

UNIT 3: CUSTOMER SERVICE SCORE SHEET

HOSPITALITY ASSIGNMENT TASKS:

You are a Customer Service Manager in a Hospitality Organisation. Your job involves developing and evaluating customer service policies for the purpose of promoting a customer-focused culture and to train and develop staff to provide quality customer service.

INSTRUCTION TO THE STUDENTS:

Learning Outcome 3-4 have individual assignments only.

These Tasks are Research Assignments. This means that you must use either Secondary and/or Primary research methods to gather evidences to answer each task. You are NOT required to write from prior knowledge. These are Research Tasks.

Plagiarism is totally unacceptable. You must cite all sources and input the information by paraphrasing, summarising or using direct quotes. A Fail Grade is given where Plagiarism is identified in your work. There are no exceptions.

Your evidences/findings must be cited using Harvard Referencing Style. E.g. (Samuels, 2015); (Sommers and Hunter, 2014) etc.

You must use the Four Paragraph Structure in writing: Paragraph 1- Introduction; Paragraph 2- Research Findings; Paragraph 3- Discussion; and Paragraph 4-Recommendations/Conclusion.

To Pass the unit you MUST Achieve **ALL** the Pass Criteria outlined on the score sheet. You can earn a Higher Grade such as Distinction or Merit by meeting all Pass Criteria and achieving the criteria given on the Higher Grades Score Sheet. You will be given a Referred Grade if you fail to meet ALL Pass Criteria given. Referred Grade means resit. You must resit any AC that you fail. The Score Sheet will identify the specific requirement/s and criteria that you did not meet. See iTutor for the resit fees. You will then make the corrections and resubmit. See the procedures on iTutor to resubmit.

You SHOULD complete and submit a hardcopy and softcopy on the due dates given. ALL late work attract a fee. This rule is not waived under any circumstances. The softcopy should be sent to: faculty@colbournecollege.com. The hardcopy should be in our office at close of the business day.

You MUST pay your Tuition on-time with '0' balance outstanding to submit work or sit examinations. This rule is not waived under any circumstances. If you fail to submit on the said deadline due to not having financial clearance you may submit no later than the extended deadline with the Resit fee paid. Failure to submit work on the final or extended deadline will result in a Fail Grade for the entire UNIT. If you Fail the unit you will have to pay to retake the class.

Read ALL Instructions on this Page and review the Pass, Distinction, Merit and Referred Criteria attached to each Term Paper to meet the criteria and task correctly. Your work should be neatly typed and bonded. Presentation is important and evidence of quality work and good business ethics.

Remember you **MUST** participate in the Class Online Forum by answering the Lesson Review Questions posted by the Course/Unit Tutor. You are required to Post twice per week and by the latest on Friday. You get 10% of the course grade from participation. You Must Pass the Forum to pass the course/unit.

Learning Outcome 3-4. SUBMISSION DEADLINE: August 15 | LATE DEADLINE August 24

UNIT 3: CUSTOMER SERVICE SCORE SHEET

NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO3 Be able to investigate customer requirements and expectations	AC 3.1 Assess sources of information on customer requirements and satisfaction levels <i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i>		
	1. Using Paragraph One to define: 1) Customer Requirements and 2) Customer Satisfaction		
	2. Using Paragraph Two for the research findings on the: different sources of information to learn about customer requirements and customer satisfaction levels (for your specific hospitality business you manage)		
	3. Using Paragraph Three to: Assess the various sources of information to learn about and gauge customer requirements and satisfaction levels (for your specific hospitality business you manage)		
	4. Using Paragraph Four to draw Conclusions about: the importance of these sources with the information that allow you learn about what your customers want and how satisfied they are with your customer service.		
	5. Carrying Out the command in the task: To ' Assess ' which means: "To Offer a reasoned judgement of the standard/quality of the situation/ skills informed by relevant facts."		
	6. Discussing at least five (5) themes and perspectives related to your research findings and the content areas from the Course Content: Requirements: sources of information e.g. customers, staff, management, customer records, past information Satisfaction levels: planning; strategy; assessment of options using researched information; role of the business and services manager; staffing levels; motivating staff; improvements		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
		11. Meeting the 600-750 Words Requirements (only 10% more or less words can deviate from the instructions).	
	12. Linking the answers specific to the case		
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

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NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO3 Be able to investigate customer requirements and expectations	AC 3.2 Carry out research on customer requirements and satisfaction levels for a selected business, suggesting potential improvements <i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i>		
	1. Using Paragraph One to provide a brief overview of the hospitality business you manage		
	2. Using Paragraph Two for the research findings on: how to carry out research to learn about customer requirements and measure customer satisfaction levels		
	3. Using Paragraph Three to: carry out the research and learn about your customer requirements and satisfaction levels.		
	4. Using Paragraph Four to draw conclusions from your findings on what the customers require and their levels of satisfaction with the service. Then, make justified Recommendations based on your findings and conclusion about the actions to be taken to improve the organisation’s ability to meet customer’s requirements and needs.		
	5. Carrying Out the command in the task: To ‘ Carry Out ’ which means: “To undertake an activity of a practical nature.”		
	6. Discussing at least five (5) themes and perspectives related to your research findings and Course Content: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> Primary research: primary research e.g. sampling, qualitative, quantitative; interview e.g. individual, group, survey, observation; contact methods e.g. mail, telephone, personal </div> <div style="width: 45%;"> Secondary research: internal e.g. sales records, yield data, financial information, client databases; external e.g. government publications, trade journals, periodicals, professional associations, national organizations, commercial data </div> </div>		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 750-100 Words Requirements (only 10% more or less can deviate from the instructions).		
12. Linking the answers specific to the Business Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

AC 4.1. Deliver Customer Service in a business and service environment

You are a Customer Service Manager in the Hospitality Industry. You are hosting a staff training and development workshop on Delivering Effective Customer Service. You are using the following Case Study to illustrate poor customer service. Because your goal is to demonstrate how effective customer service can be delivered you will use the same scenario to respond to the customer complaints. Your task therefore is to write a letter to the customer to respond appropriately to the concerns outlined in his letter.

CASE STUDY

Over on Twitter, I was alerted to a letter published in Business Traveller Magazine where a customer had sent in a legitimate complaint letter to United Airlines, sharing his experience of poor service in Business Class and suggested that more investments be made into customer service training. That got me thinking, it's probably not just the cabin crew at United who needs lessons in customer service, but even folks from Corporate Communication. In this case, there are five key issues, as I've highlighted below (click on the image for larger font). They include the Business Class passenger's request for water not being answered, to the responses he received from the flight attendants.

Russian Resolution

1 On Nov. 1, 2009, during the taxi of UA 965 (en route from Moscow to Washington, D.C.), a hook connecting the plane to the taxi vehicle on the ground was damaged. The captain assured us that the damage would not jeopardize flight safety and that getting relevant paperwork would take "10 to 15 minutes." The United crew tried for about four hours to do so, but failed (it was early on a Sunday morning), and then a limit on active duty of the crew set in. The flight was canceled, with a new flight departing 24 hours later (with passengers put up at an airport hotel at United's expense, with compensation vouchers distributed, etc.).

2 The following morning, United's Moscow staff learned that reservations for flights of passengers connecting in Washington, D.C., had been canceled as well and not transferred. They were told to do the connections manually during the check-in. Because of that, the flight was set to be delayed again, so passengers started to lose their connections. As in the proverbial Sisyphus story, no end was in sight.

3 After we finally took off, I asked for peanuts, and received the response, "Didn't you get them yesterday?" We did—while waiting on the tarmac, we were served water and refreshments—so, no peanuts, not even in business class. (And I would be the first to admit that the new United transoceanic business- and first-class seats match the competition.) A question about newspapers, which I knew was purely rhetorical, was destined to invite the same response: "Didn't you get them yesterday?" followed by "But we still have some wine left, and as you know, it gets better by the day."

I admire the flight attendant's sense of humor and not-so-subtle irony, but while the lagging quality of service on U.S. carriers is yesterday's news (and thus hardly merits a letter), a lack of effort on their part to motivate customer-facing staff needs attention.

4 During the flight, I was served by flight attendants by-hook-and-crook—reluctantly. For instance, because of a minor health problem and needing hot water to take medication, I pressed a flight attendant button. Different flight attendants passed me in my first-row business-class cabin seat no less than eight times, with none caring to notice. When I pointed out the switched-on flight attendant button to the flight's purser, she agreed that it was unacceptable, but pleaded for understanding as staff was "tired given the protracted delay." This letter is to express my sympathy to United staff and to wish them well for the New Year.

5 I wish for myself—a United 1K and Delta Platinum customer—to fly much less in the New Year, so that hopefully, one happy day, I will be downgraded to just a Silver member, or if wishes really come true, cease to be a Premium member altogether.

Analysis by  SimpliFlying

—Yevgeny Kuznetsov
Washington, D.C.

Needless to say, after the issues have been identified, they need to be addressed. United's response totally ignores the issues raised and goes off on a tangent. ***It almost seems to me as if a United Airlines Corporate Sales person has written this reply!*** Not only are hardly any issues been addressed, Rahsaan appears almost proud of the fact that he's dodged every bullet in his response. From his [LinkedIn profile](#), Rahsaan seems too experienced to get this wrong. This gives me the feeling that this may have more to do with United's policy governing Corporate Communications, than a personnel's overlooking the issues. Which is a scary thought!

United Airlines responds: While we work hard to ensure that we operate safely and reliably—every flight, every day—delays and cancellations do happen in our industry. While the cancellation of this Moscow–Washington flight was an unfortunate circumstance, it is by no means reflective of the experience that our customers should expect and, in most circumstances, do receive.

United is making significant investments in our people and in our products. As Mr. Kuznetsov points out, we have upgraded the premium cabins on our 747s and on our international 767s. United was the first U.S. carrier to offer fully flat beds in both first and business class. Additionally, a complete premium-class upgrade on our international 777 aircraft began this month (February). And we are refreshing our economy-class cabins with newer lighting and upholstery, updated audio and video equipment and, on dozens of aircraft, leather seats throughout.

We are investing in new tools and training to help our employees deliver outstanding service. Additionally, a new incentive program to drive reliability and on-time performance paid out nearly \$32 million in 2009, or \$825 for each eligible employee.

The results: significantly improved on-time performance, better reliability, fewer missed connections and—most importantly—improved customer satisfaction.

**–Rahsaan Johnson
Communications & Public Relations
United Airlines**

Nowhere does the response from United Airlines make any mention of what they're going to do to change the situation. In fact, they don't even accept that they've done anything wrong. Let alone apologize for it. Frankly, the letter seems as if it's been written by a computer, not a person. A personal reply needs to be just that – personal.

Nowhere does the United Airways response thank the customer for taking his time to send the (very valuable) feedback. Not at the beginning. Not at the end. That's the least they couldn't have done, isn't it?

Article Reference

Nigam, S. (2010). *Five steps to Customer Service Excellence for United Airlines (with real-life case study - SimpliFlying - The Leading Airline Marketing Consultancy*. [online] SimpliFlying - The Leading Airline Marketing Consultancy. Available at: <http://simpliflying.com/2010/five-steps-to-customer-service-excellence-for-united-airlines-with-real-life-case-study/> [Accessed 18 Mar. 2016].

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NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO4 Be able to provide customer service within business and services contexts to	AC 4.1 Deliver Customer Service in a business and service environment The Student will need to do appropriate research on how to deliver customer service in the specific sector. Then undertake this task as a Customer Service Manager In The Hospitality Industry by delivering a professional, polished business letter or business email to address the customer in the Case Study. To achieve a PASS GRADE:		
	1.Prepare a well-structured and easy to read Business Letter including: The date; Information about its sender and recipient; A salutation; A body consisting of a few concise paragraphs; A closing; The sender's signature; The sender's typed name, title, and contact information.		
	2.Deliver effective customer care by appropriately and timely addressing the customers' concerns and needs e.g. Thanking customers in a meaningful and thoughtful manner; Ensure that you sound welcoming; Personalize your communication to make your customer feel important and appreciated; Answer direct questions from the customer; Provide the customers with additional useful information; Make customers feel comfortable about their feedback; Offer special attention to help them find a satisfactory resolution; Knowledge of products and service; Addressing special requirements; Quality service; Value for money; Training; and Consumer protection legislation.		
	3. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	Further, For A Merit grade: Reading the paper, it is clear that the writer cares for his or her ideas, and about the language that carries them. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
Further, For A Distinction grade: The student applied the knowledge of subject concepts to the Case effectively and Identify, formulate, make recommendations and solve problems. The paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly.			
	A PASS Grade Is Awarded	YES	NO
	A MERIT Grade Is Awarded	YES	NO
	A DISTINCTION Grade Is Awarded	YES	NO
	A REFERRED Grade Is Awarded	YES	NO
	Referred is awarded because the student has not met the Assessment Criteria (AC) to be awarded a PASS Grade		
Name Of Assessor:		Date Of Assessment:	

UNIT 3: CUSTOMER SERVICE SCORE SHEET

NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO4 Be able to provide customer service within business and services contexts to meet required standards	AC 4.2 Review own performance in the delivery of customer service and make recommendations for improvement <i>The Student should carry out this task as a Business Consultant by:</i>		
	1. Using Paragraph One to provide an overview of: the customer’s requirements and needs to be addressed (Case Study)		
	2. Using Paragraph Two for the research findings on: how to deliver satisfying customer service		
	3. Using Paragraph Three to: Review with others - including the customer the way that you addressed the concerns of the customer to get a feedback. Was the medium used appropriate - and why? Did you directly address the concerns of the customer - how? Was the customer satisfied with the resolution?		
	4. Using Paragraph Four to make Recommendations on how you would address the customer service process to improve quality, value and the complaint processes to enhance future service delivery in your organization.		
	5. Carrying Out the command in the task: To ‘Review’ which means: “to examine, evaluate, assess, and criticize.”		
	6. Discussing at least five (5) themes and perspectives related to your research findings and Course Content: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> Customer service: consultation; advice; personal selling; complaints procedure; reception skills; confidentiality </div> <div style="width: 45%;"> Types of customers: different age groups e.g. the elderly, children; different cultural backgrounds; special needs e.g. physically disabled; satisfied; dissatisfied; under influence e.g. drugs, alcohol, medication </div> </div>		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 750-1000 Words Requirements (only 10% more or less can deviate from the instructions).		
12. Linking the answers specific to the Business Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

UNIT 3: Higher Grades Score Sheet

NAME OF STUDENT:

DATE:

GRADE FOR AC #:	To Be Awarded A MERIT Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. Ends by keeping the promise that the writer makes in the beginning.		
A MERIT Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	To Be Awarded A DISTINCTION Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly.		
	2. Apply the knowledge of subject concepts to the Case effectively.		
	3. Identify, formulate, and solve problems.		
	4. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.		
	5. Use seven or more (combination of) theories, techniques, skills, and modern tools of the practice.		
	6. Recommendations/Conclusions are relevant to the findings, presented with justification.		
A DISTINCTION Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	A REFERRED Grade is awarded because the student has not met the Assessment Criteria (AC) to be awarded a PASS Grade:		
		A REFERRED Grade Is Awarded	
		YES	NO
Name Of Assessor:		Date Of Assessment:	