Title	**Introduction to customer service in the hospitality industry**
Unit Number	**6953E3**
Level	**Entry Level 3**
Credit Value	**1**
GLH	**10**
Unit Summary	In this unit, learners will learn the importance of good customer service and the importance of communicating and presenting themselves appropriately in order to serve customers.
Unit Introduction	This unit introduces learners to the importance of providing good customer service within the hospitality industry. Learners will understand how communication skills contribute to good customer service. They will demonstrate customer care service using appropriate communication and presentation skills to meet customers' needs. Learners will be shown the importance of good personal presentation and hygiene, as well as the need to comply with uniform and dress codes when working in a hospitality environment. This unit is a useful foundation for progression to the Level 1 unit, 'Understanding customer service in the hospitality industry'.

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Learning Outcomes To be awarded credit for this unit, the learner will:	**Assessment Criteria** Assessment of the learning outcome will require a learner to demonstrate that they can:	**Amplification of Content**
LO1 Know the importance of good customer service	1.1 Identify examples of good customer service in the hospitality industry	List might include: • getting good value for money • receiving useful information and advice • receiving useful assistance and help • having additional needs dealt with • having individual needs met • receiving quick and efficient service. Learners must identify three examples.
	1.2 Outline how customer service affects organisations in the hospitality industry	Learners must outline how good and bad customer service affects customer service. Outline may include reference to good customer service creating: • repeat business • customer loyalty • customer recommendations • increased profit • positive public image. Outline may include reference to bad customer service creating: • poor image • may mean customers won't return • may cause negative word-of-mouth (or social media reviews, for example) • dissatisfied customers may cause difficulty for staff.

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LO2 Know how to communicate positively with customers	2.1 Outline why positive communication is important for employees in the hospitality industry	Outline might include reference to: • lots of opportunities to interact with customers • employee is representing the organisation • contributes to good customer service • contributes to a positive first impression • happy working environment.
	2.2 Outline what positive communication is	Outline might include reference to: Verbal communication: • using appropriate language • using appropriate tone of voice • listening to the customer • using positive language (for example, avoiding negative statements). Non-verbal communication: • body language • facial expressions • showing you're listening. Interpersonal skills: • friendly attitude • professional behaviour • being respectful.
	2.3 Demonstrate positive communication skills	Learners must show that they can employ positive communication skills in an interaction.
LO3 Know the importance of good personal presentation	3.1 Outline why personal presentation is important for employees in the hospitality industry	Outline might include reference to: Importance to the customer: • first impressions. Importance to the employer: • health and safety • image and reputation.

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LO3 Know the importance of good personal presentation	3.2 Identify different aspects of personal presentation	Identifications may include: • personal hygiene • appearance • uniform • dress • hair • make-up • jewellery • clean hands. Learners must identify at least three aspects of personal presentation.

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Delivery and Assessment

This unit can be delivered in a number of different ways, and a variety of evidence types can be utilised to demonstrate a candidate's competence. Assessment can use a combination of some, or all these types and it is the responsibility of the assessor to ensure that as wide a range of valid types are used.

- Product evidence
- Questioning
- Project work and assignments
- Learner Statement
- Written work
- Direct observation/Witness testimony
- Discussion
- Simulated observations
- Log-books

The delivery guidance suggested below is not prescriptive, and learners' attainment will not be measured against these approaches. Any learner evidence that demonstrates success against the assessment criteria given above will be considered appropriate to meet the requirements of the unit.

Delivery Guidance

Target: 1.1 and 1.2

Tutors could lead a discussion on good customer service and why it is important. Learners could provide examples of their experience of customer service both good and bad to identify the benefits of good customer service in a hospitality setting e.g. restaurant or hotel. Use of television programmes such as ITV The Hotel can be used to emphasise customer service.

Evidence for Assessment

Learner Presentation: Learners could produce presentation slides on the importance and effects of good customer service, including examples. Alternatively, learners could record their experiences in a log dealing with customers and how any customer interactions could have been improved

Delivery Guidance

Target: 2.1, 2.2 and 2.3

Learners could consider the importance of positive communication, thinking about when hospitality employees engage with customers. Learners could consider their own experiences of customer service, good and bad, and how that affected them. Learners might be shown videos that discuss positive communication and effective communication skills. Learners could be given sessions in which they can practise using different methods of communication to each other in role-play situations of a simulated working environment.

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Evidence for Assessment	
Practical assessment: Learners to complete practical assessment to cover LO1 and LO2. Evidence to be recorded ideally using audio and visual media.	
Delivery Guidance	*Target: 3.1 and 3.2*
Learners could engage in a tutor-led discussion about what personal presentation involves, and why it is important. Learners could consider different roles in the hospitality industry and consider what presentation is appropriate, and why it is important. Learners could look at images of different employees, perhaps with examples of personal presentation, and identify different aspects that should be considered, and examples of good and bad practice.	
Evidence for Assessment	
Learners could create a body outline annotated with aspects of personal presentation, and why it is important. Learners could create a presentation that could be presented to peers.	

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