

# UNIT 3

## GREAT CUSTOMER SERVICE



# STUDENT WORKBOOK

Developed by Institute of Technology, Tralee in conjunction with Irish Hospitality Institute.

## **Introduction**

Hello and welcome to the student workbook which is designed to support your journey through the Tourism Insight online units. The Tourism Insight project is a joint initiative between, the Irish Hospitality Institute, the Institute of Technology, Tralee & Fáilte Ireland. In unit two we looked at possible roles in the sector and the possible education and training routes into the sector. In this unit we will now look at what it takes to create and maintain an excellent customer experience.

The learning outcomes for unit three are:

1. To understand the importance of looking after the customer
2. Develop confidence in your own ability to provide great customer service
3. Have knowledge regarding the elements that impact on good communication skills in relation to customer care

## **Using The Online resource and Workbook**

This unit is intended to be worked through using a combination of the on-line resources and this workbook. Throughout the unit there are a number of activities

that are intended to support your learning and you are therefore encouraged to actively engage in these activities.

## **Navigating through the Online Unit**

You can go forward by clicking on 'NEXT >' and backwards by clicking on '<PREV' on the bottom right hand corner.

Additionally there is a 'Menu' option in the top right-hand corner. Clicking on this gives you a drop down menu which allows you to select any of the pages that you wish.

There is also a 'Resources' option in the top right-hand corner. When you click on this it will provide you with a link to a PDF document.

Where required you will be directed to an activity in this workbook.

## Activity - RATER

Building on what you looked at in the online unit I want you to do an exercise that looks at the five RATER aspects. On the next page you will find a table where you can use the RATER table to record good and bad customer experience that you or your family had. In column A I have filled out an example of good customer service from my experience of a restaurant. I want you to think about two examples of customer service, one good and one bad and fill out column B for the bad example and column C for the good example. Remember it does not necessarily have to be the hospitality industry; it simply needs to look at any customer experience.

TOURISM INSIGHT - UNIT THREE

Dimension	A	B (Bad)	C (Good)
Reliability	Food was served in a timely manner		
Assurance	Waiter gave good advice on choice of food and wine. Appeared knowledgeable.		
Tangibles	Presentation and taste of very good quality; it was what I expected.		
Empathy	Feel like I'm a valued customer. Restaurant staff checked to see if I was happy with service.		
Responsiveness	Staff responded to my requests for assistance promptly.		

## Activity - Value for Money

In this activity I first want you to consider 'What do you think is good value and bad value?' and write that down. Secondly, go on the internet and find two examples of good value; list them and say why you feel that they are good value?

What's Good Value? \_\_\_\_\_

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Example 1

Example 2

## Activity – The Competition

Whether your business is a tourist attraction, a hotel, a bar or restaurant you will have competitors. Make sure that you provide an excellent customer experience, and ideally one that is better than your competitors. But that doesn't mean you have to be necessarily cheaper; just better. In order to improve your service you can learn a lot from looking at those that you are in competition against.

For this activity I want you answer 5 questions:

1. Check out two hotels on the internet. Ideally try to find two hotels in your locality/county.
2. Use the trip advisor website to see if you can establish what each does well and what complaints most receive?
3. Then check out each of their websites. Look at what they each promise to deliver, and then compare these promises.
4. What does their trip advisor rating say in comparison to their website?
5. Identify the unique selling point that each hotel has. For example, it might be a Spa experience or city centre location?

Complete the five sections on the next page.





## Activity - Complaints

Unfortunately, not every customer experience will be positive. However, any good provider should be willing and able to learn from mistakes and turn them into opportunities to improve.

Think about the last time you had poor customer experience, what was the experience? Did you complain to the business; if you did complain, what did they do about it?

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Did you tell people, and if so how many people did you tell about your poor experience? Did you just tell people in person or did you tell people on social media?

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Workbook Exercise - calculate actual number. Remember, if you told people about your negative experience on social media the number of people reached may run into hundreds if not thousands.

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Well done, you have now completed unit 3; by now I hope that you appreciate that regardless of whether you work in a small shop and or a grand five star hotel the customer experience will ultimately come down to individuals. In the end, it's about providing a totally positive experience for every customer every time.