**UNIT 3: PROVIDING CUSTOMER SERVICE IN HOSPITALITY**

**ASSIGNMENT 3.1: The Role of Communication, Presentation and Teamwork in Customer Service.**

**Task 3 (P1 part): Teamwork/communicating with customers.**

**a) Produce a Power point** **presentation** that can be used to help new staff appreciate the importance of teamwork. Your presentation needs to make staff aware of the following:

Motivation

Team formation - Team roles (front/back of house), differing characteristics of team members

Delegation

Lines of authority

Mentoring

SLIDE 1 NOTES: Introduction – Why is Teamwork Important in Hospitality/Customer Service?

SLIDE 1 CHECKLIST (Discuss the following):

Identify different types of teams in hospitality businesses.

Why is important for teams to work together?

What do you think happens in a hospitality business if staff only work as [“Individuals”?](https://www.youtube.com/watch?v=XuZnrpc6gzQ)

Research - what do hospitality teams need to be successful?

SLIDE 2 NOTES: Motivation (Impact on Teamwork/Customer Service).

SLIDE 2 CHECKLIST (Discuss the following):

How can organisations boost motivation levels of their staff?

How can having motivated staff help improve the customer service provided by organisations?

Can it be motivational for staff to work in teams?

SLIDE 3 NOTES: Team Formation (Impact on Teamwork/Customer Service).

SLIDE 3 CHECKLIST (Discuss the following):

What factors should be considered when forming teams?

Why/when should teams be formed?

How should teams be structured?

Impact of well-formed teams on customer service?

SLIDE 4 NOTES: Delegation (Impact on Teamwork/Customer Service).

SLIDE 4 CHECKLIST (Discuss the following):

What is delegation and when might there be a need for it?

Why is it important for tasks to be shared out between team members?

Who should be responsible for delegating tasks?

What factors should they consider when delegating tasks?

Impact of delegation on customer service?

SLIDE 5 NOTES: Lines of Authority (Impact on Teamwork/Customer Service).

SLIDE 5 CHECKLIST (Discuss the following):

What are “lines of authority”?

Why is good leadership important for teams to work successfully?

What makes a good team leader? (skills/attributes?).

Why is important to have clear lines of communication/authority?

Impact on Customer Service?

**FINAL SLIDE NOTES – Conclusion to your Presentation.**

FINAL SLIDE CHECKLIST (Discuss the following):

What would happen to customer service if staff did not work in teams?

Explain why.

What are the advantages to a hospitality business of teams working effectively and in harmony?

How will this help customer service?

**Task 3 (P1 part): Teamwork/communicating with customers.**

**b)** To complete this section of your training resources, produce an appropriate handout for new staff that describes of the requirements that the following different customer types have and also considerations need when staff/organisations are communicating with them. (Consider both verbal and non-verbal forms of communication).

Adults (Include young adults, senior citizens, and couples).

Families (Extended and with different ages of children).

Business (with colleagues or clients).

Special Needs (Physical, sensory, mental disabilities, learning difficulties).

Different cultures (Ethnic, religious needs, different languages).

VIPs (Individuals and groups).

Corporate (attending training, conferences).

Groups.

**Complete the table on the next page to use as a plan for your handout:**

In the second column, provide descriptions of the needs of the typical types of customers that you are likely to experience in restaurants/hotels/events etc.

These should cover requirements such as access, financial needs, facilities, range of food/drink/accommodation/entertainment, dietary needs.

In the third column, give specific/real-life examples of products/services that are provided by businesses in order to meet this group’s needs.

In the final, discuss considerations that staff in hospitality businesses should make, when communicating with customers from this group (Verbal? Non-verbal? Face-to-face? Etc.).

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| **Customer Type** | Summary of specific needs: | Typical Products/ services provided to meet their needs | Considerations for Communicating with Customers from this group. |
| Adults: (Include young adults, senior citizens, and couples). |  |  |  |
| Families: (Extended and with different ages of children). |  |  |  |
| Business: (with colleagues or clients). |  |  |  |
| Special Needs:(Physical, sensory, mental disabilities, learning difficulties). |  |  |  |

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| --- | --- | --- | --- |
| **Customer Type** | Summary of specific needs: | Typical Products/ services provided to meet their needs | Considerations for Communicating with Customers from this group. |
| People from different cultures: (Ethnic, religious needs, different languages). |  |  |  |
| VIPs: (Individuals and groups). |  |  |  |
| Corporate: (attending training, conferences) |  |  |  |
| Groups |  |  |  |