

CUSTOMER SERVICE



Standard:

Apply the concepts of quality service to meet or exceed customer expectations and interact effectively with others

Focus Competencies:

- Demonstrate quality services which exceed the expectations of customers
- Examine the relationship between employees' attitudes and actions and customer satisfaction
- Develop and apply strategies for resolving complaints
- Demonstrate sensitivity to diversity and individuals with special needs

Expected Student Outcomes:

- ❖ Communicate effectively with customers and co-workers in a variety of situations
- ❖ Demonstrate the skills and knowledge needed to address the needs of customers with special needs (ADA, Dietary, Age)
- ❖ Demonstrate various skills and knowledge needed to provide quality service for all customers
- ❖ Identify how behaviors will influence your ability to provide consistent customer service
- ❖ Demonstrate an awareness of different cultural/regional backgrounds
- ❖ Demonstrate that competent customer service is dependent on product knowledge
- ❖ Demonstrate how competent customer service is dependent on product knowledge
- ❖ Demonstrate knowledge and skills necessary for resolving customer complaints in a nonconfrontational manner.



Suggested Activities

- Review the Americans with Disabilities Act (ADA) and the Equal Employment Opportunities Act (EEOA) and discuss how they affect the hospitality and tourism industry (reference case studies)
- Students will participate in various role playing
 - -Dealing with a cultural difference issue
 - -Dealing with an unruly customer
 - -Resolving an issue because someone in your department made an error and is not there to correct it
- Have a guest speaker (chef or nutritionist) discuss how they meet the dietary needs of diverse populations
- Have the students modify a standard recipe to address a dietary issue and sample the results
- Bring guest speakers to discuss diversity in the workplace
- View videos showing various customer service events. Have the students discuss and role play another way of handling the example
- Organize a field trip(s) to different hospitality and tourism sites to observe customer service. Discuss and evaluate
- Have guest speakers representing different cultures speak on how that would affect how they react in various situations
- Read and discuss various customer service policies















Assessments

- Create a video using role playing to compare quality vs. poor customer service
- Observation and reflection paper examining the relationship between service providers and customers
- Develop a bulletin board or a poster that reflects various cultural similarities and differences
(This could be tied to have this would influence customer service)
- Prepare and oral presentation on a topic related to customer service
- Written test

➤ _____

➤ _____



Time

6-9 hours (12-18 hours)



Resources

Organizations:

Thompson School at UNH
 Hesser College
 NHTI at Concord



Books/Magazines

Travel, Sales and Customer Service - ICTA Case Studies (Scwartz, Roberta and MacNeill, Debra)

Service America – Albrecht, K., & Zenke. R. New York: Warner Books, Inc

Total Customer Service – Davidaw, W.H., and Uhal, B. New York: Harper & Row Publications

Everyone is a Customer: Kearney. E. I. And Brandley, MJ Provo, Utah: Sterling Press



Guest Speakers

Hotels/Resorts

Restaurants

Travel Agents

Recreational Attractions

Airlines

Human Resource Representatives from various organizations

Chamber of Commerce Directors

Videos



Southwest Airlines Video
Teachers Video: Etiquette Survival Kit

Websites



www.isite.com
www.customerservice.apnet.com
www.csr.co.za (Customer Service Review)

Software



Field Experiences


