



Hospitality and Catering

Customer Service

Lesson 1

Improve your knowledge of customer service and understand how to deal with problems.



**CUSTOMER
SERVICE**



Learning objectives

- Understand the importance of good customer service
- Identify the characteristics required for good customer service
- Describe the benefits of good customer service
- Recognise the different types of customers
- Recognise the importance of understanding the menu
- Outline important health and safety factors in relation to customer service
- Identify the importance of a complaint's procedure and tips for handling complaints.





Learning objectives

- Summarize relevant procedures and their importance
- State how to develop a positive attitude and understand it's importance
- List how to present yourself at work
- Describe how to communicate effectively
- Understand how customers choose the service they require
- Summarize how to deal with a complaint





Customer Service

You are the first point of contact
between the customer and your place
of work.





Customer Service

You are the first opportunity a business gets to create a good impression with customers.





Your role at work

Having a clear role and job description will help you to understand what it is you are expected to do.





Job Role

Make sure you are clear what your employer wants you to do as part of your job.





What is good service?

When was the last time you had good customer service?

- What did it feel like?
- What did it look like?
- What did it sound like?





How should you act?

Being friendly and open with people helps them to relax and feel safe.

Smiling and a pleasant voice tone will put people at ease.





Be attentive

Responding quickly to a customers needs will prevent them from thinking negatively about you and your place of work.





The importance of remaining calm

The hospitality industry can be fast paced and hectic. We can feel under pressure sometimes.





Stay calm

We must remain calm with customers and fellow workers.

Customers can pick up on the slightest negative signals in the words you use and your body language.





Other characteristics of good customer service

Customer Empathy – try and understand how they might feel.

Patience – let the customer take their time.





Essential characteristics

Flexibility – always say yes, the customer usually come first.

Charisma – let yourself shine and enjoy your work.

Company knowledge – know your product.





Benefits of customer service

Happy customers will come back.

Happy customers usually leave a tip.





More benefits

Happy customers will tell more people.

You will enjoy your job more.

Your employer will be happy.





Revision Activity 1

**Name two characteristics
of good customer
service?**