**Learner Contact Details:**

Name:

Contact Address:

Postcode:

Contact Number:

E-mail:

**LEARNER DECLARATION**

*I confirm that the answers in Assessment 1 were completed by me, represent my own ideas and are my own work.*

Learner signature: Date:

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**Section 1: Principles of customer service in the hospitality sector**

**When working through the Assessment, please complete the questions in your own words. You may wish to base your answers on any of the following:**

* **your current employer**
* **a previous employer**
* **an organisation that is familiar to you**
* **an organisation that you have researched**

**Distance Learning - Introduction**

Before you start on your assessment please take a few minutes to introduce yourself to your assessor.

**Please tell them about your reasons for undertaking the course.**

**Please tell them about your personal goals once you have completed the qualification.**

**Please tell us where you work and your work role if applicable. If you aren’t working at the moment, please tell us about any previous work/volunteer roles you have had.**

**Please tell your assessor anything else they may need to know about you e.g. factors that may impact on your learning and /or hinder you from achieving the qualification.   
  
  
  
  
  
  
Thank you.**

**Question 1. Identify different customer types. (AC 1.1)**

**Question 2. Identify what is meant by customer needs and expectations. (AC 1.2)**

**Customer needs:**

**Customer expectations:**

**Question 3: Explain how cultural factors can affect customers’ expectations. (AC 1.3)**

**Question 4. Explain why it is important to anticipate and respond to different customers’ needs and expectations. (AC 1.4)**

**Question 5. Explain why it is important to manage customers’ expectations (include both positive and negative outcomes). (AC 1.5)**

**Question 6. Describe techniques that can be used to put customers at ease and gain their trust. Provide at least TWO techniques. (AC 2.1)**

**Question 7. Give examples of ways to develop good customer relationships. Provide a minimum of TWO examples. (AC 2.2)**

**Question 8. Describe verbal and non-verbal signs that show how a customer may be feeling. Provide TWO examples of each. (AC 2.3)**

|  |  |
| --- | --- |
| **Signs** | **What this may indicate about the customer’s feelings** |
| **Non-verbal**  **Example 1** |  |
| **Non-verbal**  **Example 2** |  |
| **Verbal**  **Example 1** |  |
| **Verbal**  **Example 2** |  |

**Question 9. Explain the importance of effective communication with customers. (AC 2.4)**

**Question 10. Explain the importance of treating customers as individuals. (AC 2.5)**

**Question 11. Explain why it is important to adapt communication styles for different contexts and customers. (AC 2.6)**

**Context:**

**1.**

**2.**

**Customer:**

**1.**

**2.**

**Question 12. Explain why it is important to give accurate spoken and written information to customers. (AC 2.7)**

**Question 13. Describe how complaints can be dealt with in a positive manner. Describe at least TWO ways. (AC 3.1)**

**Question 14. Explain the purpose of a complaints handling procedure. (AC 3.2)**

**Question 15. Explain when and how to escalate complaints. (AC 3.3)**

**Question 16. Outline the positive impact that resolving customer complaints effectively can have on customers. (AC 3.4)**

**Question 17. Outline the potential negative impact that not resolving customer complaints effectively can have on customers. (AC 3.5)**

**Question 18. Identify at least TWO methods used to obtain customer feedback. You should include methods for collecting both positive and negative feedback. (AC 3.6)**

**Question 19. Describe how customer feedback can be used by the organisation to prevent problems occurring in the future. (AC 3.7)**

**Question 20. Describe policies and procedures within a hospitality organisation that contribute to consistent and reliable customer service. (AC 4.1)**

|  |  |
| --- | --- |
| **Name of policy/procedure** | **Description** |
|  |  |

**Question 21. State the benefits for a hospitality organisation, its staff and customers of following organisational policies and procedures. Give TWO examples for each. (AC 4.2)**

**Benefit for the organisation:**

**1.**

**2.**

**Benefit for staff:**

**1.**

**2.**

**Benefit for customers:**

**1.**

**2.**

**Question 22. State the possible consequences for the hospitality organisation, its staff and customers when organisational policies and procedures are not followed. Give TWO examples for each. (AC 4.3)**

**Consequences to organisation:**

**1.**

**2.**

**Consequences to staff:**

**1.**

**2.**

**Consequences to customers:**

**1.**

**2.**

**Section 2 – Understand effective teamwork in the hospitality sector**

**Question 23. Outline TWO benefits of effective teamworking. (AC 1.1)**

**1.**

**2.**

**Question 24. Describe TWO situations where it is appropriate to help and support others. (AC 1.2)**

**1.**

**2.**

**Question 25. Outline how clear communication supports effective teamwork. (AC 1.3)**

**Question 26. Describe at least TWO ways to maintain good working relationships in a team. (AC 1.4)**

**Question 27. Describe at least TWO potential outcomes of ineffective teamwork. (AC 1.5)**

**Question 28. Identify at least TWO products or services that rely on effective teamwork. (AC 2.1)**

**Question 29. State why it is important to check that a customer service action has been completed. (AC 2.2)**

**Question 30. State why it is important to pass responsibility to appropriate colleagues for completing particular customer service actions. (AC 2.3)**

**Question 31. Describe at least TWO benefits of identifying more effective ways of working. (AC 2.4)**

**Question 32. Explain how a team’s goals impact on the roles and responsibilities of individual team members. (AC 2.5)**

**Impact on roles:**

**Impact on responsibilities:**

**Question 33. List the benefits of having the appropriate working knowledge, skills and behaviours for own work role. (AC 3.1)**

|  |  |  |
| --- | --- | --- |
| **Benefits of having the appropriate knowledge** | **Benefits of having the appropriate skills** | **Benefits of having appropriate behaviours** |
|  |  |  |

**Question 34. Explain the benefit of taking part in personal development activities and having a personal development plan. (AC 3.2)**

**Benefit of taking part in personal development activities:**

**Benefits of having a personal development plan:**

**Question 35. Identify at least TWO potential resources available for improving your own performance. (AC 3.3)**

**Question 36. Identify at least TWO goals for your own development. (AC 3.4)**

**Well done!**

**You have completed your Assessment 1, please check you have answered all the questions and signed the learner declaration on the front page, before submitting to your Assessor/Tutor.**