels by formality, by participants, and by means of communication:

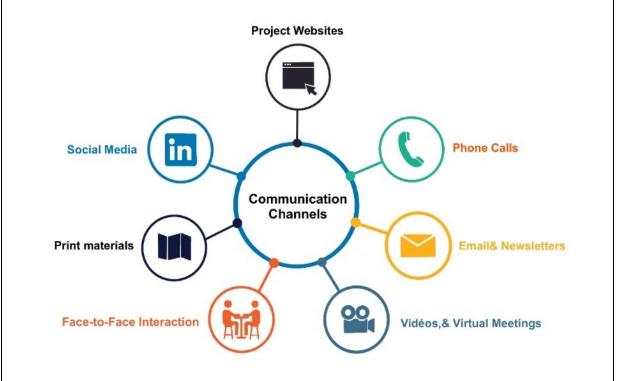
**4** By Formality:

- Formal communication channels are used for:
  - o Important official statements, like layoffs, new company directions.
  - o Fun announcements like company team building activities.
  - o Examples include research organizations, societies industries, government department, universities.
- Informal communication channels can be used for:
  - o Small things like organizing group outings.
  - o Conversation or discussions with visitors.
  - o Attendance at professional meetings.
  - o Work-related issues, like some tweaks that need to be made.

#### By who is participating:

- Internal communication channels are used for:
  - o Confidential company information.
  - o Team buildings.
  - o Stuff that those outside the group simply do not need to know about.
- External communication channels: They are used when you have certain things which, on the other hand, must be sent outside of the organization to people like clients, those who sell your products, those who invest, or otherwise.

- **4** By means of communication
  - Digital communication channels: These can be used for serious communications or fun communications and these include email or voice calls.
  - Face-to-face communication channel: This is one of the top options for the most serious discussions things like firings or promotions of an employee.
  - Written communication channel: This similar to digital in that it can encompass a wide range of categories and there is debate as to whether or not email would also fall into this category from contracts to simple small messages to alerts.



#### The table describing channels of communication

Image	Communication channel	Description
	Face-to-Face Meetings, Workshops, and Conferences	These options are for direct interaction, aiding relationship- building and addressing complex issues. They provide a personal touch
		and create opportunities for

Phone Calls	stakeholders to ask questions and receive feedback in real-time. Immediate and direct, phone calls bridge distances for real-time conversations. They convey tone and are most suitable for urgent or sensitive matters.
Email and Newsletters	Regular updates through emails and newsletters help inform stakeholders of the progress, milestones, and events of your project. This method can also be used to communicate with stakeholders by using visual aids. Email can also be scheduled based on urgency.
Social Media	Relaxed and informal, social media encourages open interactions, fostering honest exchanges and inclusivity among a diverse audience. As social media can be less formal, it can also be utilised to share timely project updates in a public setting.

Hotel Brodure TOPICs Hotel Hone	Print Material	During in-person events, printed materials such as brochures provide physical resources for stakeholders who favour tangible information or have limited digital access, like certain rural areas. This ensures continued accessibility beyond the event.		
	Videos, Virtual	Virtual platforms bridge gaps,		
	Meetings, and	allowing face-to-face interactions and		
	Webinars	inclusivity for diverse stakeholders.		
		Webinars and videos offer real-time		
		engagement, interactive		
		presentations, and recorded content		
		for flexible access and		
		understanding.9		

- Information collection techniques
  - ✓ Definition
    - Data collection a process of collecting, measuring, and analyzing information with the help of standard validated techniques. It refers to facts in different forms, such as figures, symbols, images, alphabets, sounds, etc. It is further arranged to become meaningful and valuable as 'information'.
  - ✓ Methods of data collection

<sup>&</sup>lt;sup>9</sup> https://www.mightycall.com/blog/communication-channels/

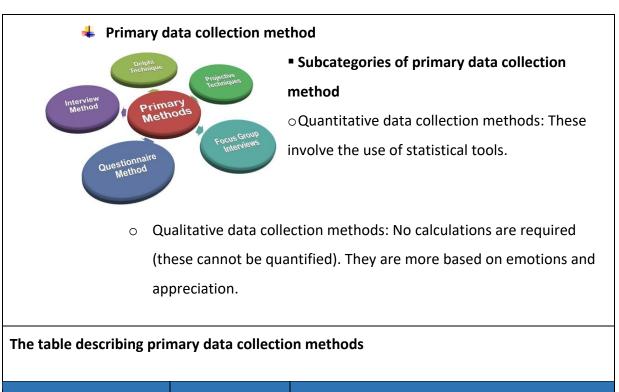


Image	Data Collection Methods	Description
	Questionnaire Method	It is the most evident method of data collection, which is comprised of a set of questions related to the research problem.
	Surveys	These are meant for gathering data from target audience about preferences, choices, opinions and feedback about services and products.
	Interviews	It is the most widely used primary data collection methods wherein the interviewer asks questions either personally, or through mail or telephone from the respondents to obtain the insights of the problem under study.

	Focus Group Interview	A small group of people, usually 6-12 members come together to discuss the common areas of the problem. Here each individual is required to provide his insights on the issue concerned and reach to a unanimous decision. In this interview, there is a moderator who regulates the discussion among the group members.
	Polls	Polls are also conducted on larger audiences and these are objective in nature. Voters get various options from which they can choose to express their opinion.
Projective Techniques		The projective techniques are the unstructured and an indirect interview method used where the respondents are reluctant to give answers if the objective is disclosed.
Delphi Techniques		It is a forecasting technique wherein the researcher elicits the information from the panel of experts either personally or through a questionnaire sent through the mail.
Secondary data co		has already been collected by someone also. The

Secondary data refers to data that has already been collected by someone else. The existing data is collected and summarized for ready to use. they include the following:

- Internet: The use of the Internet has become one of the most popular secondary data collection methods in recent times.
- **Government archives:** There is lots of data available from government archives that you can make use of.
- Libraries: Most researchers donate several copies of their academic research to libraries. <sup>1011</sup>

 $<sup>^{10}\</sup> https://www.shiksha.com/online-courses/articles/data-collection-methods-and-types/$ 

 $<sup>^{11}\,</sup>https://gsb.hse.ru/en/careercentre/career/interview$ 



**Referring to the Task 5, read the scenario below and answer the questions that follow** The hotel has received guests who wish to be informed about communication channels used by the Hotel. Help the Hotel guests by providing them with all necessary information about the following:

- 1. Explain the types of information sources used by the Hotel regarding:
  - a. Documentary source of information
  - b. Non-documentary source of information
- 2. Describe the channels of communication available at the Hotel regarding:
  - a. Written (hard copy prints or digital formats)
  - b. Oral or spoken
  - c. Electronic and multimedia
- 3. Identify information collection techniques used by the Hotel regarding:
  - a. Primary data collection methods
  - b. Secondary data collection methods





### Read the scenario below and perform the task that follow

- 1) Sources of information that are mostly referred to by ABC TUNGA Hotel:
- The most commonly used types of communication channels within and outside the Hotel:
- Information collection techniques used by the Hotel so as to satisfy its guests:

Suppose that you are employed as guest services manager at ABC TUNGA Hotel, the hotel is in preparation of receiving special guests. Your front desk supervisor gives you the following template and is requesting you to complete it by proving all needed information which can serve as guidance to the hotel guests:

# Topic 1.3: Arrangement of the workplace





### Read the following scenario and answer the questions that follow.

### Scenario:

Belinda is an employee at Lux hotel in Rwanda. Recently, she realized that lobby and common areas seem dated and lack a vibrant ambiance. Additionally, the front office area is cluttered, causing delays in service, and the housekeeping storage room is disorganized, leading to inefficiencies in room cleaning. The hotel's bar also faces issues with the arrangement of products and tools, slowing down service during peak hours. She needs to address these concerns to enhance the guest experience and improve staff efficiency. Basing on Belinda's situation, answer the following questions.

- 1. How frequent should Belinda perform cleaning and decoration in order to maintain a positive first impression and ensuring a healthy and productive environment?
- 2. What seating plans and arrangements can she use to enhance the guest experience in a hotel?
- 3. How can she redesign the arrangement of bar products to improve efficiency and speed of service?
- 4. What safety considerations should Belinda keep in mind while arranging bar tools and equipment?

## **Key Facts 1.3: Cleanliness and interior decoration**

### Introduction to cleanliness

### ✓ Definition

Wikipedia, the free encyclopaedia defines cleanliness as the state of being clean and free from germs, dirt, trash, or waste, and the habit of achieving and maintaining that state. <sup>12</sup>

### ✓ Frequency of cleaning in housekeeping

Cleaning tasks may be divided according to the frequency of their scheduling, which depends upon the level of soiling, the type of surface, the amount of traffic, the type of hotel and the cleaning standards.

Employees should be given the procedures and frequencies for carrying out various tasks outlined in the book or manual. This information may also be displayed in the floor pantries

- Daily cleaning: These are routing operations carried out on a day-to-day basis by the staff of the housekeeping department. These include the regular servicing of guestrooms, cleaning of bathrooms and toilets, suction cleaning of floors and the floor coverings, and so on.
- Periodic cleaning
  - Weekly cleaning: These, as the term implies, are routine tasks carried out on a weekly basis. Weekly cleaning schedules are made and these normally include some cleaning tasks that are time consuming or tasks that cannot be done on a daily basis.
  - Fortnightly cleaning: A fifteen-day cleaning schedule.
- Deep cleaning: It refers to the intensive cleaning schedule in which periodic cleaning tasks are scheduled for monthly, quarterly, half-yearly, or annual frequency. This is done for areas and surfaces which cannot be cleaned on a daily basis. This kind of cleaning is conducted in close coordination with the maintenance department. Example, carpet shampooing, Rotating and cleaning mattresses, Ceilings, light fittings, fans, signage boards, laundering of soft furnishings.
- Spring cleaning: This is a term used for annual cleaning of guestrooms and public areas in off-season periods and low occupancy periods. This involves a complete overhaul of the rooms by undertaking few steps as: Removal of carpets from the room for shampooing, Polishing wooden furniture, shampooing upholstery (sofas), painting on walls, redecoration, cleaning air conditioning vents and airing the room.

<sup>&</sup>lt;sup>12</sup> <u>https://en.wikipedia.org/wiki/Cleanliness</u>

- Special cleaning: These cleaning may be occasional; for example, cleaning a room which is handed over from the project team to housekeeping, cleaning a room after the preventive maintenance of a room has been done, cleaning a room after it has undergone a major renovation, etc.
- Evening service (or turn- down service): This is the service given to a room in the evening to prepare the room for the night. This service should be done prior to the guest retiring for the night.
- Second service: This is a service given to the VIP guest staying in the hotel or on the guest's request. This normally happens when a guest has/ had a party or meeting in his room & would like his room to be put in order as a consequence. This may be charged by the hotel.<sup>13</sup>

### • Interior decoration

- ✓ Definition
  - The Cambridge dictionary defines "decorate" as means to add something to an object or place, especially in order to make it more attractive.<sup>14</sup>
  - Interior decoration is an art of planning and supervising the design, execution of architectural interiors and the furnishings. The basic objective of interior decoration is creating a pleasant atmosphere in the room with addition of a complex of furnishings, arts, and crafts. The aim of interior decorating is to make an interior space more aesthetically pleasing and functionally useful for its inhabitants.

There are various tools like color, lighting, floor coverings and finishes, carpets, windows, ceiling and wall coverings, which are used in decorating and giving distinct style to the different areas of a hotel.<sup>15</sup>

## ✓ Elements for front office interior decoration

- Reception desk and area
  - Reception desk: Choose a modern and stylish reception desk that suits the overall theme of your office. Ensure it's functional with enough space for the receptionist's needs.
  - Seating area: provide comfortable seating for visitors. use sofas or chairs that match the office décor. Include a coffee table with magazines or company brochures.

### Lighting

Natural light: Maximize natural light to create a bright and inviting space.
 Use large windows and glass partitions.

<sup>15</sup>https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\_content/S001827/P001833/M029452/ET/15245669216.26Q1.pdf

<sup>&</sup>lt;sup>13</sup> https://hmhub.in/1st-sem-accommodation-operation-notes/frequency-of-cleaning-in-housekeeping/

<sup>&</sup>lt;sup>14</sup> https://dictionary.cambridge.org/dictionary/english/decorate

- Artificial lighting: Use a combination of overhead lights, task lighting, and accent lighting. Pendant lights or chandeliers can add a touch of elegance.
- Color scheme
  - Neutral base: Use neutral colors like white, beige, or grey for a clean and professional look.
  - Accent colors: Incorporate the company's branding colors as accents through furniture, artwork, or decorative items.

### Furniture and layout

- Ergonomic furniture: Ensure all furniture is ergonomic to promote comfort and productivity.
- **Space utilization**: Arrange furniture to make the space look open and inviting. Avoid clutter and ensure easy movement.

### Decorative elements

- Artwork: Hang artwork that reflects the company's values and culture. Abstract art, motivational quotes, or company history can be good choices.
- Plants: Incorporate indoor plants to add a touch of nature and improve air quality. Plants like succulents, ferns, or snake plants are low-maintenance options.
- Rugs and carpets: Use rugs to define spaces and add warmth to the reception area.

Technology integration

- Digital signage: Install digital screens for announcements, company information, or welcoming messages.
- Charging stations: Provide charging points for visitors to use their electronic devices.
- Branding
  - Logo display: Prominently display the company logo at the reception desk or on a feature wall.
  - Brand colors and themes: Use elements that reflect the brand's identity consistently throughout the décor.
- Functional aspects
  - **Storage solutions**: Ensure there is adequate storage for the reception area to avoid clutter.
  - **Visitor management**: Implement a visitor management system, whether digital or traditional, to streamline check-ins.
- Comfort and accessibility
  - **Comfortable temperature**: Maintain a comfortable temperature with proper heating and cooling systems.
  - Accessibility: Ensure the front office is accessible to everyone, including those with disabilities.
- Personal touches

- Customized elements: Add unique elements that reflect the company's personality, such as custom-made furniture or artwork.
- Seasonal decorations: Update decorations seasonally to keep the space fresh and engaging.<sup>16</sup>

### • Seating plan and seats arrangement

- ✓ Definition of terms
- Merriam Webster dictionary defines "a seating plan" as a drawing that shows the places where particular people will sit at a gathering.
- Seats arrangement is a plan that shows where people should sit. The seat arrangement in a front office, particularly in a hotel is crucial for ensuring efficiency, accessibility, and a welcoming environment.<sup>17</sup>

### ✓ Types of seating arrangement

- Chevron style seating offers two columns of short, angled rows with an aisle way down the middle. A successful strategy of many planners who use this seating arrangement style is to create a clear focal point front and center to direct attention towards a speaker, then strategically seat participants you'd like to group together for discussions. Best for: trainings, presentations with audience participation and conferences
- Auditorium /Theatre style seating arrangement involves built-in seats or rows of chairs that face a single point of focus, which is typically a professional stage or a podium. Take advantage of stage space and set up a background that will be attractive for photos such as textured fabrics or logo prints. Best for: award shows, press conferences and product demonstrations.

Banquet seating means using round tables evenly spread out throughout the space.

Keep in mind that tables in banquet seating arrangements usually accommodate between 8-10 people. For best results, group together people who are familiar with each other, such as family members or co-workers. Otherwise, seat people according to shared interests such as hobbies or project goals to encourage natural conversation. Best for: weddings, parties, award shows, banquets and charity events

- Boardroom /conference seating offers one long, rectangular table for guests to sit facing each other. Keep the following principles of conference seating psychology in mind when creating your seating chart:
  - The VIP should sit at the head of the table

<sup>17</sup> https://www.merriam-

<sup>&</sup>lt;sup>16</sup> https://thereceptionist.com/blog/5-ways-to-style-a-beautiful-reception-area/

 $webster.com/dictionary/seating \% 20 arrangement \% 2 Fplan \#: \sim: text = \% 3 A\% 20 a\% 20 plan \% 20 that \% 20 shows \% 20 where \% 20 people \% 20 should \% 20 sit$ 

- The VIPs' closest advisors should flank them
- People in the middle or towards the opposite end will spend most of their time listening
- Anyone sitting opposite the VIP will likely feel inclined to disagree with them, but if not, they should be a verbal supporter so that others take note
  - Best for: brainstorming sessions, small team meetings, strategic mergers and influencing those seated in the middle to agree with the VIP.<sup>18</sup>
- Cabaret style seating. Round tables with guests seated on one side so everyone has a view of the presenter/s An ideal seating style for audiencetype events or events combining presentations with group work. But keep in mind that the inefficient use of floor space with this arrangement means a reduction in seating capacity, so you need a large venue to pull this off.
- Classroom style seating. Rectangular tables set up in the style of a classroom. It's a great option for events where participants need to take notes or use a laptop. However, attendees don't face one another directly, so interaction between them is somewhat limited.
- U-shape / horse shoe style seating. Rectangle tables set up in a U-shape The practical U-shape configuration promotes interaction and allows for a focal point or presentation area. It is suitable for smaller groups (up to 30 attendees) where there's a speaker in the center or at the open end of the 'U'. However, its inefficient use of floor space reduces seating capacity. U-Shape is also a great layout for small weddings. The layout enables you to get closer to your guests whilst still having that feel for a top table.<sup>19</sup>
- Important factors to consider while arranging seating plan and seats in a hotel are as follows:

### Workflow

- The Front Office layout should be designed in a straight line direction rather than having a crisscross pattern.
- By maintaining your office layout in a straight direction it will help your employees to commute in a comfortable way
- Equipment and furniture
  - The number of furniture pieces and equipment needed front office should be considered during the preliminary planning.
  - Appropriate office cubicles for each enhances the productivity of each employee. Modular workstations that augment their work nature will keep them glued to their job.
- Employee needs

 $<sup>^{18}\</sup> https://www.socialtables.com/blog/meeting-event-design/types-of-seating-arrangements/$ 

<sup>&</sup>lt;sup>19</sup> https://www.tagvenue.com/blog/seating-arrangements-for-events/

- Arrange an employee friendly work atmosphere.
- The preliminary office design should include the planning of space requirement needed for each employee.
- The design should consist of projection of growth in each work unit and the various specialized work areas.
- Regardless of their designation, it important to determine the equipment, furniture and space that are sufficient for employees work profile.

## Safety consideration

- Safety exists in terraces, aisles, corridors and staircases will give the employees a secured feeling about your organization.
- It is essential that you plan for the emergency exits and emergency power backups designated in your office layout blueprint.

### Expansion

- Office layouts should also be designed in way to accommodate that it facilitates any expansion of work areas.
- The hotel should foresee if there is any possibility of growth in their business that needs further enlargement of the office interiors to have
- room for new employees. This will save your time, money and stress in the future.<sup>20</sup>

## • Arrangement of bar products

# ✓ Definitions

- The Cambridge dictionary defines bar as "a place where drinks, especially alcoholic drinks, are sold and drunk, or the area in such a place where the person serving the drinks stands".
- Collins put it other way and defines bar as "A bar is a room in a pub or hotel where alcoholic drinks are served".
- Oxford defines bar as "An establishment where alcohol and sometimes other refreshments are served".<sup>21</sup>

## ✓ How to arrange bar products

### Layout design

- **Zoning**: Divide the space into zones for different functions, such as preparation, service, and storage. Ensure there is a logical flow between these areas.
- Accessibility: Place frequently used items within easy reach to enhance efficiency and minimize movement.
- **Compliance**: Ensure the layout complies with local health and safety regulations, including those related to alcohol service.

### Product placement

<sup>&</sup>lt;sup>20</sup> https://www.slideshare.net/slideshow/layout-and-planning-of-front-office/81805291#1

<sup>&</sup>lt;sup>21</sup> https://www.uou.ac.in/sites/default/files/slm/HM-401.pdf

• <b>Top shelf</b> : Reserve the top shelves for premium or high-end products.
These items should be eye-catching and easily visible to customers.
<ul> <li>Middle shelves: Place popular or fast-moving items at eye level for</li> </ul>
easy access and to encourage sales.
<ul> <li>Bottom shelves: Use lower shelves for heavier, bulkier items or less</li> </ul>
frequently used products.
📕 Organization strategies
<ul> <li>Categorization: Organize products by category (e.g., spirits, wines,</li> </ul>
beers, mixers). Within each category, arrange items by type or brand.
<ul> <li>Labeling: Clearly label shelves and sections to help staff quickly locate</li> </ul>
items. Consider using shelf talkers for promotional products or new
arrivals.
<ul> <li>FIFO principle: Implement the First In, First Out (FIFO) method to ensure</li> </ul>
older stock is used first, reducing waste and keeping inventory fresh.
Aesthetics and presentation
<ul> <li>Lighting: Use appropriate lighting to highlight key products and create</li> </ul>
an inviting atmosphere. LED strip lights or spotlights can enhance the
display.
<ul> <li>Display units: Utilize attractive display units, such as glass cabinets or</li> </ul>
wooden shelves, to showcase premium products.
<ul> <li>Cleanliness: Maintain a clean and tidy appearance. Regularly dust</li> </ul>
shelves and clean glassware.
Technology integration
<ul> <li>POS system: Position the Point of Sale (POS) system within easy reach</li> </ul>
of the bar staff. Ensure it is user-friendly and integrates with the
inventory management system.
<ul> <li>Digital menus: Consider using digital menus or displays to showcase the</li> </ul>
bar menu, promotions, and special offers.
4 Customer interaction
<ul> <li>Menu Visibility: Place the bar menu in a visible spot where customers</li> </ul>
can easily read it. Consider using a chalkboard or digital screen for a
modern touch.
<ul> <li>Sampling Stations: If space permits, set up a small tasting station</li> </ul>
where customers can sample new or featured products.
Safety and security
<ul> <li>Secure storage: Keep high-value items in a secure area, such as a</li> </ul>
locked cabinet. Ensure staff monitor the storage area.
<ul> <li>Spill management: Equip the bar with spill kits and ensure staff are</li> </ul>
trained in spill management to maintain safety and cleanliness. <sup>22</sup>

 $<sup>^{\</sup>rm 22}$  https://hotelsandhoteliers.com/essential-bar-setup-and-equipment/

### • Arrangement of bar tools and equipment

- ✓ Arrangement of bar tools
  - Liquor bottle arrangement
    - The arrangement of the liquor bottles\_behind the bar is another important attribute of effective bar organization.
    - Many bars illuminate their liquor bottles because the sight of glowing bottles is exciting for their customers.
    - The pricier bottles of liquor are positioned in a place of prominence on the top shelf
    - The more frequently used bottles of liquor, such as vodka, are also placed within easy reach of the bartender as that is the base of many cocktails
    - Brands of liquors should be placed together to save time searching for a particular brand.

### Arranging glasses

- The bar glasses used for different cocktails must be effectively organized so that a bartender can easily get the glass needed for a particular drink:
- Highball glasses and old fashioned glasses are usually stacked next to one another, as these are the most commonly used cocktail glasses.
- Wine glasses and martini glasses can be hung from glass hanging racks beneath bar shelves. This keeps them safely out of the way so they will not be accidentally broken

### Jiggers and shakers

- Jiggers are bartender go-to tool used to measure out a single or double shot of liquor: most bartenders like to have several jiggers on hand, so that a clean one is always available.
- Shakers are used to make chilled beverages (mixed drinks and cocktails). Most bartenders like to have several jiggers on hand, so that a clean one is always available.

### Bar blenders

- Bar blenders are an efficient tool to quickly offer your customers signature blended frozen drinks and cocktails.
- For bars or restaurants that serve a high volume of drinks, frozen drink machines are great for making pre-batches of drink mixes or fruit purees and then adding the liquor afterwards into individual glasses. This can save your bar or restaurant an invaluable amount of time instead of individually blending drinks and cocktails

	4	Condiment dispensers. These are a must-have to keep garnishes neatly
		organized, fresh and close by your bartender as he or she whips up cocktails and
		other mixed drinks.
	4	Store and pour bottles. These are another convenient way to prepare and store
		fresh juices, drink mixes and other concoctions behind the bar so you can quickly
		make your signature drinks during the Happy Hour and evening rush.
	4	<b>Muddlers.</b> These are simple hand-held tools vital for crushing mints, herbs and spices
	4	Lemon squeezers. These are tools used to add freshly squeezed twists of
		lemon and lime to your signature cocktails. <sup>23</sup>
$\checkmark$	Ar	rangement of bar equipment
	4	The drink rail should be guest-facing, perforated stainless with a drain.
	4	Install task lighting (LED, other) under the bar to enhance bartenders' visibility.
	4	Design areas for waste receptacles.
	4	All bar equipment should be on legs or have coved bases. Floor drains should be installed so the floor can be washed down.
	4	Include plenty of space to store glassware; order the right racks for your glass types.
	4	Add purse/coat hooks under the front bar top and possibly outlets for device charging.
	4	Triple-check that under bar clearance accommodates equipment heights, legs included.
	4	High-volume bars require a glass-washing machine with rack storage.
	4	Back bar shelves need to fit the tallest and widest bottles you stock.
	4	Bar depths should not strain bartenders' backs. <sup>24</sup>

# Activity 2: Guided Practice



### Referring to the scenario in Task 8, read and answer the following questions.

- 1. What steps should Belinda take to ensure that cleanliness is maintained consistently throughout all areas of a hotel?
- 2. What factors should she consider when creating the seating plan for the hotel's dining and conference areas to maximize interaction and comfort?

<sup>&</sup>lt;sup>23</sup> https://www.tigerchef.com/efficient-bar-organization-liquor-arrangement-and-needed-equipment.html

<sup>&</sup>lt;sup>24</sup> https://www.fermag.com/articles/5989-anatomy-of-a-well-designed-bar/

- 3. What factors should she consider when arranging bar tools and equipment to optimize the limited space available?
- 4. How can Belinda incorporate local Rwandan art and culture into the interior decoration to enhance the guest experience?





### Refer to scenario in task 8, read and perform the following task

Suppose you are given the task to apply what you learned. The workplace now is the workshop of your school. Carry out the following task:

- a. Clean the front office area by respecting learned guidelines
- b. Arrange seats according to seating styles plans
- c. Make interior decoration of the front office part by using available tools and equipment
- d. Arrange bar products, bar tools and equipment.

# Formative Assessment

### Circle the letter corresponding with the correct answer

**Q1.** Personal grooming practices include being presentable to others by paying attention to body hygiene such as:

- a) Take a bath or shower daily or as needed
- b) Wash your hands with soap and water after going to the toilet.
- c) Hair should be short and well combed.
- d) Nails should be trimmed and manicured.
- e) All of the above
- f) None of the above

**Q2**. Dress code means a set of rules about what clothing may and may not be worn. Dress code includes but not limited to the following:

- a) Uniforms must be clean, neatly ironed and fit well.
- b) You should pay attention to your accessories such as razor blades, nail clippers, hair clippers, scissors, dryer, soap, shampoo, sanitizers, etc.
- c) Avoid too much perfume and makeup.
- d) All the above
- e) None of the above

Q3. Seating plan and seats arrangement in a hotel include the following, EXCEPT ONE:

- a) Arrangement of bar products
- b) Arrangement of bar tools
- c) Arrangement of gifts for all hotel guests
- d) Arrangement of equipment

**Q3**. Work habits for Front Office Personnel and Housekeepers should be characterized by the following key elements:

- a) Greet guests with a warm and friendly demeanor as they enter the establishment. TRUE/ FALSE
- b) Address guest complaints with a calm and professional demeanor, seeking resolution promptly. TRUE/ FALSE
- c) Smile genuinely but never make eye contact to create a positive and welcoming atmosphere. TRUE/ FALSE

**Q4.** The Don'ts for Front Office Personnel and Housekeepers should be characterized by the following elements:

- a) Refrain from using personal phones excessively or inappropriately during working hours. TRUE/ FALSE
- b) Make promises that cannot be fulfilled. TRUE/ FALSE
- Q5. What is SOPs in Front Office and Housekeeping Operations?
- Q6. Enumerate any four importance of maintaining personal grooming practices
- Q7. Enumerate any five (5) channels of communication

# Points to Remember

- Maintaining personal grooming involves several key points to ensure you always present yourself in the best possible way. These include (1) Body hygiene: hair care, skin care, oral hygiene, nail care, body hygiene, clothing, and overall appearance. (2) Professional work habits /Do's, and Don'ts. (3) As well as standard operating procedures.
- When gathering information about daily activities in customer care services, it is important to first of all understand different types of information, then search for reliable sources of information, use efficient channels of communication and good techniques of information collection.
- Arranging the hotel workplace effectively like arranging bar products, tools and equipment can significantly enhance productivity, comfort, and overall job satisfaction

# Self-Reflection

1) Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experienc e of doing this.	I have a lot of experien ce with this.	I am confident in my ability to do this.
Describe personal grooming practices					
Identify professional work habits / Do's and Don'ts					

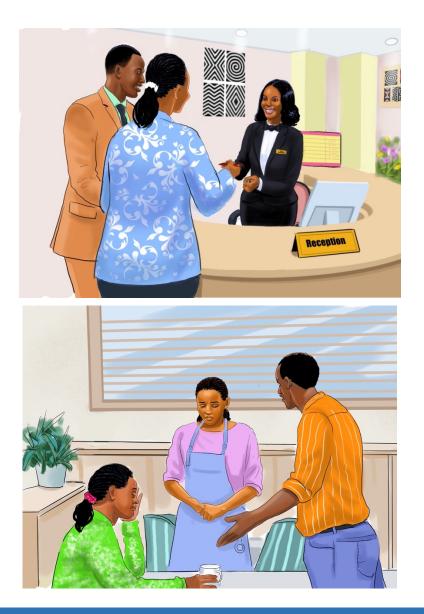
My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experienc e of doing this.	l have a lot of experien ce with this.	I am confident in my ability to do this.
Comply with standard operating procedures					
Describe the importance of maintaining personal grooming					
Identify types of information					
Identify sources of information					
Use channels of communication					
Apply information collection techniques					
Make verification of cleanliness and interior decoration					
Maintain seating plan and seats arrangement					

My experience	l don't have	I know a	l have	I have a	l am
Knowledge, skills and attitudes	any experience doing this.	little about this.	some experienc e of doing this.	lot of experien ce with this.	confident in my ability to do this.
Arrange bar products, tools and equipment					

# 2) Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

# **UNIT 2: DELIVER QUALITY SERVICE**



## **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to deliver quality service required to provide quality customer service. It covers identification of customer's needs, preferences and expectations, implementation of promotional techniques, provision of personalized services, handling of special requests and handling of customer complaints.

# Self-Assessment: Unit 2

### 1. Referring to the unit 2 illustrations above and answer the following:

- a. What does the illustration show?
- b. What is the difference between the images in the illustration?
- c. What do you think this unit is about based on the illustration?

# 2. Fill in and complete the self-assessment table below to assess your level of knowledge, Skills and attitudes under this unit.

a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.

b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?

c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify types of customers and customers' needs					
Describe strategies for building positive first impression					
Explain methods of identifying customers' needs, preferences and expectations					

d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Offer price discounts and rewarding					
Offer after service					
Offer complementary services					
Identify levels of customer service					
Explain customer service dimensions					
Anticipate customers' needs and expectations					
Identify types of special requests					
Pay attention to procedures for handling special requests					
Describe strategies for maintaining positive last impression					
Identify types of customer complaints					
Apply complaint handling process					
Build customer loyalty					



Knowledge	Skills	Attitudes
1. Identify customer	1. Provide customers	1. Offer customer service
services	services	with confidence
2. Describe customer	2. Anticipate	2. Comply with customer
needs and	customer needs	needs and
expectations	and expectations	expectations
3. Identify customer	3. Handle customer	3. Pay attention to
complaints	complaints	details while handling
		customer complaints

Discovery activity:



Being able to deliver quality service is key to building guests loyalty in front office and housekeeping operations. However, a failure to do so might progressively lead to bankruptcy of the whole business. Based on your knowledge about quality customer service, provide answers to the following questions:

- 1. Identify hotel customer's needs, preferences and expectations.
- 2. What promotional techniques can a hotel implement so as to build its customer's loyalty?
- 3. Describe possible personalized services that a hotel can provide to its esteemed customers?
- 4. Explain how a hotel can anticipate its customers' needs and expectations
- 5. Describe how a hotel can handle special requests of its guests by:
- i. Considering types of those special requests
- ii. Respecting all procedures for handling special requests
- 6. Demonstrate strategies for a hotel to maintain its positive last impression
- 7. Explain how a hotel can handle its customers' complaints by respecting complaint handling process.

# Topic 2.1: Identification of customer's needs, preferences and expectations

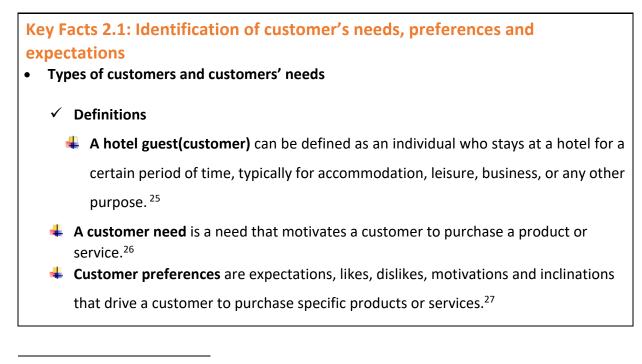
Activity 1: Problem Solving



### Read the following scenario and answer the questions that follow.

NZIZA is a newly opened hotel in Musanze District. It is looking for competent front desk staff who will be competently responding to customer's needs, preferences and expectations. The hotel has distributed the questionnaire to the candidates who are willing to be recruited. As one of the potential candidates, provide answers to the given questions below:

- 1. Identify different types of customers and customers' needs.
- 2. What are strategies for building positive first impression?
- Explain different methods of identifying customer's needs, preferences, and expectations.



 <sup>&</sup>lt;sup>25</sup>https://digitalguest.com/hotel-guests/#:~:text=A%20hotel%20guest%20can%20be,business%2C%20or%20any%20other%20purpose.
 <sup>26</sup> https://online.hbs.edu/blog/post/types-of-customer-

needs#:~:text=What%20Are%20Customer%20Needs%3F,which%20solution%20the%20customer%20purchases <sup>27</sup> https://www.possiblenow.com/resources/preference-management-platform/why-customer-preference-

matters/#:~:text=What%20are%20customer%20preferences%3F,customer%20to%20purchase%20specific%20products

**Customer expectations** can be defined as the set of actions, behaviors,

environment, and benefits the customer looks for while interacting with a business.<sup>28</sup>

- Types of hotel guests and what they expect
  - Digital nomads



- Guest profile: A digital nomad is a remote worker who can work from anywhere with a broadband connection.
- What they expect: It's rare for this type of guest to arrive in a big group. Also, because of how they work, they tend to avoid hotels with slow or unreliable Wi-Fi. Instead of staying in their hotel rooms, they like to mingle with other people in communal areas, for professional purposes or to socialize.

### Business travelers



 Guest profile: Business guests mostly have one thing on their minds: work. Generally, they are not in town to visit tourist attractions and will have hours of meetings every day. In most cases, they return to their rooms at the end of the day to unwind, then have something to eat before retiring for the evening.

 $<sup>{}^{28} \</sup> https://www.studysmarter.co.uk/explanations/business-studies/business-operations/customer-expectations/business-operations/customer-expectations/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-studies/business-operations/customer-expectations/business-operatingerations/business-operatingerations/business-operations/b$ 

- What they expect: Some of these guests allocate time for recreational activities a few days before they leave. As well as the services required by other business travelers, these guests need amenities they can use during their leisure time.
- Conventional tourists



- Guest profile: Conventional tourists are casual travellers who book holidays once or twice each year when they can get time off work. These guests do not tend to travel alone and are usually accompanied by their partners, relatives, or friends.
- What they expect: Guests in this category enjoy visiting the most famous tourist attractions. Often, they participate in group activities and go on guided tours of different areas. Also, they set aside time for relaxation to recharge their batteries before returning to the stress of their normal lives.
- **4** Family groups



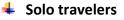
- Guest profile: Many millennials love traveling and now have children of their own.
- What they expect: This segment seeks to experience the thrill of a family holiday after previously traveling the world as singletons.
- Luxury travelers



- Guest profile: Luxury travelers expect more for their money and are prepared to pay for an exclusive experience. These guests tend to research their holiday, frequently with the help of a tour\_operator, and know roughly what they want to do. More than three-quarters of them have wives or husbands, so it's rare for them to travel alone.
- What they expect: They demand first-class amenities, exquisite service and meticulous presentation.
- Budget travelers



- Guest profile: Budget travelers are highly price-sensitive travelers who are motivated first and foremost by price.
- What they expect: Because they tend to focus more on price, they are generally less demanding and require less attention from your front desk staff. They expect value for their money and basic services like Wi-Fi, regular cleanings, and a comfortable, hassle-free stay.





- Guest profile: Solo travelers are guests traveling alone for business or pleasure. Nowadays, many digital nomads are also solo travelers.
- What they expect: A solo traveller expects to have communal spaces to work from or connect with other travelers. They expect comfort, connection, and assistance when needed.
- 🖶 Event attendees



- Guest profile: Event attendees are those attending events or functions hosted at the hotel or in the surrounding area.
- What they expect: For those attending events on-site, they expect to be comfortable, have meals and coffee that are easily accessible, and not to have to leave the hotel if they don't want to. For those attending events in the area, they will want an easy place to have coffee and breakfast in the morning and a comfortable bed to come back to after a long day's event.
- Special occasion guests



- Guest profile: These are guests who come to your hotel to celebrate special occasions like weddings, birthdays, or anniversaries.
- What they expect: They expect to be made to feel special. Ensure your front desk and amenities are aligned to do so.
- Health and wellness travelers



Guest profile: These guests are focused on physical, emotional, and mental wellbeing.

- What they expect: They expect amenities like a spa, fitness center, a pool, as well as healthy dining options when choosing where to stay.
- VIP guest



- **Guest profile:** VIP guests are celebrities, dignitaries, or high-profile clients.
- What they expect: This target audience expects tailored features to meet their needs, such as a backdoor entrance, the ability to check-in from their phones to avoid the reception, and to be pampered with special details.
- Extended stay guests



- Guest profile: Extended stay guests are those who stay for an extended period, whether it be for a work assignment or relocation purposes.
- What they expect: They expect home-away-from-home amenities like a water boiler in their room, a small fridge, and a microwave. They might desire a little more space and comfort. <sup>29</sup>

<sup>&</sup>lt;sup>29</sup><u>https://www.mews.com/en/blog/types-hotel-guests</u>

• Strategies for building positive first impression

### ✓ Definition

First impressions are the almost-instant conclusions we draw when meeting someone for the first time. We form this opinion by quickly taking in information about a person, including their face, dress, posture, and tone of voice.

### ✓ Strategies for creating positive and memorable first impressions

### Warm welcome

- Smile genuinely to appear approachable and friendly
- Maintain good posture, make eye contact, and offer a firm handshake (if culturally appropriate)
- Personalizing the guest experience from the moment they arrive. Going the extra mile to greet visitors by name and remembering their preferences.
- Stand or sit up straight, and hold your head up. You will present yourself as comfortable and confident
- Avoid crossing your arms or legs. This subconsciously closes you off from the guests
- Utilize the guest's name when interacting
- Treat every guest with respect, regardless of their position or background
- Acknowledge and thank guests for their loyalty if they are a member of the hotels' rewards program. If they are a service member, thank them for their service.

### Visitor management systems

- Using visitor management systems refers to streamlining the welcome process by automating check-ins, badge printing, and host notifications.
- Reducing wait times and streamlining procedures, such as check-ins, check-out, appointment scheduling, and handling paperwork, shows a commitment to professionalism and customer satisfaction.
- Understanding the systems and processes for booking and property management systems. (The more familiar the hotel front desk staff is with the technology, the better the experience will be for the guests)

- An aesthetically pleasing environment. The reception area should reflect the company's brand identity and core values, presenting a cohesive and professional image.
- Knowledge is power. Informing the guests of all the hotel details at check-in is excellent. Remember the guests may be in town for the very first time
- Communication is the key
  - Actively listening to the guests can save a lot of time and energy. It often helps to repeat what the guests say to ensure you understand the question or concern
- Be clear with instructions and advice to the guests
- Ask relevant questions and show that you value their perspective
- Show empathy and understanding towards hotel guest's experiences and perspectives.
- Try to use something other than hotel jargon that may not be common knowledge to the average traveler
- Dealing with difficult situations
- Staying calm under pressure can help resolve the issue more efficiently. Always find and offer a solution
- Maintain a positive attitude throughout the interaction
- Always follow up with the guest to ensure the issue is resolved
- ✓ The don'ts of first impressions
  - 👃 Don't:
    - Be overbearing: This is often the result of talking too much and not listening enough. This creates the impression that you aren't interested in what the guest has to say.
    - Interrupt when the guests talk: In many cultures, interrupting someone comes across as very rude. Not only does it communicate that you aren't really listening, it often upsets the interrupted person.

- Be constantly on your phone: If you are constantly on your phone, you create the impression that you aren't paying attention. It also communicates that you aren't interested in the other person.
- Try too hard: Trying too hard is often obvious and makes you seem insincere. It can create the sense that you are prepared to do almost anything to create a good impression, even if that means overstating your abilities.
- ✓ How to recover from making a bad first impression<sup>30</sup>
- Accept the bad first impression and identify where you went wrong
  - Only by accepting the bad first impression can you begin to identify where you went wrong.
  - Self-awareness will help you identify what you need to do differently and why. Once you have identified where you went wrong (or what went wrong), you can take corrective action.

### **4** Admit your mistake and apologize if necessary

- Admitting your mistake to yourself can often be the hardest part. But after that, admitting your error to others is easier.
- Important to remember is that just because you made a bad first impression, it doesn't mean it was always you or your fault.
- What is important is being able to identify what went wrong, not beat yourself up over it. Apologizing for your mistake (if necessary) shows that you are aware and interested in improving the person's first impression of you. An apology can go a long way to overcoming a bad first impression. <sup>31</sup>
- Focus on the future. Don't dwell on the bad first impression. Once you have accepted and admitted it, focus on the actions you are going to take to improve the first impression. Dwelling on the bad first impression will only make it harder for you to recover from it.<sup>32</sup>

<sup>&</sup>lt;sup>30</sup>https://www.betterup.com/blog/how-to-make-a-good-first-impression

<sup>&</sup>lt;sup>31</sup>https://www.betterup.com/blog/how-to-make-a-good-first-impression#:~:text=through%20personalized%20coaching.-, What%20are%20first%20impressions%3F,posture%2C%20and%20tone%20of%20voice

<sup>&</sup>lt;sup>32</sup> https://www.apollotechnical.com/how-to-make-a-lasting-impression/

4	Self-deprecating humor. Sometimes after a bad first impression or faux pas, the
	easiest way is to say a comment like "boy that was a terrible introduction! You must
	think I'm a mess! Can I start over?", <sup>33</sup>

• Methods of identifying customers' needs, preferences and expectations

### ✓ Surveys:

- Surveys allow businesses to directly ask customers about their preferences, opinions, and experiences.
- They can be conducted through various channels, such as email, online platforms, or even in-person.
- They can be designed with multiple-choice questions, rating scales, or open-ended questions to gather specific information.

### Interviews

- This method allows for a more personalized and in-depth conversation, enabling businesses to understand the underlying reasons behind customer preferences.
- Interviews can be conducted through various means, such as face-to-face interviews, phone calls, or even video conferences.

### ✓ Focus groups

- This method involves gathering a small group of customers who represent the target market and facilitating a discussion around their preferences.
- Focus groups can be conducted in person or online, and they typically involve a moderator who guides the discussion and asks relevant questions.
- By analyzing focus group discussions, businesses can identify trends, patterns, and common preferences among customers.

### Social media listening

- In today's digital age, social media platforms have become a goldmine of customer preference information.
- By monitoring conversations, comments, and mentions on social media, businesses can gain real-time insights into what customers like, dislike, and desire.
- Social media listening involves using tools to track brand mentions, hashtags, or specific keywords related to the business.

<sup>&</sup>lt;sup>33</sup> https://www.landmarkhotelgroup.com/blog/the-power-of-first-impressions-front-desk-excellence-in-hotel-hospitality/

### Purchase history analysis

- Analyzing customer purchase history Can provide valuable information about their preferences and buying behavior.
- By examining transaction data, businesses can identify patterns, trends, and preferences based on past purchases.<sup>34</sup>

### Two broad types of customer needs

#### Product needs

- Price: Consumers decide how much to spend on a particular product or service
- Features: Buyers are looking for a product or service with features that solve their problems
- Effectiveness: Customers do not want empty promises; they want an effective product
- Service needs
- Empathy: Customers want to feel understood when they make purchases
- Clarity: Customers want transparent and reliable information about pricing, return policy, sizing, and other potential attributes of a product or service
- Information: Customers need information throughout their entire journey, including instructions, how-to videos, and other methods that educate them.<sup>35</sup>

✓ Factors that influence customer expectations

- Previous customer experience with your company
- Previous customer experience with a competitor
- Opinions of others
- Company's branding

Insights.html#Methods-for-Gathering-Customer-Preference-Information

<sup>&</sup>lt;sup>34</sup> https://fastercapital.com/content/Customer-preferences--Identifying-Customer-Preferences--A-Key-to-Unlocking-

<sup>&</sup>lt;sup>35</sup> https://www.bonnevillebayarea.com/blog/effective-ways-to-identify-and-meet-consumer-needs





# Read the scenario below and answer the questions that follow

Referring to the scenario in the **Task 12**, imagine that you have been selected as the best performer by NZIZA Hotel and you are offered a part-time job to work as a front desk officer. Your hotel is hosting a variety of guests, including a business traveler attending a conference, a family on vacation, and a couple celebrating their anniversary. Each group has distinct needs and expectations.

- 1. What amenities and services would you offer to keep children entertained and ensure a relaxing experience for the parents?
- 2. Describe specific expectations of each group of NZIZA hotel guests.
- 3. What methods can you use to gather information about guests' needs and preferences before their arrival?
- 4. How would you build positive first impression towards these customers?





# Read the following scenario and perform the task given.

A new guest, who is also a VIP, is checking into your hotel for the first time. You want to ensure that their initial experience sets the tone for a memorable stay. Demonstrate how you would greet the VIP guest upon arrival, offer a welcome drink, and provide a quick and smooth check-in process. Escort them personally to their room and highlight the amenities.

# **Topic 2.2: Implementation of promotional techniques**





# Read the following scenario and use it to answer the questions that follow.

**Scenario:** Peace is an employee at beachfront hotel that caters to both families and business travelers. To increase bookings during the off-season, the hotel manager has tasked her to offer special discounts and loyalty rewards to encourage repeat guests and long-term stays. She is also supposed to enhance the guest experience by introducing a range of complementary services and providing exceptional after-service follow-up. Basing on this scenario,

- 1. Which complementary services would most appeal to families and business travelers at beachfront hotel?
- 2. What pricing discounts strategies can peace apply to repeat guests and long-term stays?
- 3. What kinds of after service offers should peace give to the guests to keep them engaged

# **Key Facts 2.2: Implementation of promotional techniques**

# Price discounts and rewarding

- ✓ Introduction
  - Discounts and special offers are crucial aspect of promotional pricing that can significantly boost sales. By strategically using discounts and special offers, businesses can attract new customers, retain existing ones, and create a sense of urgency that drives immediate purchases.
  - Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the product or services or company to the people.

A promotion strategy is a plan to create or increase demand for a product. It outlines the tactics you'll use to raise awareness about your product and get people interested in buying it.

# ✓ Price discounts

Discount pricing is a type of promotional pricing strategy where the original price for a product or service is reduced with the aim of increasing traffic, moving inventory, and driving sales.

- **4** Types of discount pricing
  - Seasonal. Businesses offer promotional discounts on seasonal goods or during particular seasons. Sometimes seasonal discounts are applied to out-of-season merchandise to sell old inventory.
  - Clearance. The word "clearance" is a marketing term business use to indicate their products are for sale at unusual discounts, like a buy one get one free offer for a limited time only.
  - Volume. Incentivizes customers to purchase goods in multiple or large quantities. Bundling is a popular form of this type of quantity discount. <sup>36</sup>
- **4** Strategies for price discounts:
  - Percentage-based discounts: Offering percentage-based discounts is a popular and effective way to attract customers. For example, a hotel might offer a 20% discount on all summer drinks.
  - Buy One, Get One (BOGO) offers: BOGO offers are a great way to encourage customers to buy more products. For instance, a hotel might offer a "Buy One, Get One Free" deal on their specialty beverages during certain hours.
  - Limited-time offers: Creating a sense of urgency is a powerful technique to drive immediate purchases. By offering limited-time

<sup>&</sup>lt;sup>36</sup> https://www.paddle.com/blog/discount-pricing

discounts or special offers, you can motivate customers to make a buying decision quickly.

- Exclusive discounts for loyalty members: rewarding loyal customers with exclusive discounts and special offers is an effective way to strengthen customer loyalty.
- Bundle offers: Creating bundle offers can increase the perceived value of products and encourage customers to make a purchase. <sup>37</sup>Quantity discounts. Offer lower rates for guests booking multiple rooms, ideal for group travellers or event attendees. Example: A 10% discount for bookings of 5 rooms or more.
- Length of stay discounts. Encourage longer stays by offering lower pernight rates. Example: A 15% discount for stays of 3 nights or more.
- Loss leader discounts. Offer one service at a discount to promote sales of other services, like a discounted room rate to promote spa services. Example: Book a room at a 20% discount and receive a voucher for 50% off spa services.
- Seasonal discounts. Offer special rates during off-peak seasons to attract guests. Example: Winter getaway package at a 25% discount.
- Last minute deals. Offer discounted rates for last-minute bookings to fill vacant rooms. Example: Book within 48 hours of check-in and receive a 30% discount.
- Package deals. Bundle room rates with additional services or amenities at a discounted price. Example: Romance package including room, dinner, and spa service at a 20% discounted rate.
- Direct booking discounts. Encourage guests to book directly through the hotel's website by offering a discount. Example: Book direct and save 10% on your stay.

<sup>&</sup>lt;sup>37</sup> https://fastercapital.com/content/Promotional-Pricing--How-to-Use-Discounts-and-Special-Offers-to-Boost-Sales.html

- Non-refundable rate discounts. Offer lower rates for guests willing to pay upfront with no refund option. Example: Book now and pay upfront to save 20% on your room rate.
- Event-based discounts. Offer special rates during local or global events or holidays. Example: Festival special, book during the event and receive a 15% discount.
- Partner discounts. Collaborate with local businesses or online platforms to offer mutual discounts. Example: Show your room key at partnering restaurants to receive a 10% discount on your meal.<sup>3839</sup>

# ✓ Advantages of hotel discount pricing

- Drive demand: Attracts more guests, giving your hotel increased occupancy rates and more customers overall.
- **Increase revenue:** Increase the revenue generated from each guest.
- Increase loyalty: Incentivize people to come back and create a loyal following of patrons who become regulars at your hotel.
- Promote brand awareness: Offering discounts through third-party sites, newsletters, and social media will help to draw attention to your hotel and create more awareness of your business.
- Improve reputation through increased occupancy rate: Having a higher occupancy rate will have a positive impact on the overall reputation of your hotel. A good discount pricing strategy can be an effective way to boost bookings and raise the profile of your hotel among customers in the market.
- Inducing FOMO: An effective discount pricing strategy can also induce FOMO (fear of missing out) in your customers. Offering a limited-time promo or an exclusive deal can encourage guests to book quickly and take advantage of the special offer before it is gone.<sup>40</sup>

<sup>&</sup>lt;sup>38</sup> https://www.siteminder.com/r/discount-pricing/

<sup>&</sup>lt;sup>39</sup> https://www.shopify.com/enterprise/blog/pricing-strategies-discount-strategies-and-tactics

<sup>&</sup>lt;sup>40</sup> https://prenohq.com/blog/hotel-discount-pricing-strategies-for-small-hotels/

# ✓ Rewarding

A hotel rewards program is a way to thank and reward your guests for choosing to stay with you. You can choose to offer rewards that enhance their current stay, or give them an even better experience on their next one. Before selecting rewards, it's essential to understand what motivates your customers. Different individuals respond to incentives in unique ways.<sup>41</sup>

- **4** Types of rewards
  - Extrinsic rewards: These are tangible benefits like discounts, freebies, or cashback. They appeal to customers seeking immediate gratification. For instance, a hotel might offer a "Buy 10, Get 1 Free" drinks to encourage repeat visits.
  - Intrinsic rewards: These are intangible, emotional rewards.
     Recognition, status, and a sense of belonging fall into this category.
  - Social reward: Humans are social creatures. Leverage this by incorporating social recognition. For instance, a hotel can publicly acknowledge frequent guests with elite status. Customers feel proud and motivated to maintain their status.<sup>42</sup>
- Offering after service
  - ✓ Definition

**Offering after service** is the follow-up support and resources provided for customers after they've purchased your product or service. Giving customers attention after a completed sale lets them know you truly value them - not just their wallet.

# ✓ Strategies for offering after service to keep customers engaged

Send a personalized thank you. Consider a personal phone call, follow-up email, or even a quick text message.

<sup>&</sup>lt;sup>41</sup>https://www.siteminder.com/r/guest-rewards-loyalty-

 $programs/\#:\sim: text = A\% 20 hotel\% 20 rewards\% 20 program\% 20 is, experience\% 20 on\% 20 their\% 20 next\% 20 one.$ 

<sup>&</sup>lt;sup>42</sup> https://study.com/academy/lesson/reward-systems-employee-behavior-intrinsic-extrinsic-rewards.html.

- Cross-sell with paired products or services. Pairing your product with the perfect add-on can improve a customer's experience. Warranties or special maintenance services can also optimize the experience.
- Provide product training materials. Help your new (and old) customers learn the ropes with online tutorials, videos, apps, or online appointments with a specialist.
- Offer support services. Make it easy for your customers to figure out how to get help when things go south by providing multiple avenues of contact. Anticipate issues ahead of time so you can be prepared to address questions smoothly and swiftly.
- Upgrade your packaging. Remember, your packaging is always an extension of your brand. Make sure it suits your business. High-quality, good-looking materials can greatly influence a purchasing decision.
- Seek feedback. Send follow-up surveys with clear questions to learn how your customers feel about your service and what suggestions they have for improvements.
- Repair mistakes quickly and generously. Mistakes happen. When they do, don't brush them off or ignore them. A mistake is an opportunity to demonstrate great customer service. When you can, simplify the process for customers to replace or return items.
- Establish a loyalty program. Customers who return to your business again and again deserve your appreciation. Reward customer loyalty and encourage repeat business with perks, discounts, free merchandise, or early access to new products.
- Share event-focused offers. The sales landscape shifts quickly, and certain sales trends can be tough to predict. But there are some events we can always count on. Birthdays, holidays, and even tax season give you the chance to connect with customers.
- Ask for referrals. Don't be shy about asking for referrals. Consumers who find your business through word of mouth are four times more likely to buy. If you're not already asking your customers to spread the word, you should start.

Be sure to show your appreciation by offering incentive discounts or coupon codes. <sup>43</sup>

# • Offering complementary services

# ✓ Definition

Complementary services, also called ancillary services, are all those extra products or services that an establishment can offer in addition to simple lodging and that help create a personalized and unique experience for its guests.

# ✓ Complementary services in hotels

- **4** Arrival and departure
  - Early check-in and late check-out: Allow guests more flexibility with their schedules.
  - Welcome drink: Greet guests with a refreshing beverage upon arrival.
  - Complimentary transfer to/from station/airport: Provide convenient transportation options.
  - Private or contracted parking: Offer free parking to alleviate travel stress.

# Room amenities

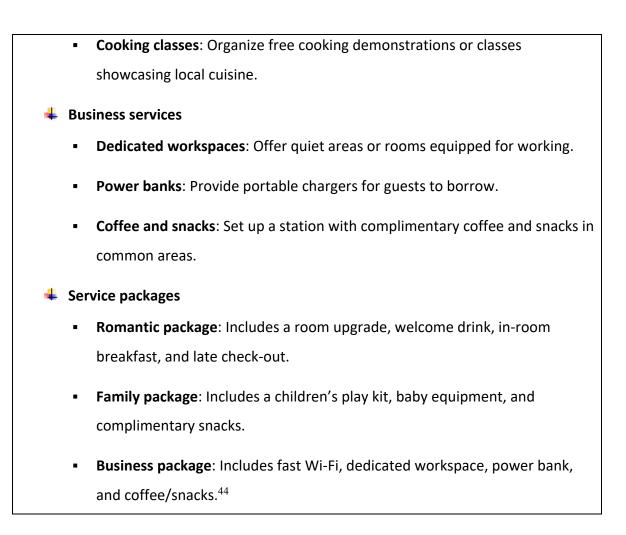
- Room upgrade: Occasionally provide room upgrades to surprise and delight guests.
- Map of local attractions: Offer maps highlighting popular and Instagrammable sights.
- Complimentary Wi-Fi: Ensure guests have access to fast and reliable internet.
- Plants or flowers in the room: Add a welcoming touch with fresh greenery or flowers.
- **4** Special occasions
  - Free gift for birthdays/anniversaries: Celebrate special occasions with a small gift.

<sup>43</sup> https://www.zendesk.com/blog/after-sales-service/

- Personalized welcome note: Include a handwritten note to make guests feel special.
- Package of local products: Offer a selection of local treats, such as honey, jam, sweets, or wine.

# Food and beverage

- In-room breakfast: Provide a complimentary breakfast delivered to the room.
- Alternative menus: Cater to dietary needs with vegan, vegetarian, and gluten-free options.
- Complimentary snacks and beverages: Stock the room with a selection of free snacks and drinks.
- Wellness and comfort
  - Courtesy sets: Include essentials like toothbrushes, toothpaste, shampoo, conditioner, razors, and more.
  - **Gym access**: Offer free access to the on-site gym.
  - Pillow menu: Provide options for different types of pillows (feather, foam, hypoallergenic).
  - In-room air purifier: Ensure clean air in guest rooms.
- Family and pet services
  - **Children's play kit**: Provide toys or activity kits for young guests.
  - Baby equipment: Offer items such as strollers, cribs, and car seats.
  - Pet-friendly amenities: Include pet beds, bowls, and treats for guests traveling with pets.
- Leisure and entertainment
  - **Bike rental**: Offer complimentary bikes for guests to explore the area.
  - **Guided tours**: Provide free or discounted guided tours of the local area.





# Task:16

# Referring to the scenario in task 15, read and answer the following questions.

- What rewards would most appeal to our regular guests based on their past booking behavior?
- 2. How frequently should Peace follow up with guests after their stay to maintain engagement without being intrusive?
- 3. How can she structure the hotel's loyalty program to provide increasing rewards for more frequent stays, encouraging guests to return?

<sup>&</sup>lt;sup>44</sup> https://www.smartpricing.it/en/blog/complementary-services-hotel

4. What types of discounts could be most successful for beachfront hotel basing on the kinds of guests they receive?





# Read and perform the task below

Visit any business-related to hospitality and tourism located near your school then observe and take notes on the following:

- 1. Strategies for price discounts that are being implemented by those businesses
- 2. Viewpoints that those businesses consider while offering rewards
- 3. Strategies they use to offer after-service
- 4. Items that those businesses offer as complementary services

# **Topic 2.3: Provision of personalized services**





# Read the following statement and answer the questions that follow.

Hotel guests are different; each one has his unique personality which drives him/her to perceive any type of received product/service in his/her own way. According to the research by McKinsey & Company, "71% of customers expect personalized interactions from companies. And 76% get frustrated when personalization doesn't happen". Based on the statement above, answer the following questions:

- a. Identify the six levels of customer service which indeed drive customers to expect personalized interactions with hotels.
- b. What are the five service quality (SERVIQUAL) dimensions that customers refer to when evaluating hotels?
- c. Explain the steps that help Hotels improve anticipation of their customer's needs.

# **Key Facts 2.3: Provision of personalized services**

- Introduction to customer service levels
  - ✓ Definition
  - Customer service is the support you offer your customers both before and after they buy and use your products or services - that helps them have an easy and enjoyable experience with you.
  - Service levels of customer refer to the quality of service a company provides to its clients or customers.
  - ✓ Customer service levels
    - Unsatisfactory. Very bad service. It's service that violates even minimum expectations, the kind of service that your customers remember never to use again, and are angry enough to call you and complain about.

- Basic service. Basic service is disappointing. It's the point of frustration that can turn into anger - but when it's over the customer is not disappointed enough to complain. However, he will tell his friends, and will remember not to call you for that kind of service again.
- Average. The agent has provided the expected level of service the customer expects, but nothing special.
- Expected service. Expected service is nothing special. It's the average, the usual, the norm. The customer might come back to you, but only if no better options exist.
- Desired service. Desired service is what your customers hope for and prefer. They'll do business with your organization again because you do things for them just the way they like it.
- Surprising service. Surprising service is something special, like an unexpected gift. It gives your customers more than they expected. This makes you an organization that customers enjoy and will come back to again and again.
- Unbelievable service. Unbelievable service is astonishingly fantastic. This is the level of service your customers can't forget, the legendary treatment they will tell all their friends about.<sup>45</sup>
- ✓ Customer service standards that must be maintained
  - Speed. As people expect more from customer service departments, service speed is becoming a key metric in improving customer experience.
  - Accuracy. This will help increase customer satisfaction. While many will expect and appreciate speedy service, there's almost nothing that'll beat accurate service. It doesn't matter how fast you answer phones or emails if you're not giving customers the answers they need.
  - Transparency. Transparency ensures customer expectations are met accordingly, thus boosting the firm's customer retention. Building customer loyalty is by the simple acts that businesses and employees portray.

<sup>&</sup>lt;sup>45</sup> https://www.ronkaufman.com/blog/the-six-levels-of-customer-service/

- Accessibility. Let's face it, acquiring new customers is not easy. Keeping them is no small task as well. You can help improve your retention rates by making customer support accessible via many different communication channels. Increasing retention rates by 5% can increase profits by up to 95%, but customer retention is reduced by a lack of accessibility.
- Friendliness. This involves displaying empathy and going above and beyond what the customer is expecting. This can greatly improve the way your company is viewed by the customers.<sup>46</sup>

# • Customer service dimensions

#### ✓ Introduction

After extensive research, Valerie Zeithaml, A. Parasuraman and Leonard Berry found five dimensions that customers use when evaluating service quality. They named their survey instrument SERVQUAL (Service Quality). In other words, if providers get these dimensions right, customers will hand over the keys to their loyalty. Because they'll have received service excellence according to what's important to them.

A **dimension** represents business information that is needed and used by the enterprise to define the axes on which measures are analysed in the context of an analytical requirement.<sup>47</sup>

# ✓ The five servqual dimensions:

Reliability (Just Do It): Reliability is defined as the ability to perform the promised service dependably and accurately. In broad sense reliability means, service firms' promises about delivery, service provisions, problem resolutions and pricing.

Responsiveness (Do It Now): Respond quickly, promptly, rapidly, immediately, instantly. Waiting a day to return a call or email doesn't make it. Even if customers are chronically slow in getting back to providers,

responsiveness is more than 1/5th of their service quality assessment.

- Responsiveness is the willingness to help
- customers and to provide prompt service.

<sup>&</sup>lt;sup>46</sup> https://pexly.com/blog/customer-care/customer-service-levels-definition-standards-measuring/

<sup>&</sup>lt;sup>47</sup> https://www.ibm.com/docs/en/cibv?topic=requirements-dimensions

- This dimension focuses in the attitude and promptness in dealing with customer requests, questions, complaints and problems. It also focuses on punctuality, presence, professional commitment etc., of the employees or staff
- Assurance (Know What You're Doing): The third dimension of service quality is the Assurance dimension. It can be defined as employee's knowledge, courtesy and the ability of the firm and its employees to inspire trust and confidence in their customers.
- The third dimension of service quality is the Assurance dimension. It can be defined as employee's knowledge, courtesy and the ability of the firm and its employees to inspire trust and confidence in their customers.
- Empathy (care about customers as much as the service): This dimension tries to convey the meaning through personalized or individualized services that customers are unique and special to the firm. The focus of this dimension is on variety of services that satisfies different needs of customers, individualized or personalized services.
- Tangibles (Look sharp): The fifth dimension of service quality is the Tangibility which is defined as the appearance of physical facilities, equipment, communication materials and technology. All these provide enough hints to customers about the quality of service of the firm. Also, this dimension enhances the image of the firm. Hence tangibility dimension is very important to firms and they need to invest heavily in arranging physical facilities<sup>4849</sup>

# • Anticipating customers' needs and expectations

✓ Definition

**Anticipating customer** needs is about being proactive with customer service: you sense a customer might need your help, and reach out to them proactively, instead of waiting around for them to contact support.

✓ Steps to help you improve anticipation of a customer's needs

<sup>&</sup>lt;sup>48</sup>https://www.researchgate.net/publication/333058377\_service\_quality\_and\_its\_dimensions
<sup>49</sup> https://www.serviceperformance.com/the-5-service-dimensions-all-customers-care-about/

- Apply Customer Relationship Management (CRM) tools. These tools can be purchased as software, or can be put together through a marketing team.
   CRM tools will help you gather information about your customers involving:
- Employ "Next Best Action" (NBA) approach). This active approach can anticipate what your customer may need in the future. By employing this, you may exceed your customer's expectation and gain a loyal following.
- Have a clear vision for the future. You want to have clear answers to important questions that will define the future of your business. These will both financially and customer centered. This will help you anticipate the needs of not only your customers, but also your business and staff. Ask yourself:

Be accountable. To garner repeat and loyal customers, it is important for you to be accountable for your company's action.

- Accountability happens as soon as the customer walks through your door. Greet your customers at the door to show that you have a personal interest in their well-being.
- Be accountable for any mistakes. Whether it is a damaged product, or a mislabelled price, it is your responsibility to work with the customer. Offer a free replacement or reduced price. Offer the customer to purchase the product at the advertised price. This will show integrity as well as accountability.
- Be honest with your customers, employees, and/or employers. Honesty is the best practice. If a customer asks about a mistake in a project, be honest with them. They will be more likely to respond positively. Do not lie to a customer about a service in hopes for a better sale. This will not cultivate a good relationship for the future.
- Be humble. Humility keeps the mind open. To grow as an individual and a company, you must maintain an open mind for change and evolution.
  - Be aware of your surroundings Pay attention to whom you are speaking. Be aware of their body language and what is appropriate given the situation.

- Be aware of your limitations Do you not over-extend yourself of what you are capable of doing or promising.
- Put others first This could be your clients or employees. This will help you maintain respect and make future difficult decisions easier to manage
- Learn to actively listen. Active listening is an important skill to learn to be an effective communicator. Effective communication is an important tool to anticipate customer's needs.
- Employ audience analysis. Audience analysis is the process of understanding, or gathering information about, the traits of your consumers. This is beneficial in many ways; it will allow you to anticipate your customer's buying habits based on past actions or behavior.
- Listen to your past customer's views. A part of actively listening to your customers, is actively engaging in improvement. Getting your clients to voice their opinions will help build trust for future customers, and allow you to anticipate what those needs may be.
- Put yourself in your customer's shoes. Listening to your customer's concerns is one way to help anticipate future needs, but putting yourself in their shoes is entirely different. Try using your own products or practicing being your own customer to identify what future problems and frustrations may be.
- Hire customer-centered employees. Customers value good customer service. A friendly smile and a cheerful disposition goes a long way to ensure business loyalty. Further, a customer-centered employee is more in tune with the future frustrations that may arise.
- Apply data that you already have. Anticipating a customer's reactions does not necessarily require new research or data. Apply what you already know about your customers to make an educated guess on what may happen in the future.

Be prepared when conversing with customers. Before sitting down with a client or customer remember the commons frustrations, problems, and solutions to better prepare yourself for what may be asked.<sup>50</sup>

# Activity 2: Guided Practice



**Referring to statement provided in task 18, read and answer the following questions.** Assume that you are an employee at a given hotel,

- 1. How can you ensure consistency in delivering personalized services across different levels of guest expectations?
- 2. What strategies can you use to tailor our service offerings to meet the diverse needs of our guests?
- 3. Can you provide examples of successful instances where anticipating guests' needs has led to exceptional guest experiences?
- 4. What tools or guidelines can hotels provide to staff to ensure they understand, meet and maintain the standards for each service level?



# Read the scenario below and perform he task given

In a rare stroke of luck, Jessica wins a contest prize for a weekend stay at an exclusive fivestar hotel. From the moment she arrives, she's treated like royalty, with a private butler assigned to cater to her every whim. The hotel staff spare no expense in ensuring her comfort and satisfaction, offering extravagant amenities like a personal chef, chauffeur-driven car service, and even a helicopter tour of the city. Jessica expects to be blown away by the level of luxury and personalized service, feeling like a celebrity for the duration of her stay. Demonstrate the anticipation of such a customer's needs and expectations by applying all levels of customer service that could be offered to her.

<sup>&</sup>lt;sup>50</sup> https://www.wikihow.com/Anticipate-Customer-Needs

# **Topic 2.4: Handling of special requests**





# Read the following scenario and answer the questions that follow

At the front desk of ABC Amahoro Hotel, Kalisa, a guest service agent, receives a special request from a guest, Mr. Smith, who is celebrating his wedding anniversary during his stay. Mr. Smith requests a romantic setup in his room, including flowers, champagne, and a personalized note for his wife. Based on this scenario, provide answers to the questions below:

- 1. Apart from Mr. Smith's special requests mentioned in the scenario, give any other five different types of special requests
- 2. Deccribe procedures that Kalisa should apply to handle Mr. Smith's special requests.
- 3. Describe the strategies that Kalisa should implement to maintain positive last impression with Mr. Smith.
- 4. Identify any other types of unusual hotel guests' requests.

# Key Facts 2.4: Handling of special requests

- Types of special requests
  - ✓ Introduction
    - A special request refers to a specific, personalized service or accommodation that a guest asks for beyond the standard offerings of a hotel. These requests are tailored to meet individual guest needs and preferences, enhancing their overall experience. Special requests can vary widely depending on the nature of the stay, the type of guest, and the occasion being celebrated.
    - General requests also known as frequent requests in a hotel as opposed to special requests are requests that are generalized to all hotel guests.

# At the time of reservations guests may make special requests to make their stay more comfortable. The guest requests can be from the usual to the

	at he for all if a superior and a superior at he model
	ust be frank if a guest request cannot be made
or is against the policy of the hotel.	
<ul> <li>Special requests that can be made a</li> </ul>	
A specific room according to	your preferences
📕 A city map	
Discounted room rates	
🐥 Phone chargers or adapters	
🕌 Umbrellas	
Netflix or another on-deman	d entertainment
🕌 Bicycles	
🕌 A nightlight	
🖊 Room amenities, including pil	lows, bathroom toiletries, slippers, and clean
linens	
🕌 Turndown service	
🖊 Extra Breakfast Options	
4 Treats for Special Occasions.	51
Special guest requests	
Arrival:	Room:
Hotel coach or limousine services	Extra pillows
A name display board by the driver at the	Orthopaedic mattress
airport.	
Wheelchair at the porch	Non-smoking room
Pre-registration	Room for the handicapped
Early arrival	Adjacent room allocation
Security service (dignitaries, celebrities)	Interconnecting rooms
Confidential check-in (celebrities)	Rooms with preferred views
Welcome drinks (groups, dignitaries,	Full bar
celebrities)	
Exclusive check-in counter (groups,	Celebration cake in room
delegates)	

 $<sup>^{\</sup>tt 51}\,{\tt https://www.go4travelblog.com/learn/special-requests-you-can-ask-for-at-hotel/}$ 

		Chilled Champagne in bucket
Services:		Billing:
Safety depo	osit facility	Late departure
Left luggage	e facility	Master folio (for groups)
Kennel serv	ices	Split folio (for two sharing a room)
baby-sitting	service	
Meeting roo	oms	
Secretarial	service	
florist servio	ce	
Expecting ir	nportant mail	
Specialist m	edical services	
🗸 Unu	sual guest request	
4	Facility for exotic pets (boa con	strictor, chimpanzee, alligator, parakeet!)
4	Practice room for musicians (ro	ck bands)
4	Escort service for singles	
4	Tickets for local event	
4	Performers for private party in	suite
4	Permission to keep arms	
4	Masseuse in the room	
4	Room converted to hospital be	d (with IV, heart monitor, etc)
4	Room without magnetic field (f	or those with heart pacemakers)
4	Special meals for groups	
4	Special kitchen for preparation	of meals for pilgrims.
4	Preacher of a faith	
4	Meditation room (for Buddhist	groups)
4	Prayer room (for Islamic groups	5)
4	Practice grounds (for sports tea	ms)
4	Special TV Channels (during spo	orts championships or particular soap
	operas)	
4	Escort for child traveling alone <sup>5</sup>	2

<sup>52</sup> https://bngkolkata.com/guest-requests/

- Procedures for handling special requests
  - ✓ Steps for handling special requests
  - Step1. Once the guest requests for special items it is recorded in the guest's special request register/ guest call register/ message register by the control desk supervisor.
  - Step2. The concerned GRA/ floor supervisor is informed so that the particular request is attended to at the earliest.
  - Step3. The time of receiving the request from the guest & the time request being forwarded to the Floor Supervisor is recorded in the Message Register.
  - Step4. The GRA / Floor Supervisor accordingly take appropriate action i.e. the Guest request is fulfilled
  - Step5. Once the requirement of the guest is fully filled; the floor supervisor gives a follow-up call to the control desk.
  - Step6. The items given on special request are recorded in the floor register/floor logbook
  - Step7. The entries are also made on the occupancy board and the logbook. This gives information to the subsequent shift's desk supervisor.
  - Step8. In case the guest is checking out the request items are removed from the room and the information is erased from the board.
  - Step9. The special request items are handed over by one shift to another shift.
     After every shift items are counted and handed over to the next shift.<sup>53</sup>
- Strategies for maintaining positive last impression
  - Professionalism and warm farewells. Upon check-out, guests appreciate the warmth and professionalism of the hotel staff. Well-trained valet attendants with friendly smiles and courteous manners set the tone for a positive departure experience.
  - ✓ Efficient luggage handling. Efficient luggage handling is paramount to a smooth departure. Professional valet attendants are skilled in managing guests' belongings with care, from loading them onto luggage carts to ensuring they are safely transported to the waiting vehicles.

<sup>53</sup> https://hmhub.in/2nd-sem-accommodation-operations-notes/guests-special-requests/

- ✓ Streamlined check-out process. To minimize any inconvenience or delays, hotels can integrate valet services with the check-out process.
- ✓ Timely transportation arrangements. For guests requiring transportation to airports, train stations, or other destinations, valet services can assist in arranging reliable and punctual transport. By coordinating with trusted transportation partners or offering in-house black car services, hotels ensure that guests' departure plans proceed smoothly.
- ✓ Personalized farewell. Valet attendants can address guests by name, express gratitude for their stay, and inquire about their overall experience.
- Resolve any outstanding issues. If there were any issues or concerns during their visit, ensure they are addressed and resolved satisfactorily before they leave. This demonstrates dedication to customer satisfaction.
- Provide a parting gift or gesture. Offer a small token of appreciation, such as a discount coupon for their next visit, a complimentary item, or simply a handwritten thank-you note. It leaves a positive impression and encourages repeat business.
- ✓ Anticipating future needs. Valet attendants can provide information about loyalty programs, special promotions, or upcoming events, ensuring that guests remain engaged and enticed to return for future stays. This thoughtful approach showcases the hotel's commitment to building long-term relationships.
- ✓ Follow-up and feedback. Consider sending a follow-up email or message thanking them for their visit and inviting them to provide feedback. This shows that you value their opinion and are committed to continuous improvement.



Task: 22

#### Referring to the scenario in Task 21, provide answers to the following questions:

- 1. Identify the types of special guests' requests during:
  - a. Guets' arrival
  - b. Regitration of guests
  - c. Offering of services
  - d. Room/accommodation
  - e. Billing
- 2. Explain the activities carried out at each step in the procedures below:
  - Step1: Initial request reception
  - Step2: Assessment of feasibility
  - Step3: Communication and confirmation
  - Step4: Execution of request
  - Step5: Follow-up and feedback
  - Step6: Documentation and reporting
- 3. Describe how to implement each of the following strategies for maintaining positive last impression with hotel guests:
  - a. Professionalism
  - b. Warm farewells
  - c. Efficient luggage handling
  - d. Streamlined check-out process
  - e. Timely transportation arrangements
  - f. Personalized farewell
  - g. Resolve any outstanding issues
  - h. Provide a parting gift or gesture
  - i. Anticipating future needs
  - j. Follow-up and feedback





# Read the following scenario and perform the task given.

Scenario: A couple is celebrating their child's birthday at ABC Amahoro Hotel. They have made several special requests to make their stay memorable. They requested a room with a direct ocean view. They asked for rose petals on the bed and a bottle of champagne on arrival. They requested special meals accommodating certain dietary restrictions. They asked for a private dinner setup on the beach with a customized menu. During your performance, remember to focus on:

- 1. Special guests' requests
- 2. Procedures for handling special requests
- 3. Strategies for maintaining positive last impression.

# **Topic 2.5: Handling of customer complaints**





# Observe the illustrations below and answer the questions that follow



- 1. What can you see on the illustrations above?
- 2. What do you think are different types of complaints each image is reflecting?
- 3. What complaints handling process would you apply to settle such issues?
- 4. How can you build customer loyalty when offering services?

# **Key Facts 2.5: Handling of customer complaints**

- Introduction to customer complaints
  - ✓ Definition

When the guests are not satisfied with some services and express their discontent to hotel employees, they are called as **guest complaints** 

✓ Types of customer complaints

**Service - related complaints.** Are usually associated with the hotel services. The guest may experience a problem with hotel services and may become dissatisfied.

- Guest complaints due to service-related issues:
  - Ignore any request made by the guest for any special amenities.
  - The service is too slow!
  - I've been waiting for 30 minutes to speak to someone.

- Why there is no one at the bell desk?
- Missed wake-up call request by guest.
- Attitudinal complaints. Attitudinal problems are often associated with the attitudes and behavior of the hotel
  - Guest complaints due to staff attitude:
    - No one smiles around here.
    - What a rude waitress.
    - The front desk clerk was not very friendly.
    - Staff showed a lack of skill and sensitivity in dealing with guests.
    - o Guests feel insulted by rude hotel staff members
- Mechanical complaints. Mechanical complaints deal with equipment problems within the hotel. Most guest complaints are related to hotel equipment malfunctions
  - Guest complaints due to mechanical reasons:
    - $\circ \quad \text{Air conditioner.}$
    - $\circ$  The vending machines.
    - The lights are not working.
    - $\circ$  TV not working.
    - $\circ$   $\;$  The docking station for iPads, Phones, etc. not working.
    - Plumbing Issues.
    - Hot water or cold water.
    - The key not working.
    - $\circ$   $\;$  In safe not opening.
    - The Electric Kettle not working.
    - The fan not working.
    - o The dryer not working
- Unusual complaints. Unusual problems are those that the hotel has no control over such as the weather, traffic, or transportation. Guest sometimes expects the front office staff to resolve or at least listen to such kinds of complaints which are unusual and the hotel cannot do anything about them.

- Guest complaints due to unusual reasons:
  - The traffic around here is crazy!
  - It's so hot and humid in this area.
  - The traffic in this town is ridiculous.
  - The pre-paid taxi counter at the airport had a long queue.
  - It's difficult to deal with the tuk-tuk drivers.
  - Why it's raining all day?

Room related complaints. Any guest complaints related to the room services are categorized into complaints related to rooms

- Guest complaints related to rooms:
  - Noisy room.
  - The view is not good.
  - Booked vs assigned room.
  - Downgraded to a lower category due to non-availability or maintenance issues.
  - o Repeated maintenance issues
- Complaints due to food and beverage. Even with very good accommodation facilities, the guest can complain about the hotel due to the reason of food and beverages not up to their exception. Even if your hotel provides an exceptional culinary experience to the guests, despite your best efforts, there's no way to please everyone and that leads to the occasional customer complaint
  - Guest complaints related to food:
    - Untidiness.
    - Edibleness.
    - Dirty cutlery and crockery.
    - $\circ$  Stale food served.
    - Quantity of the food served.
    - Non-veg delivered in place of veg food items.
    - The wrong item was received.
    - Items were missing.
    - Delay in food service.

• Dust particles or Hair in food.<sup>54</sup>

# • Complaint handling process.

- ✓ Step1. Complaint is received. Complaints may be received in various ways, including online, by phone, email, social media or in person.
- ✓ Step 2. Record the complaint. Record details of the complaint according to your agency's policies and procedures. If the complaint is resolved at first contact, record details about the resolution such as referrals or information provided.
- ✓ Step 3. Acknowledge the complaint. Let the complainant know that you've received their complaint as soon as possible and within your agency's specified timeframe. Consider the most appropriate communication channel for example, by phone or email.
- Step 4. Assess the complaint. Assess the complaint to decide what action to take next. If there's more than one issue raised in the complaint – check if each issue needs to be handled separately.
- Step 5. Decide what action to take. After assessing a complaint, you will need to decide what action to take next:
  - If you need more information or the complaint is very serious, you may need to investigate the complaint.
  - If you don't need to investigate the complaint, advise the complainant of the outcome. Explain reasons for the decision, remedies and options for review. Keep records about how the complaint was managed, the outcome, recommendations and any actions that need to be followed up. 55
- ✓ Steps in handling complaints
  - Listen do not interrupt. Do not say "that's not my job". Let the guest tell you the whole story. Listen to the guest with concern and empathy
  - Apologize without admitting liability. Do not make excuses. Do not blame another person or department. Let the guest know you are sorry he/ she has been upset.

<sup>&</sup>lt;sup>54</sup> https://setupmyhotel.com/hotel-staff-training/front-office-training/types-of-common-guest-complaints-in-hotels/
<sup>55</sup> https://www.ombo.nsw.gov.au/guidance-for-agencies/effective-complaint-handling/complaint-handling-process

4	Rectify the problem – Handle the problem yourself, if possible, but get help
	from the next superior if the problem is outside your responsibility. Offer
	alternatives as per house policies and do not offer something you cannot
	deliver.

- Thank the guest for bringing the issue to your notice
- Record the complaint about future reference.

# Principles of handling a complaint

- Listen to the guest with concern & empathy
- Give your undivided attention
- Stay Calm
- Keep in mind the guest Self Esteem
- Take the complaint seriously
- 👃 Do not blame others
- Fell the guest what can be done
- Set an approximate time for the completion of corrective action
- Monitor the progress of corrective action
- ↓ Follow up. Check the guest satisfaction after resolving the problem.<sup>56</sup>

# Building customer loyalty

✓ Definition

**Guest loyalty refers** to the ongoing emotional relationship between guests and hotel brands. Travelers are considered loyal when they choose to stay at one hotel brand over another or when they engage with and repeatedly book from your hotel brand versus your competitors.

- ✓ How to build customer loyalty step by step:
  - Communicate your values. Sit down with your team and come up with a marketing strategy that outlines what makes your brand stand out, what your purpose is, and how your values align with your customers' core beliefs.
  - Provide exceptional customer service. Your customer experience includes everything about the way your customers interact with you, from the moment they first land on your website to when they call and ask your customer service

<sup>&</sup>lt;sup>56</sup> https://hmhub.in/2nd-sem-accommodation-operations-notes/guests-special-requests/

team for assistance. People have high expectations, especially for customer service.

- Activate loyalists to help spread the word. These consumers are your ride-ordie customers, the ones who mention you on Twitter, who tag you in their Instagram Stories and tell their friends how much they like your product or service. It's likely a small group of highly satisfied customers, especially if you're just starting out, but they are essential if you want to understand who is connecting with your brand and why. It's your job to find them and learn as much as you can about them, so you can find others who fit the same profile. These people will become your brand ambassadors out in the world.
- Show your appreciation with a loyalty program. To build customer loyalty, it helps to incentivize repeat purchases with special offers, discounts or perks. You might even consider creating your own customer loyalty program. There are many different types of loyalty programs, such as those based on points systems—the virtual equivalent of the coffee shop punch card. By giving your customers some kind of reward, you make them feel good about purchasing and motivate them to keep coming back.
- Connect in a deeper way. You can continue to grow the relationship with your customers by giving your loyalists a place to connect with the brand and with each other. Creating a community forum is an easy way to do that.
- Ask for feedback. If you're looking for ways to build customer loyalty, you should be asking your customers for feedback every chance you get. Customer satisfaction (CSAT) surveys are commonly used following a support interaction, and they give you an indication of how happy your customers are with the help they received.
- Continually improve your customer experience. As new people join your community, you might also want to refresh your messaging or develop communication strategies for multiple audiences.<sup>5758</sup>

<sup>57</sup> https://www.amadeus-hospitality.com/guest-loyalty/

<sup>58</sup> https://www.zendesk.com/blog/build-customer-loyalty/



# Read the following scenario and use it to answer the questions that follow.

One day, Treble XYZ Hotel located in western province of Rwanda received the following complaints:

Mrs. Isimbi, a guest, calls the front desk to complain about the cleanliness of her room. She explains that there are dirty towels left on the bathroom floor, the bed linens have stains, and there's a strange odor in the room. She expresses her disappointment and frustration, as she was expecting a higher standard of cleanliness for the price she's paying.

At the same time, Mr. Karenzi, who had booked a suite for his wedding anniversary, approaches the front desk with a reservation complaint. He explains that upon arrival, he was informed that the suite he had reserved months in advance was overbooked, and they've been downgraded to a standard room. Mr. Karenzi, is upset, as he had specifically chosen the suite for its luxurious amenities and had been looking forward to this special occasion for a long time.

- 1. Describe each type of complaint raised by the guests of Treble XYZ Hotel by matching them with:
  - i. Service-related complaints
  - ii. Attitudinal complaints
  - iii. Mechanical complaints
  - iv. Unusual complaints
  - v. Room-related complaints
  - vi. Food & Beverage-related complaints
- 2. Explain how Treble XYZ Hotel should implement the following:
  - i. Receive the complaint
  - ii. Record the complaints
  - iii. Acknowledge the complaint

- iv. Assess the complaint
- v. Investigate the complaint
- vi. Provide an update to the complaint
- vii. Provide a final outcome and options of redress
- viii. Close the complaint
- 3. Describe what Treble XYZ Hotel should do to rebuild its customer loyalty





Referring to the **Task 25**, imagine that the guests of Treble XYZ Hotel want to make complaints about their experience on the bad service received. As a front desk agent, help the guests to complete the complaint from below:

1	. Guest Information
a.	Name:
b.	Contact information (phone number, email address):
c.	Reservation or confirmation number:
2	. Reservation Details
0	Date and time of reservation:
0	Type of reservation (e.g., room booking, restaurant reservation):
0	Specific details of the reservation (e.g., room type, number of guests, special
	requests):
3	. Nature of the complaint

• Describe the issue encountered with the reservation (e.g., incorrect room type,		
overbooking, reservation not honored):		
<ul> <li>Provide details about any inconvenience caused by the reservation</li> </ul>		
error:		
4.Timeline of events		
<ul> <li>Outline the sequence of events leading up to and following the reservation issue</li> </ul>		
a)		
b)		
c)		
<ul> <li>Include dates, times, and interactions with hotel staff or reservation systems:</li> </ul>		
5.Impact on guest experience		
<ul> <li>Describe how the reservation error affected the guest's experience:</li> </ul>		
<ul> <li>Include any dissatisfaction, inconvenience, or disruption caused by the issue:</li> </ul>		
6. Desired resolution		
<ul> <li>Specify the desired outcome or resolution to the complaint (This could include a</li> </ul>		
refund, compensation, or alternative arrangements to rectify the		
situation):		
7. Supporting documentation		
Attach any relevant documents or evidence, such as screenshots of reservation		
confirmations, email correspondence, or receipts:		
8. Additional comments		

- Allow space for the guest to provide any additional comments or details about their experience:
- Encourage guests to offer suggestions for improvement or share any other relevant information:
- 9. Signature:

• Provide a space for the guest to sign and date the complaint form, acknowledging the accuracy of the information provided: .....

# Formative Assessment

Circle the letter corresponding with the correct answer

# Q1. How can hotel Front Office Staff handle guest complaints effectively to maintain a positive first impression?

- a) By ignoring guest complaints
- b) By dismissing guest concerns as unimportant
- c) By listening attentively, empathizing with the guest, and offering a prompt resolution
- d) By arguing with guests about their complaints

# Q2. Which of the following is NOT a recommended step in handling customer complaints?

- a) Listening attentively to the customer's concerns
- b) Empathizing with the customer's situation
- c) Minimizing the issue and downplaying its importance
- d) Apologizing for any inconvenience caused

# Q3. Which of the following is NOT an example of a positive first impression in a hotel lobby?

a) Interrupt when the guests talk

- b) Utilize the guest's name when interacting
- c) Streamlining the welcome process by automating check-ins
- d) Personalizing the guest experience from the moment they arrive

# Q4. What is one way hotels can personalize the guest experience and make guests feel valued?

- a) Treating all guests, the same way
- b) Offering generic welcome messages
- c) Tailoring services to individual guest preferences
- d) Avoiding eye contact with guests

# Q5. Which of the following is NOT a common type of special request in a hotel?

- a) Request for extra towels or toiletries
- b) Request for a specific room location
- c) Request for a higher room rate
- d) Request for dietary accommodations

# Q6. What should hotel staff do if they are unable to fulfill a guest's special request?

- a) Ignore the guest's request and hope they don't notice
- b) Apologize to the guest and offer alternatives or compensation if possible
- c) Blame other departments for the inability to fulfill the request
- d) Avoid communicating with the guest about the issue

# Q7. Which of the following methods is NOT commonly used to gather customer preference information?

- a) Surveys
- b) Focus groups
- c) Sales projections

### d) Social media listening

#### **II. MATCHING TYPE QUESTIONS**

### Q8. Match the level of customer services in column (A) with their corresponding meaning

in column	(B)
-----------	-----

etic. This is the level ers can't forget, the ey will tell all their u see where your reat.
ers can't forget, the ey will tell all their u see where your
ey will tell all their u see where your
u see where your
-
reat.
like an unexpected
tomers more than
makes you an
mers enjoy and will
again.
ners hope for and
isiness with your
ause you do things
ney like it.
s the average, the
stomer might come
f no better options
t's the point of
rn into anger - but
customer is not
n to complain.
is friends, and will
ou for that kind of

Answer	Column (A): Level of customer service		Column (B): its meaning
6	6.Unbelievable service	f.	It is really bad. It's service that violates
			even minimum expectations, the kind of
			service that your customers remember
			never to use again, and are angry enough
			to call you and complain about.

# Points to Remember

- By consistently identifying and addressing your hotel guests' needs, preferences, and expectations, you can build strong relationships, foster loyalty, and drive business growth.
- By implementing promotional techniques strategically, you can effectively reach your target audience, drive engagement of hotel guests, and achieve your business objectives.
- Provision of personalized services to hotel guests by respecting their privacy and ethical considerations enhances their satisfaction and loyalty.
- Handling special requests of a hotel guest requires attention to detail, empathy, and effective communication to ensure customer satisfaction.
- Handling of customer complaints effectively can turn negative experiences into positive ones, thus allowing hotels strengthen relationships with their guests.



1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

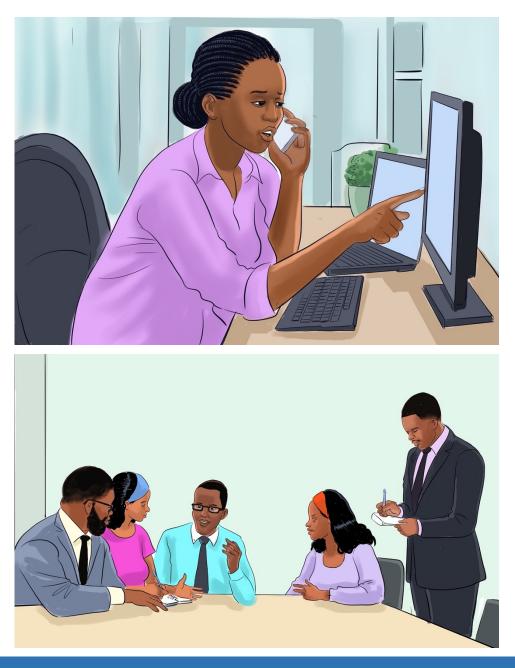
My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify types of					
customers and					
customers' needs					
Describe strategies for					
building positive first					
impression					
Explain methods of					
identifying customers'					
needs, preferences					
and expectations					
Offer price discounts					
and rewarding					
Offer after service					
Offer complementary					
services					
Identify levels of					
customer service					
Explain customer					
service dimensions					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Anticipate customers' needs and expectations					
Identify types of special requests					
Describe procedures for handling special requests					
Describe strategies for maintaining positive last impression					
Identify types of customer complaints					
Explain complaint handling process					
Build customer loyalty					

## 2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

## **UNIT 3: HANDLE GUEST FEEDBACK**



### Unit summary

This unit provides you with the knowledge, skills and attitudes required to handle guest feedback required to provide quality customer service. It covers the collection of customer feedbacks, evaluation of customer feedback, implementation of corrective and improvement measures, and handling of customer feedbacks.

#### Self-Assessment: Unit 3

- 1. Referring to the unit illustrations above discuss the following:
  - a. What does the illustration show?
  - b. What is the difference between the images in the illustration?
  - c. What do you think this unit is about based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Explain methods of collecting customer feedback					
Describe types of customer feedback					
Categorize customer feedback					
Analyse customer feedback					
Record customer feedback					

d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Share feedback					
Identify barriers of excellent service delivery					
Explain service improvement process					
Use strategies of building customer relations					
Apply procedures of handling negative feedback					
Apply procedures of handling positive feed back					



Knowledge	Skills	Attitudes
<ol> <li>Describe methods of collecting customer feedbacks</li> </ol>	<ol> <li>Apply methods of collecting customer feedbacks</li> </ol>	<ol> <li>Pay attention to details while applying methods of collecting customer feedbacks</li> </ol>
<ol> <li>Describe the implementation of corrective and improvement measures</li> </ol>	<ol> <li>Implement corrective and improvement measures</li> </ol>	<ol> <li>Implement corrective and improvement measures with confidence</li> </ol>

Knowledge	Skills	Attitudes
3. Explain procedures	3. Apply procedures of	3. Comply with procedures
of handling	handling customer	of handling customer
customer feedbacks	feedbacks	feedbacks

Discovery activity:



A family of tourists stayed at kaze hotel during a vacation. They enjoyed their stay overall but found the breakfast options limited for children and had difficulty with noisy surroundings at night. At the same hotel, a local resident booked a room for a special event and had a mixed experience. They appreciated the event setup but were disappointed by the slow room service and cleanliness issues in the bathroom.

- 1. What are the most effective methods for collecting customer feedback in a hotel setting?
- 2. What types of customer feedback are most valuable for improving hotel services?
- 3. What techniques can be used to evaluate customer feedback for actionable insights?
- 4. What strategies can be implemented to build strong relationships with hotel guests?
- 5. What steps can be taken to handle negative feedback effectively?

## **Topic 3.1: Collection of Customer feedback**





#### Read the following scenario and answer the questions that follow

The Bamboo Hotel is a four-star establishment located in western province of Rwanda. To maintain high standards and continually improve guest satisfaction, the hotel management team has decided to overhaul their customer feedback process. This involves enhancing their methods of collecting feedback, understanding the types of feedback received, and effectively categorizing the feedback for actionable insights. Basing on this scenario,

- 1. What methods for collecting customer feedback should Bamboo hotel use?
- 2. What are the different types of customer feedback Bamboo hotel might receive?
- 3. Identify the categories of customer feedback that might be collected at Bamboo hotel.

#### **Key Facts 3.1: Collection of customer feedback**

- Collecting customer feedback
  - ✓ Definition

**Hotel guest feedback** is the responses you receive from guests detailing their experience with your hotel business. Hotel guest feedback comes in various forms and through multiple channels. Feedback can be positive, negative or neutral.

- ✓ Customer feedback collection methods
  - Surveys. Customer satisfaction surveys are sent to guests after they have checked out to gather customer feedback on their experience.
  - Online reviews. Guests often leave reviews on popular travel and hotel review sites like TripAdvisor, Yelp or Google Reviews.
  - Feedback forms. Physical or electronic forms available at your hotel for guests to fill out during their stay or at check-out.

- Social media. Guests may share their experiences on social media platforms, tagging your hotel in their posts.
- Email communication. Guests may directly email with their feedback or comments.
- Customer comment cards. Physical cards placed in guest rooms for guests to provide feedback on their customer journey.
- Face-to-face interaction. Direct communication with staff during the stay, such as at the front desk or through interactions with hotel personnel.
- Phone surveys. Follow-up phone calls from your staff to gather customer feedback on the guest's experience.
- Mobile apps. Your hotel's mobile app that guests can use to provide feedback and suggestions.
- In-room tablets. In-room tablets where guests can submit feedback on their experience or what could have improved their customer experience.
- Guest forums. Online forums or community spaces where guests can share their experiences and suggestions.<sup>59</sup>

#### • Introduction to customer feedback

**Customer feedback** is defined as customer communication concerning a product or a service (Erickson and Eckrich, 2001). Customer feedback in the front office can be categorized into several types, each offering valuable insights for improving service quality and overall customer satisfaction.

#### ✓ Types of customer feedback

#### Verbal feedback:

- Face-to-Face: Direct conversations between customers and front office staff.
   This feedback is immediate and can be very detailed.
- Phone calls: Feedback provided through telephone interactions. This can include complaints, compliments, and suggestions.

<sup>&</sup>lt;sup>59</sup> https://www.canarytechnologies.com/post/hotel-guest-feedback-guide

#### Written feedback:

- Comment cards: Physical cards that customers can fill out with their feedback and suggestions.
- Letters and Emails: Formal or informal written communication from customers detailing their experiences and opinions.

#### **W** Online feedback:

- Surveys: Structured questionnaires that can be sent via email or embedded on the website. Surveys can be designed to gather specific information about customer experiences.
- Online reviews: Feedback left on third-party platforms such as Google Reviews, TripAdvisor, Yelp, etc.
- Social media: Comments, posts, and messages on social media platforms like Facebook, Twitter, and Instagram.

#### **Generational feedback:**

- Body language: Non-verbal cues from customers during interactions, such as facial expressions and gestures, which can indicate satisfaction or dissatisfaction.
- Behavioral patterns: Observing customer behavior, such as their engagement level, repeat visits, and interaction frequency with staff.

#### Indirect feedback:

- Word-of-Mouth: Feedback that is shared by customers with friends and family, which can eventually reach the business through various channels.
- Customer referrals: Insights gained from customers who refer others to the business, indicating satisfaction and trust.

#### **Automated feedback:**

- Feedback kiosks: Digital kiosks placed in the front office area where customers can leave their feedback quickly and easily.
- Automated emails: Follow-up emails sent to customers after their visit to request feedback.

#### **4** Structured feedback:

- Focus groups: Small, organized groups of customers who provide detailed feedback in a moderated discussion.
- Interviews: One-on-one sessions with customers to gather in-depth feedback.
- Unstructured feedback:
  - Casual conversations: Informal chats with customers during their visit which can provide spontaneous and honest feedback.
- Spontaneous complaints or compliments: Feedback that is provided without solicitation, often during or immediately after a customer experience.<sup>60</sup>
- Categorizing customer feedback
- ✓ Front office operations feedbacks
  - Check-in/check-out process
    - **Positive:** Efficient and friendly check-in/check-out experience.
    - **Negative:** Delays or issues during check-in/check-out.
  - Staff professionalism and courtesy
    - **Positive:** Professional, courteous, and helpful front desk staff.
    - **Negative:** Rude or unprofessional behavior by staff.
  - Reservation process
    - **Positive:** Easy and efficient reservation process.
    - **Negative:** Issues with booking or reservation errors.
  - Room assignment
    - **Positive:** Satisfaction with the room assigned.
    - **Negative:** Dissatisfaction with the room assignment.
  - Information and assistance
    - **Positive:** Helpful information provided about the hotel and local area.
    - **Negative:** Lack of useful information or incorrect assistance.
  - Billing and payment
    - **Positive:** Accurate and transparent billing process.
    - **Negative:** Billing errors or issues with payment processing.
- ✓ Housekeeping operations feedbacks
  - Room cleanliness

<sup>60</sup> https://rapidr.io/blog/customer-feedback-types/



## Activity 2: Guided Practice



#### Read the statement below and answer the questions that follow

Referring to the scenario in **Task 28**, imagine that you are conducting your IAP at Bamboo Hotel. Answer the following

- 1. How can you encourage guests to provide feedback during their stay?
- 2. How do you categorize feedback as positive, negative, or neutral?
- 3. How do you ensure that positive feedback is consistently acknowledged and celebrated?
- 4. How can you turn negative feedback into an opportunity for improvement?

<sup>61</sup>https://www.researchgate.net/publication/263780763\_Exploring\_The\_Impact\_of\_Customer\_Feedback\_on\_the\_Well-Being\_of\_Service\_Entities\_A\_TSR\_Perspective



Visit any business-related to Hospitality located anywhere in your home district. Then, observe how Hotel employees are working to complete the following form. After doing thorough observation, you can start filling the form on your own:

Maintenance Staff Based on your most recent maintenance work order, please rate the following aspects of your maintenance staff

	Poor	Fair	Average	Good	Excellent	N/A	
Overall satisfaction with maintenance	0	0	0	0	0	0	
Professionalism	0	0	0	0	0	$\bigcirc$	
Quality of work	0	0	0	0	0	0	
Timeliness of completion of work	0	0	0	0	0	0	
Notification of completed work	0	0	0	0	0	0	
Cleanliness after work performed	0	0	0	0	0	0	

## **Topic 3.2: Evaluation of customer feedback**





#### Read the following scenario and answer the questions that follow

Iterambere Hotel located in southern province is a luxury resort, it has been operating for five years and prides itself on providing exceptional service and amenities to its guests. Recently, the management team has decided to implement a more robust system for evaluating customer feedback to ensure they maintain high standards and continuously improve their services. After understanding this scenario, provide answers to the following questions:

- Identify a step-by-step guide to customer feedback analysis that Iterambere Hotel is likely to use for analyzing its guest feedback
- 2. Give a clear guide on how Iterambere Hotel would efficiently record and manage its hotel guest feedback.
- 3. What strategies would Iterambere Hotel apply for sharing its hotel guest feedback?

## Key Facts 3.2: Evaluation of customer feedback

• Analyzing feedback

#### ✓ Introduction

**Customer feedback analysis** is the process of evaluating and interpreting feedback left by your customers for your product or services. It involves taking customer data, analyzing it, and figuring out how to apply the insights to business decisions. It has four steps: collection, categorization, analysis, and application.

- ✓ Steps for customer analysis
- Step 1: Collect customer feedback
  - Surveys:
    - **Customer satisfaction surveys (CSATs):** These surveys measure how satisfied your customers are with your service or product. CSATs use a

form of the question, "In general, how satisfied are you with [company name]?" with further breakdowns, depending on the company.

- Net promoter score (NPS) surveys: These surveys go beyond customer satisfaction to focus on the user experience. They zero in on users loyal to your business through variations of the question, "How likely are you to recommend [company name]?".
- Customer effort score (CES) surveys: These surveys focus on an aspect of the user experience that tends to reduce churn. Customers tend to be happier with companies that demand the least amount of effort from them to get an issue resolved or a complaint heard.

#### **Step 2: Categorize your customer feedback**

- Product-related: Sort out all the feedback that's directly related to your product or service itself. This could include how long the customer has used it, their favorite features of it, and any suggestions they'd have for its improvement.
- Service-related: Service-related feedback includes information about how your customers feel they were treated. It could touch upon your company's professionalism, friendliness, and effectiveness.

#### **Step 3: Analyse your customer feedback**

- Sentiment analysis: This involves scanning the text to determine how the customer feels about your product, service, or business as a whole. You're specifically looking to see whether the data communicates a positive, negative, or neutral emotional tone.
- Feedback clustering analysis: With feedback clustering, you sort the data into meaningful groups.
- Keyword analysis: Identifying the most frequently mentioned words or phrases to highlight key topics or concerns.

#### **4** Step 4: Apply what you've learned

- ✓ Methods for analyzing this feedback
  - Qualitative analysis

- **Thematic analysis:** Identifying recurring themes and patterns in the feedback to understand common issues or positive experiences.
- **Content analysis:** Coding textual feedback into categories to quantify the presence of certain words, themes, or concepts.

#### Quantitative analysis

- Descriptive statistics: Summarizing feedback data using mean, median, mode, and frequency distributions to identify common ratings and trends.
- Sentiment analysis: Using natural language processing (NLP) tools to gauge the sentiment (positive, negative, neutral) expressed in guest reviews.
- **Regression analysis:** Identifying relationships between different variables (e.g., how different aspects of service impact overall guest satisfaction).

#### • Recording customer feedback

✓ Introduction:

A hotel guest record contains detailed information for an individual guest or group of guests and needs to exist in order to create a stay record (reservation) or group booking. A guest can have many stays but should only have one guest record in the system. It is important to make sure a guest record does not already exist before creating a new one.

#### $\checkmark$ How to efficiently record and manage hotel guest feedback

#### **4** Key elements to record in feedback

#### Guest Information

- o Name
- o Room number
- Contact details (email, phone number)
- Date and time of feedback
  - When the feedback was provided.
  - o Duration of the stay.
- Feedback details
  - Positive comments
  - Negative comments
  - Specific areas mentioned (e.g., room cleanliness, food quality, service)

#### Ratings

- Overall satisfaction rating (e.g., 1 to 5 stars)
- Specific category ratings (e.g., service, cleanliness, amenities)
- Action items
  - Any issues that need to be addressed.
  - Suggestions for improvement.
  - Follow-up actions taken or planned.
- ✓ Tools for recording feedback
  - Customer Relationship Management (CRM) Software: Systems like Salesforce or specialized hotel CRM software can help manage and analyse feedback.
  - Survey Tools: Online tools like google forms, or type form for collecting and analyzing survey responses.
  - Property Management Systems (PMS): Integrate feedback collection within the hotel's PMS to streamline data gathering and follow-up.
  - Spreadsheets: For smaller hotels, using excel or google sheets to track feedback might be sufficient.<sup>62</sup>
- Sharing feedback

#### ✓ Introduction

To share information means to communicate relevant information with others in a way that is clear, concise, and easy to understand. Sharing hotel guest feedback effectively within the organization and with potential guests is crucial for continuous improvement and building trust.

✓ Strategies for sharing hotel guest feedback

- Internal sharing<sup>63</sup>
  - Management and staff meetings
    - Regular reports: Present feedback summaries in regular meetings with management and staff to discuss areas for improvement and acknowledge successes.
    - Department-specific feedback: Share feedback relevant to specific departments (e.g., housekeeping, front desk, dining) so each team understands their impact on guest satisfaction.
  - Dashboards and analytics tools

<sup>62</sup>https://www.skywaresystems.net/SkyHelp/Content/Other/Guest\_Information/Guest\_History\_and\_Information.htm 63 https://navori.com/blog/digital-signage-for-internal-communications/

<ul> <li>Real-time dashbo</li> </ul>	ards: Use data visualization tools to create real-time
dashboards that d	lisplay key feedback metrics accessible to all relevant
staff.	
<ul> <li>Automated alerts</li> </ul>	: Set up automated alerts for negative feedback or
recurring issues to	ensure prompt attention and resolution.
<ul> <li>Training and development</li> </ul>	opment
<ul> <li>Case studies: Use</li> </ul>	specific feedback examples as case studies during
training sessions t	o illustrate best practices and areas needing
improvement.	
• Workshops: Cond	uct workshops to develop skills and strategies for
addressing comm	on guest concerns highlighted in feedback.
External sharing	
<ul> <li>Online reviews and</li> </ul>	responses
• Public responses:	Respond to reviews on platforms like TripAdvisor,
Google, and Yelp,	thanking guests for positive feedback and addressing
any issues raised i	n negative reviews.
<ul> <li>Transparency: Be</li> </ul>	transparent about how feedback is used to make
improvements, sh	owing potential guests that the hotel values their
input.	
<ul> <li>Social media<sup>64</sup></li> </ul>	
<ul> <li>Highlight positive</li> </ul>	feedback: Share positive reviews and guest
experiences on so	cial media channels to build a positive online
presence.	
$\circ$ Engage with gues	ts: Respond to comments and messages promptly to
show engagemen	t and commitment to guest satisfaction.
<ul> <li>Website and market</li> </ul>	eting materials
<ul> <li>Testimonials: Fea</li> </ul>	ture guest testimonials and feedback prominently on
the hotel's websit	e and marketing materials to build trust and
credibility.	

<sup>64</sup> https://blog.hotelogix.com/how-hoteliers-use-social-media-best/

	• Case studies: Share detailed stories or case studies of how guest
	feedback led to specific improvements or enhancements.
📥 Fe	edback loop <sup>65</sup>
•	Closing the loop with guests
0	Follow-up communication: Send follow-up emails to guests who
	provided feedback, informing them of any actions taken as a result of
	their input.
0	Surveys: Encourage guests to complete post-stay surveys and inform
	them that their feedback directly influences hotel policies and
	improvements.
Er	nployee recognition <sup>66</sup>
•	Incentive programs: Recognize and reward employees who receive
	positive feedback, fostering a culture of excellent service and
	motivation.
•	Feedback boards: Create visual feedback boards in staff areas
	highlighting positive comments and commendations.
🕹 Co	ollaboration with stakeholders
•	Partner meetings: Share relevant feedback with stakeholders, such as
	travel agents, tour operators, and corporate clients, to strengthen
	partnerships and improve guest experiences.
•	Vendor collaboration: Work with suppliers and service providers to
	address feedback related to their products or services, ensuring a
	consistent quality experience.67

 $<sup>^{65}\</sup> https://www.thinkcompany.com/blog/customer-feedback-loops-6-things-to-consider-when-setting-one-up/$ 

 <sup>&</sup>lt;sup>66</sup> https://www.hifives.in/g-i-v-e-model-of-employee-recognition-understanding-it-and-its-impact/
 <sup>67</sup> https://www.serengetibreweries.co.tz/news-and-events/news/SBL-Managing-Director-Obinna.html





#### Read the following scenario and perform the task given

Referring to the scenario in **Task 31**, Eric, a student in Level 4 front office and housekeeping operations, is conducting his IAP at Iterambere Hotel. In his daily duties he must complete the "feedback recording template" provided to him by the hotel management. Help Eric to evaluate the Hotel guest feedbacks from different guests by completing the template below. Note that the first column is filled to serve you as an example. Then, you complete the rest of the columns.

s/N	Date	Guest name	Room number	Contact information	Feedback (Positive)	Feedback (Negative)	Overall rating	Specific Ratings (service,Clean liness, etc.	Action items	Follow up date	Follow-Up Actions
1	2024-06-11	John Kabera	12	smith@kabera.co m	Enjoyed the spa and restaurant.	Room was noisy at night	4/5	Service: 5, Cleanliness: 4, Amenities: 3	Offer quiet room next visit	2024-06-12	Email apology and future discount
2											
ε											
4											
5											





#### Read and perform the task given below

Visit any business-related to Hospitality located anywhere in your home district. Then, observe and take notes on the following:

- 1. How they analyse the feedbacks from their guests.
- 2. What they record in regard with guest feedbacks.
- 3. How they share feedbacks with hotel staff as well as hotel guests.

# **Topic 3.3: Implementation of corrective and improvement measures**

Activity 1: Problem Solving



Hotel Serenity is a mid-sized, family-owned hotel located in a popular tourist destination. Known for its friendly service and comfortable accommodations, the hotel has received mostly positive feedback over the years. However, recent feedback indicated some areas needing improvement. To address these concerns and enhance guest satisfaction, the management decided to implement a structured approach to evaluate and act on customer feedback. Based on the experience of Hotel Serenity, how would you answer the questions below:

- 1. What are the common barriers that can hinder excellent service delivery in Hotels?
- 2. Explain any possible service improvement process to address the issues related to excellent service delivery.
- 3. Describe strategies to build strong customer relations in most hotels.

#### **Key Facts 3.3: Implementation of corrective and improvement measures**

- Barriers of excellent service delivery
  - ✓ Definition
    - The term "Barrier" relates to something which prevents some form of progress or movement.
    - Customer excellence in hospitality management means excelling in every step of your guest's or customer's journey — from awareness of your brand, through every customer touchpoint and after they've departed your hotel, restaurant, event, or venue.

#### ✓ Barriers that can hinder excellent service delivery

#### Front office:

- Communication breakdowns: Inaccurate information, slow response times, or misunderstandings between departments can lead to frustrated guests and unmet needs.
- Inadequate training: Staff who lack proper training on hotel policies, procedures, or guest service best practices may struggle to handle situations effectively.
- High workload and understaffing: Busy front desk agents with limited resources can find it challenging to personalize service and address guest requests promptly.
- Inefficient technology: Outdated systems or slow software can create delays in check-in/out, reservations, or accessing guest information, impacting efficiency and guest satisfaction.
- Lack of empowerment: Limited decision-making authority for front desk staff can hinder their ability to resolve guest issues quickly and proactively.<sup>68</sup>

#### Housekeeping:

- Time constraints: Tight cleaning schedules may leave housekeeping staff with limited time to thoroughly clean rooms, potentially compromising cleanliness standards.
- Inadequate staffing: Similar to the front office, a lack of staff can lead to rushed cleaning jobs and missed details.
- Limited communication: Poor communication between housekeeping and other departments (front desk, maintenance) can lead to delays in responding to guest requests for amenities or repairs.
- Lack of training on guest expectations: Housekeeping staff who aren't fully aware of guest preferences or hygiene standards may unintentionally fall short of expectations.
- Insufficient supplies or equipment: Running out of cleaning supplies, broken vacuums, or malfunctioning carts can significantly slow down cleaning processes.

#### • Service improvement process

#### ✓ Definition

**Service improvement** are efforts to enhance the quality, efficiency, and effectiveness of the services you provide to your customers.

#### ✓ Service improvement process in front office and housekeeping

#### Front office:

#### Embrace technology: <sup>69</sup>

- Invest in a user-friendly Property Management System (PMS) to automate tasks like reservations, check-in/out, and billing.
- Explore self-service options for guests (e.g., mobile check-in/out, digital key access).

#### Optimize staff training:

- Provide regular training on using the PMS, handling guest inquiries, and upselling services effectively.
- Train staff on de-escalation techniques for handling difficult situations.

#### Communication is Key:

- Ensure clear communication between front office and housekeeping regarding room status and guest requests.
- Implement a system for flagging guest preferences (e.g., early clean, extra towels).

#### **Housekeeping:**

- Streamline cleaning processes:
  - Develop standardized cleaning checklists for different room types to ensure consistency and efficiency.70
  - Provide housekeeping staff with the right tools and equipment to clean rooms effectively.
- Optimize task allocation: <sup>71</sup>
  - Consider using room assignment software or cleaning carts with designated sections for supplies to minimize travel time.

<sup>68</sup> https://lesroches.edu/blog/excellence-customer-service/

<sup>&</sup>lt;sup>69</sup>https://www.linkedin.com/advice/0/how-do-you-implement-service-improvement-initiatives

<sup>&</sup>lt;sup>70</sup> https://jbncleaning.com.au/office-cleaning-process/

 Explore scheduling software to optimize cleaning schedules based on room occupancy and guest requests.

#### Communication and feedback:

- Establish a clear system for housekeeping staff to communicate room status and any guest concerns to the front desk.72
- Encourage feedback from housekeeping staff on challenges they face and areas for improvement.<sup>73</sup>
- Monitor and evaluate:
  - Track progress towards goals using established benchmarks.
  - Regularly analyse guest feedback and staff suggestions.
  - Be prepared to adapt and refine your improvement strategies based on the data you collect.<sup>74</sup>
- Strategies of building customer relations
  - ✓ Make a stellar first impression:
    - Warm and welcoming demeanor: Train staff to greet customers warmly, smile, and make eye contact. This sets a positive tone for the interaction.
    - Professional appearance: Ensure a clean and organized front office environment. Staff should present themselves professionally in attire that aligns with your brand.
  - ✓ Prioritize communication:
    - Active listening: Pay close attention to customer needs and concerns. Ask clarifying questions to ensure understanding.
    - Clear and concise communication: Provide clear information and instructions. Avoid jargon and technical terms that might confuse customers.
    - Respond promptly: Address inquiries and requests in a timely manner. This shows respect for the customer's time.
  - ✓ Personalization is key:

<sup>72</sup> https://www.tutorialspoint.com/front\_office\_management/front\_office\_management\_quick\_guide.htm 73 https://empmonitor.com/blog/efficient-work-allocation/

<sup>74</sup>https://vivahr.com/housekeeping-supervisor-job-description-template/

- Learn Customer preferences: If possible, gather information about customer preferences. This can be through past interactions or a loyalty program.
- Tailored interactions: Use this information to personalize interactions. Address customers by name and recommend products or services that align with their interests.

#### ✓ Go the extra mile:

- Problem-solving skills: Train staff to effectively resolve customer issues. Empower them to make decisions within reason to address concerns efficiently.
- Exceed expectations: Look for opportunities to exceed expectations. Offer a bottle of water to a waiting customer or a small token of appreciation for their business.

#### ✓ Building trust and loyalty:

- Transparency and honesty: Be upfront and honest in all interactions. If you don't have the answer, acknowledge it and find the information promptly.
- Follow through on commitments: Ensure you deliver on what you promise. If there are delays or changes, communicate them proactively.
- **Gather feedback:** Regularly ask for customer feedback through surveys or casual conversation. Use this information to improve your service.
- ✓ Strategies of building customer relations in housekeeping operations
  - **Update:** Delivering a Flawless Clean:
    - Attention to detail: Train staff to be meticulous. This includes cleaning all surfaces, checking under furniture, and ensuring fresh linens and towels.
    - Quality products: Invest in high-quality cleaning products that are effective and pleasant-smelling. Eco-friendly options can be a plus for some guests.
    - Respect for privacy: Establish clear procedures for handling guest belongings. Knock before entering and offer flexible cleaning times to respect guest privacy.

#### Personalized service:

•	Guest preferences: When possible, gather information about guest					
	preferences. Do they prefer extra towels, specific room temperatures, or					
	blackout curtains drawn?					
•	Special touches: Leave a small amenity like chocolates or bottled water.					
	For longer stays, offer mid-week towel refreshes without being intrusive.					
•	Accommodate requests: Be flexible with cleaning times, especially for					
	guests with specific needs or jet lag.					
E	ffective communication:					
•	Housekeeping notes: Implement a system for housekeepers to communicate					
	guest requests or any concerns they encounter during cleaning (e.g., low					
	toiletries, malfunctioning equipment).					
•	Discreet communication: Address minor issues identified during cleaning					
	discreetly with the front office to avoid disturbing the guest.					
•	Following up: Train staff to inquire about the guest's satisfaction with the					
	housekeeping service during a courteous exchange.					
🗕 B	uilding trust and professionalism:					
•	Security and confidentiality: Emphasize the importance of guest privacy					
	and security. Train staff to handle valuables with utmost care.					
	Professional demeanor: Maintain a professional and courteous attitude					
	throughout interactions with guests.					
•	Going the extra mile: If a guest forgets an item, consider offering to locate					

it within the hotel (following lost and found protocols).



## ) Task 35:

#### Read the scenario below and answer the questions that follow

Referring to the scenario in **Task 34,** imagine that you are an internee at Hotel Serenity during the time the hotel received feedback indicating some areas needing improvement. Describe how the hotel should improve its services by doing the following:

- 1. Remove barriers that can hinder excellent service delivery through:
  - i. Increased communication
  - ii. Adequate training
  - iii. Efficient technology
- 2. Implement its service improvement process by:
  - i. Embracing technology
  - ii. Optimizing staff training
  - iii. Streamlining cleaning process
  - iv. Optimizing task allocation
  - v. Monitoring and evaluating achieved results
- 3. Use strategies of building its guest relations by:
  - i. Making stellar first impression
  - ii. Offering personalized services
  - iii. Building trust and loyalty
  - iv. Increasing professionalism
  - v. Delivering a flawless clean





#### Read and perform the following activity

Visit any business - related to Hospitality industry located in your home area and then observe

and take notes on how they implement corrective and improvement measures by:

- a) Removing barriers of excellent service delivery
- b) Implementing service improvement process
- c) Using strategies of building customer relations

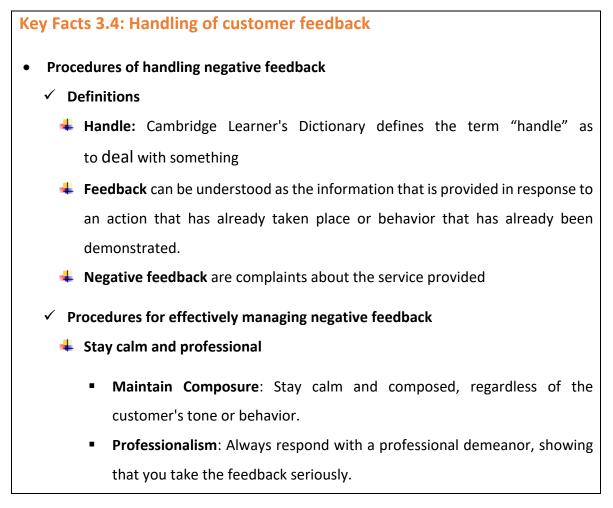
## **Topic 3.4: Handling of customer feedback**





The Grand Hotel, a 4-star luxury hotel located in downtown Kigali, has a reputation for exceptional service and premium guest experiences. However, like any hospitality business, it occasionally receives negative feedback from guests. Based on this scenario, answer the questions below:

- 1) What do you think are the procedures used by The Grand Hotel to handle negative feedbacks from its guests?
- 2) What do you think are the procedures used by The Grand Hotel to handle positive feedbacks from its guests?



#### Listen actively

- **Full attention**: Give the customer your full attention without interrupting.
- Empathy: Show empathy by nodding and using affirmative words like "I understand" or "I see."

#### **4** Acknowledge the feedback

- Apologize: Offer a sincere apology for any inconvenience caused, regardless of who is at fault.
- Thank them: Thank the customer for bringing the issue to your attention.

#### Clarify the issue

- Ask questions: Politely ask questions to fully understand the issue. This helps in ensuring you grasp all the details.
- Restate the problem: Paraphrase the customer's concerns to confirm your understanding.
- Take ownership
  - Responsibility: Take responsibility for the issue without passing blame, even if the problem lies elsewhere.
  - Empowerment: Show that you are empowered to find a solution or escalate it to someone who can.
- Offer solutions
  - Respond promptly: It is recommended that you respond to negative hotel reviews within 24 hours, or at the latest, within a few days. If not, explain the steps you will take to address it.
  - Alternatives: Offer alternative solutions or compensations to the customer's satisfaction.

#### Follow-up

- Confirmation: Confirm with the customer that they are satisfied with the proposed solution.
- **Follow-through**: Ensure that any promised actions are carried out and follow up with the customer to inform them of the resolution.

#### **Uocument the feedback**

- Record keeping: Document the feedback in your system for future reference and to prevent recurrence.
- Report: Report the incident to relevant departments or supervisors to take corrective actions.

#### Learn and improve

- Analyse: Analyse the feedback to identify any patterns or areas needing improvement.
- **Training**: Use the feedback to train staff and improve processes

#### • Procedures of handling positive feedback

✓ Definition

**Positive Feedback** means to appreciate certain acts, behaviors, and demonstrations of skill by providing a critique that uplifts the spirit, boosts morale, and reinforces the behavior.

✓ Procedures for effectively managing positive feedback:

- Express appreciation: Thank the guest sincerely, both verbally and in writing (if feedback is through a form or email). Highlight specific details mentioned in the praise.
- Share with the team: Recognize the efforts mentioned in the feedback by sharing it with the relevant staff member or department. You can hold a team meeting or send a quick internal email acknowledging the positive feedback.
- Use it for improvement: Look for trends in positive feedback. If guests consistently praise a particular service or staff member, it highlights a strength you can promote.<sup>75</sup>
- Public recognition (optional): For exceptional compliments, consider featuring positive feedback on social media or website testimonials with the guest's permission. This showcases your commitment to guest satisfaction and attracts future guests

<sup>75</sup> https://study.com/learn/lesson/positive-feedback.html





#### Read the following scenario and questions that follow

Referring to the scenario in **Task 37**, imagine that after completing your Level 4 in front office and housekeeping operations, you are given a part-time job in The Grand Hotel. How would respond you to the questions below:

- 1. Explain how you would implement the following procedures related to negative feedback that you are likely to receive:
  - a) Stay professional
  - b) Listen actively
  - c) Acknowledge the issue
  - d) Clarify the issue
  - e) Offer solutions
  - f) Do follow-up
  - g) Document the feedback
- 2. Explain how you would implement the following procedures related to positive feedback that you are likely to receive
  - a) Express your appreciation
  - b) Share with the team
  - c) Use positive feedback for improvement
  - d) Make public recognition

# Activity 3: Application



## J Task 39:

#### Read the following scenario and perform the task given

From the school workshop of front office and housekeeping operations or a nearby hotel, simulate the activity of a Bell Desk whose tasks include responding to different feedbacks sent by the guests. Respond to negative reviews.



#### Q1. Methods of collecting customer feedback include following, except one:

- a) Survey
- b) Feedback forms
- c) Courtesy
- d) Guest forums

## Q2. What type of customer feedback is gathered through direct conversations with customers, often in a structured or semi-structured format?

- a) Surveys
- b) Focus Groups
- c) Social Media Monitoring
- d) Online Reviews

#### Q3. Which method of collecting customer feedback involves monitoring and analyzing

#### comments and mentions on platforms such as Facebook, Twitter, and Instagram?

- a) Surveys
- b) Social Media Monitoring
- c) Focus Groups
- d) Customer Interviews

#### Q4. Write the following acronyms in full letters:

- a) NPS: .....
- b) CSAT: .....
- c) CES: .....
- d) CRM: .....

#### Q5. Which analysis method involves quantifying data to identify trends and patterns in

#### customer feedback?

- a) Qualitative Analysis
- b) Quantitative Analysis
- c) Sentiment Analysis
- d) Thematic Analysis

#### Q6. Which technique involves categorizing feedback into themes or topics for easier

#### analysis?

- a) Quantitative Analysis
- b) Sentiment Analysis
- c) Thematic Analysis
- d) Predictive Analysis

#### Q7. Which of the following is a common barrier to excellent service delivery in a hotel?

- a) High customer satisfaction
- b) Lack of training for staff
- c) Consistent room availability
- d) Advanced technology systems

#### Q8. How can hotel staff create a memorable first impression for guests upon arrival?

- a) By offering a standard check-in process
- b) By providing a personalized welcome
- c) By keeping interactions minimal
- d) By focusing on quick service

#### Q9. What is an effective way for housekeeping staff to gather feedback about their service

directly from guests?

- a) Ignoring guest comments
- b) Using a feedback form left in the room
- c) Asking guests to call the front desk
- d) Avoiding interaction with guests

#### Q10. What is the first step a hotel should take when receiving negative feedback from a

#### guest?

- a) Ignore the feedback
- b) Acknowledge the feedback promptly
- c) Defend the hotel's policies
- d) Offer a discount without investigating

#### Q11. What should hotel staff do if they cannot resolve a guest's issue immediately?

- a) Inform the guest that nothing can be done
- b) Promise a quick resolution and follow through
- c) Avoid giving the guest any timeline

d) Ignore the issue

### Q12. Which of the following should hotel staff avoid when dealing with negative

#### feedback?

- a) Taking the feedback personally
- b) Maintaining a professional demeanor
- c) Apologizing sincerely
- d) Offering a solution

#### Q13. What role does follow-up play in handling negative feedback effectively?

- a) It is unnecessary and wastes time
- b) It helps ensure the guest's issue was fully resolved and shows commitment to guest

satisfaction

- c) It allows the hotel to avoid further complaints
- d) It is only necessary for major issues

#### Q14. What is a key component of reinforcing a guest's positive experience?

- a) Blaming the guest for any minor issues
- b) Listening actively and showing appreciation
- c) Providing an immediate refund
- d) Ignoring the feedback

#### Q15. What role does maintain a record of positive feedback play in a hotel's operations?

- a) It is unnecessary and wastes time
- b) It helps improve service standards and recognizes excellent performance
- c) It allows the hotel to avoid further complaints
- d) It is only necessary for legal purposes

#### Q16. Which of the following is a good practice when handling positive feedback in person?

- a) Interrupting the guest to ask for suggestions
- b) Listening patiently and thanking the guest sincerely
- c) Ignoring the guest's compliments
- d) Providing a quick, pre-formulated response

Q17. Here's how feedback might be categorized in a dataset for front office and housekeeping operations. Kindly fill in the missing contents:

Feedback	Category	Department
"The check-in process was	Check-in/Check-out process	
smooth and the staff was		
very welcoming."		
"The room was spotless and		Housekeeping
smelled fresh."		nousekeeping
"My reservation was lost,		
and I had to wait for a room	Reservation process	
to be available."		
"We requested an extra	Response to special	
blanket, but it never	requests	
arrived."		
"The billing was		
straightforward and without		Front office
any hidden charges."		
"The towels and bed linens		
were fresh and of high		Housekeeping
quality."		

# · · · · Points to Remember

- By implementing a structured approach to analyzing, recording, and sharing customer feedback, any hotel can reach to its guest concerns, improved service quality, and enhanced overall guest satisfaction.
- Receiving criticism-constructive or not so constructive is a vital part of running a hotel business. It helps you understand your hotel's strengths and weaknesses. And managing guest feedback effectively could mean the difference between a mediocre reputation and a great reputation.
- By addressing barriers of excellent service delivery through improved training, communication, staffing levels, and technology, hospitality establishments can

empower their front office and housekeeping teams to deliver exceptional guest experiences.

- By implementing strategies for building customer relations in front office and housekeeping operations, your hotel can build strong customer relationships that foster trust, loyalty, and positive word-of-mouth promotion for your business.
- Handling negative/positive feedback in the front office and housekeeping operations, especially in customer-facing roles like in hotels or service businesses, is crucial for maintaining customer satisfaction and business reputation.

## Self-Reflection

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experien ce doing this.	l know a little about this.	I have some experienc e of doing this.	I have a lot of experien ce with this.	l am confident in my ability to do this.
Identify methods of collecting customer feedback					
Describe types of customer feedback					
Categorize customer feedback					
Analyse customer feedback					
Perform Recording of customer feedback					
Proceed Sharing of feedback					

My experience Knowledge, skills and attitudes	I don't have any experien ce doing this.	l know a little about this.	I have some experienc e of doing this.	I have a lot of experien ce with this.	l am confident in my ability to do this.
Avoid barriers of excellent service delivery					
Proceed customer service improvement process					
Apply strategies of building customer relations					
Follow procedures of handling negative feedback					
Follow procedures of handling positive feed back					

### 2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

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