



Hospitality and Catering

Customer Service

Lesson 5

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

**CUSTOMER
SERVICE**



Why do I need to bother with communication?

Making an effort to be pleasant is good business.

It is important to enjoy your job.

You could receive tips.





Direct communication

Speaking is direct communication and we can help by following these simple tips:

- Speaking - Use a can do attitude “How can I help?”
- Repeat back the customer request, especially if you are not sure





More direct communication

- Inform them of any changes ASAP
- Ask how they are and how was the meal or drink
- Remember you are creating a relationship with the customer, keep your voice tone welcoming and relaxed





Indirect communication

- Emails, texts and replies to adverts
- We must take care to keep our replies clear and free from any emotion.
- Stick to the facts and clarify and confirm at every opportunity
- Being polite is good business





Importance of effective listening

- Customers feel valued
- Ensure correct orders
- No mistakes
- Fast efficient service





How to listen

- Eye contact
- Focus on the customer
- Repeat back their order/request
- Note down the order as they speak





Revision Activity 5

List two types of direct communication?