

Housekeeping and Laundry Service Level – II

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Acronym

CRM.....Customer relationship manager

PRPublic relations

TTLM....Teaching, Training and Learning Materials

FAMFeedback and Accountability Mechanism

Introduction to module

In Housekeeping and Laundry service quality customer service helps to develop product knowledge, to describe providing quality service, to use information about guest and handle customer complaints and difficult customer service situations Housekeeping and Laundry service field. This module is designed to meet the industry requirement under the food and beverage service occupational standard, particularly for the unit of competency: provide quality customer service

This module covers the units:

- Product knowledge
- Use information about guest
- Provide a quality service
- Handle Customer Complain

Learning objectives of the Module

At the end of this session, the students will able to:

- Understand Product knowledge
- Use information about guest
- Provide a quality service
- Handle Customer Complain

Module Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks
5. Do the “LAP test”
6. Read the identified reference book

Unit one: Product knowledge

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Formal and informal Information
- Customer feedback and workplace observation
- Market, product and service knowledge
- Product and service adjustment

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Identify formal and informal Information
- Use customer feedback and workplace observation
- Share Market, product and service knowledge
- Product and service adjustment

1.1 Formal and informal information

Formal Information : It is based on organizational chart represented by the organization

Exchanging official information between two or more people within the same organization, by following predefined rules and using official channels of communication.

Informal Information : it is an employee based system designed to meet personal and vocational needs and to help in the solution of work related problems. It also funnels information upward through indirect channels. It works within the framework of the business and its stated policies.

Product: is anything or item that is manufactured or produced for satisfying the need and wants of customers.

Product knowledge: is the heart of providing information for guests and deliver quality customer service. It is vital for every hospitality employee to have an excellent knowledge of the products that offered .

1.1.1. Method of obtaining product knowledge

1,Reading organization information:- Acquiring knowledge about the organization from its brochure, sop, manuals, websites

2. Product information brochures:-Proper research on the product information provides the service providers with the platform to successfully outline the services they offer to their customers.

3 .General media:-The general media includes all forms of media from, newspapers, television, radio, magazines, and social media (Face book).

4 Membership of industry associations and networks:- Being a member of the industry associations and networking with other enables one to: Learn dynamics within your industry, Establish your business contacts, Get “plugged in” to your community, Seek new career opportunities, Facilitate win-win relationships:

5 Attendance at conferences, trade shows and industry events:- Conferences, trade shows and industry events are places that businessmen appear in numbers and this is for the sole reason of networking, learning from others, and publicity of the organization’s products. All of which enable one’s professional growth.

6 Distributing surveys and questionnaires: by preparing a certain questionnaires and collecting information from the customer, helps to understand the needs and wants of them. It is also good to

conduct Customer feedback surveys regularly.

Product knowledge include information about:

- The drinks/mixed drinks available from the bar including cocktails where applicable
- The brand names and types of spirits, liqueurs and fortified wines available
- The table and sparkling wines available bottled and ‘bulk’ (‘house wine’)
- The soft drinks available including juices, aerated waters and mocktails
- The beers available draught and packaged
- The pre-mixed/ready to drink beverages available
- Prices of the product
- Knowledge about individual beverages such as wine knowledge, how various liqueurs may be served, the alcoholic strength of different liquors, whether products are domestic or imported
- Knowledge about matching menu items to menu items
- Glassware for the service of all drinks.

There are three key components in developing product knowledge

1. The information that you need to know about the products you are selling
2. Knowing where to get the information
3. Communicating the information to the customer

Difference between Formal and Informal communication



Formal



Informal

Easiest Solution

Fig.2 Formal and Informal information

1.2. Customer feedback and workplace observation

1.2.1 Customer feedback:

Information provided by customers about their experience with a prod service. Collecting customer feedback can help product, customer success, customer support and marketing teams understand where there is room for improvement.

Customer feedback is the collection of criticisms a product, service, or brand receives from its users and customers. This criticism can be positive or negative, as both are useful to a business. Customer feedback can also be collected in a variety of ways, including active and passive approaches.

Good" customer feedback is the feedback that your business can implement into the product development process.

1.2.2. The importance of Customer Feedback:

Positive Customer Feedback: If a customer provides positive feedback, the company can probe more and ask about specifics. These answers should be highlighted to other prospective customers visiting the page and thinking to buy. This feedback encourages them to make a purchase. The positive feedback can also be highlighted near price in order for customers to make a purchase.

Negative Customer Feedback: Negative feedback is important because it helps the seller or company to act on the issue and take measures accordingly so as to not repeat it. For example, if someone has ordered for a soft toy, and they receive the toy in a damaged condition, the negative feedback will alert the company. Investigating the issue, they will find out that the product was dispatched in good condition but it was the transit that damaged it.

Suggestions: Suggestions help the companies to modify the product according to the taste and preferences of customers.

1.2.2. Workplace observation: is to identify and reinforce safe behaviors and eliminate unsafe behaviors. A safety observation should be performed by a supervisor or other trained employee. To have an effective proactive safety program, management must be committed to and employees must participate in inspections and observations.

Observation in a workplace: is used by managers to gain insights into employee performance.

Observation is all about focusing on the right things and taking the right actions to better the present situation.

Products, services and promotional initiatives

Tours and transport

Tours: visit to a place or area, esp. one during which you look around the place or area and learn about it: a walking tour. a sightseeing tour

Transportation: A service that allows freight and passengers to move from one point to another for a purpose. The service must be serviced in the most economical way because a displacement is performed for providing benefits. Transport vehicles and transport systems vary according to the goods and services to be delivered. The expectation of transportation demand is to serve the minimum cost in maximum speed and safety.

Convention is a large meeting of people who come to talk about their shared work, common interests or to make decisions as a group. Conference is a meeting that is generally designed for discussion, problem solving, fact-finding and consultation.

Function facilities

The definition and scope of facilities management can be boiled down to organizing the people, places and processes within a building environment, with the overriding goal to create the most welcoming environment for employees and boost the productivity and efficiency of the business as a whole.

Entertainment is a form of activity that holds the attention and interest of an audience or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an and were supported in royal courts and developed into sophisticated forms, over time becoming available to all citizens. The process has been accelerated in modern times by an entertainment industry that records and sells entertainment products. Entertainment evolves and can be adapted to suit any scale, ranging from an individual who chooses a private entertainment from a now enormous array of pre-recorded products; to a banquet adapted for two; to any size or type of party, with appropriate music and dance; to performances intended for thousands; and even for a global audience.

Shopping services

What is Shopping Service & Shopping Agent? Shopping Agent is a third party between you and store/seller to solve language, payment and logistics problems. Shopping service. A vendor who performs competitive price comparisons for a retailer within a specified market area. Source: Theodora .Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web.

Restaurant means any business activity where articles of food, drink, or condiment are customarily prepared or served to patrons for consumption on or off the premises, also including bars, cocktail lounges, the dining rooms of hotels, and all caterers. For the purposes of this Chapter, a "fast food" business, this includes street vendors and mobile vendors selling in public areas or at entertainment or sports or similar events, which prepares or sells food or drink for consumption on or off the premises is considered a “restaurant”, and not a “retailer”

Food and Beverage service: Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The food and beverage professionals tirelessly work to intensify customers’ experience through their service. the F&B Services providing businesses deliver food and beverages to their customers at a particular location (on-premise) such as hotel, restaurant, or at the customer’s intended premises (off-premise).

Add-on services

An Add-on Service is a type of Service that cannot stand alone and can only be added to an existing Service. For example, an Add-On Service for a hairstylist might be a shampoo. Add-On Services might also be products offered to customers

1.3 Market, product and service knowledge

1.3.1. Definition of Market:

means by which the exchange of goods and services takes place as a result of buyers and sellers being in contact with one another, either directly or through mediating agents or institutions. Markets in the most literal and immediate sense are places in which things are bought and sold.

Delivering the right products or services at the right cost with strong marketing support will ensure you're competitive. To stay competitive, you'll need to keep your offer fresh - that means keeping up with trends in your market, emerging technology and refinements to existing

Product and service knowledge is an important skill for employees to have across all industries, especially for those dealing with customers on a day-to-day basis. It is an important component of delivering high-quality customer service, as having more knowledge allows employees to meet customer needs to a greater extent.

It can help your team deliver a better service to the customers you already have, as well as enable them to attract new business.

Ways to share product and service knowledge with colleagues

All the following techniques have proved effective in passing on product and service knowledge to other workers within a venue or business. .

A. Conducting internal staff meetings: Most venues have regular staff meetings where attendance by staff is compulsory you can use these meetings as a forum for sharing product and service information.

If there is not already a regular agenda item in this regard, suggest one is included for all staff meetings.

B. Mentioning information at briefings: Many properties hold a staff briefing before the start of trade as well as a de-briefing at the end of the day or shift. These are another useful opportunity to advise colleagues about new or revised product and service information either verbally or using another option (paper-based, demonstration, visit,).

C. Developing paper-based information: When you have discovered new or update product and service information, it is useful to create a brief handout or 'data sheets "to give to other staff informing them of what you have found.

A. Product Marketing

In an ideal world, you would use market research to find out what your customers want and then design products to suit them.

In reality, product management starts with existing products and you have to improve on them with limited cash, skills and technological resources. But the principle still applies - good product marketing looks for ways to adapt and promote products to match customer requirements.

Product features, design and quality can all be tailored to the needs of your target market. So too can its image and the customer service that you provide.

B. Product Positioning

Simply meeting customer needs is not enough - you also need to make sure they pick you ahead of your competitors. You could focus on quality, reliability and customer service to position your product as a premium offering that's better than the competition. Customizing products and services for individual customers will also make you seem unique.

a tight focus on the different customer segments you're targeting can help you identify opportunities to differentiate effectively. Products targeted in this way - such as car insurance specifically for women - can give you a competitive edge, even if the product itself has few specific features.

C. Product Life Cycles

Successful products don't often stay at the top for long. What usually happens is that they follow a life cycle, from introduction to the point where they are overtaken by newer, better alternatives. If you understand where your product is in its life cycle, you can market it in a way that will maximize sales.

When you introduce a product, for example, you need to invest in promotion to build awareness (such as free samples) and target your marketing at people who influence others to buy.

As the product's popularity grows, sales will increase and your unit costs will go down. But competitors will emerge to grab a share of the profits to be made. Your marketing objective will now be to maintain and increase your market share - for example, by improving your offer and making it more widely available.

D. New Product Development

To keep up with your customers - and your rivals - you will need to ensure you have a steady flow of new products.

If you're aiming to be the first to market with new products, you'll need to invest heavily in innovation. This is a high-cost, high-risk strategy, but the payoff can be immense - especially if you patent your innovation.

Being second to market is the best strategy if you're a smaller firm with fewer resources. Costs and risks are lower, and you need to focus more on differentiation than innovation to tap into a growing market.

You should aim for a product mix that fits your overall marketing strategy. If you sell products which customers purchase infrequently (such as printers) you should think about diversifying into related products or services that are purchased more often (such as consumables or service

1.4 Product and service adjustment

The process of adjusting the product to market is essential to the success of your business. You need to know what the demand for your product is and how it satisfies what you offer, that is, how to fill that gap or need. Product adjustment Read on and learn how to offer a compelling solution to consumers and fix their problem.

Product adjustment: when the available hotel product do not, or only partially, match the existing demand, they must be adjusted.

Ways to adjustment product in the market are:

1. Determine who your target customer is
2. Identify customer needs that have not been met
3. Define your value proposition
4. Specify the feature set of your minimum viable product
5. Develop your minimum viable product
6. Test your minimum viable product with customers

Service Adjustment: means the adjustment of an existing service connection

Alternative ways to add value to services include:

- Increasing delivery speed
- Providing customers with expert opinion/advice
- Improving the customer care you offer

Self-check –I

Test-I

Instruction: Write the statement correct true and statement wrong false each question carries 2 Point.

Workplace observation is to identify and reinforce safe behaviors and eliminate unsafe behaviors

Informal research means taking advantage of every valid opportunity to collect information and market intelligence.

Service Adjustment means the adjustment of an existing service connection

Test-II Choice

Instruction: select the best correct answer for the give choice. Each question carries 2 Point.

_____ is the heart of providing I information for guests and deliver quality customer service.

A/ Product knowledge B/ Product C/ Product life cycles D/ Market

Method of obtaining product knowledge are

A/ Reading organization information B/ Research of product information brochures C/ General media D/ All

_____ essentially means taking advantage of every valid opportunity to collect information and market intelligence.

A/ Informal research B/ Formal Research C/ Suggestions D/ all

Test III: short Answer writing

Instruction: Write short answer for the given question. Each point has 5 Points.

Write down the method of obtaining product knowledge

Explain the difference between informal research and formal research

Describe the difference between product and product knowledge

Unit Two: Use information about guest

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Customer information
- Develop and implement promotional initiatives

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Identifying customer information
- Developing and implementing promotional initiatives

2.1. Determine and record customer information

Customer information management (CIM) is the practice of managing customer data in an enterprise. It is a broad-level term that relates to the wider category of master data management. In CIM, IT professionals deal with all of the customer identifiers and data points that exist within a given business architecture.

Data you collect from your customers can give your insight into how they interact with your brand, which can help you understand how to market your business better. Collecting basic biographical data is a good place to start. Alternatively, work on collecting information about customer behavior and customer satisfaction with your business. When you store the information, use software to make it easier, be transparent, and establish protocols to secure it.

Collect the data your customers are already handing over. One simple way to mine data is to gather it when a customer makes an online order. You should be able to collect a name, address, email, and phone number from an online order.

This process works well if you're selling just online or online and in-person. It makes it easy on your customers because most are already accustomed to giving that information to receive a Product. Ask for the information in person to connect with your customers. Start by creating a form for a mailing list, one that you will use to notify customers of specials and sales going on. Have the

customers fill it out when they come in to the store. Many customers are willing to sign up for this type of mail-out to receive special deals. You can gather a name, an email address, an address, and a phone number.

This type of collection works well if you have an in-person store for products or services. Ask your front-line staff to encourage people to fill in these forms. Alternatively, your front-line staff can ask for the information verbally from customers and put it directly into the computers. Request information over the phone for convenience. When customers call in with a complaint or a question, you can ask for basic information. It's also a good time to give them a short survey about how they perceive your company.

This type of data collecting works well no matter what type of business you have. You can collect information about products or services, whether you're an online or just an in-person business. For instance, you could say, "Can I have your name, email, and address so I can look up your account?" Even if they don't have an account yet, you can still ask for this information so you can contact them again. You could say, "Since you don't have an account, can I set one up for you so we can get back to you about this issue in the future?" If the customer is new, you could also ask something like, "How did you hear about our business?" Use pre-order forms to encourage more people to give you information. If you have items that your customers can order before they come out, have them use a pre-order form. Collect basic information from this form, including an address, email address, and phone number.

This type of form works both online and in-person. However, it mainly works with products, not services. Take data from warranty cards to collect it inconspicuously. If you offer a warranty with any product, the customer will need to fill out an information card with biographical information to use the warranty. Once they've filled out the card, you have the information to use. Develop a rewards program. A rewards program gives your customers incentive to come back, and they enjoy it because they get freebies. Plus, you can make it a requirement of the program to collect information from the customer.

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Common rewards programs include a punch-card program, where the customer gets a free item after so many punches, and a points system, where the customer gets cash to spend in your store after spending a certain amount. Collect a small amount of information at a time. If you ask for too much information at once, you're just going to annoy your customers. Stick to gathering as little as you can each time you interact with the customer.

For instance, maybe you want to start with just their phone number or email and a name. Move on to other demographics once customers trust you. Branch out to other types of biographical data only after you've gained your customers' trust. Gather information such as the household income range and the number of children in the household. Ask about a person's educational background and career.

This information tells you more about your customer, so you can figure out what their needs are. Develop surveys that you can hand to customers in your store or that you can send out periodically to your customers via mail or email. Emphasize that these surveys remain anonymous. Use ranges for items like income, as it makes customers feel more comfortable giving you that information.

Collecting and storing customer information

Collecting and storing information about customers is essential to tailoring your customer service program and growing your business. However, there are legal requirements regarding what you can do with the information you have collected.

Privacy

Any customer information that you collect must comply with privacy laws, whether you use this information or not. The laws also cover how you can store and use the in

Collecting information

When collecting information about customers, try to find out what your customers are buying, why they are buying, and how often they are buying. Include any potential customers who have made enquiries about your goods or services.

There are many ways to collect information on your customers, including:

- Order forms
- Enquiries
- Complaints
- Warranty cards
- Customer rewards programs
- Customer satisfaction surveys
- Feedback cards
- Customer competitions
- Your website.

Order forms

Order forms let customers order a specific product or service that your business is unable to supply immediately, and are a good way to collect customer information.

If your business stocks products with specific 'release dates', consider using pre-order forms to collect customer information. By filling out a pre-order form, a customer makes a commitment to

Enquiries

It's good business practice to record the details of any customer enquiries so you can follow them up. Enquiries also give you an opportunity to collect customer information and mention your website, mailing list or social media pages.

Recording complaints

Use customer complaints as a way to collect customer information. Not only can you record the complaint, but also who made it, why, which staff member heard the complaint and what was done to resolve the problem.

Warranty cards

If your business has products or services that come with a warranty, you can use warranty cards to collect and store your customers' information.

Customer rewards program

You can collect customer information by implementing a customer rewards program. For example, a customer VIP club could require customers to give you their details - they then

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Customer rewards program

You can collect customer information by implementing a customer rewards program. For example, a customer VIP club could require customers to give you their details - they then receive 10% off purchases over \$100.

Learn more about promotional activities and how they can help your business.

Customer satisfaction surveys

To collect information on customer satisfaction, you could use survey cards where customers rate, for example, aspects of your service out of 5. The back of the card can ask for the customer's personal details.

Feedback

Feedback cards can also be used to collect information. You can ask for feedback on specific aspects of your business or leave it open-ended, like a suggestion box. Again, the back of the card can request personal details. Share any positive or negative feedback you receive with staff.

Customer competitions

Customer competitions are an easy way to collect personal information. For example, have customers place their business cards in a box to go into a monthly draw to win a \$20 voucher.

Your website

You can use a business website to collect customer information through a 'contact us' form for general enquiries, or by allowing customers to sign up to a mailing list (if you have regular news or updates).

Storing information

You must store information carefully and in accordance with privacy laws.

Remember that customer information is confidential and must be stored securely. Create a plan for how customer information is to be stored and share it with all staff.

A simple way to store customer information is to use an electronic spreadsheet. If you have more detailed information, a customer relationship manager (CRM) database might be more suitable. A CRM can help you analyse customer information to find purchasing trends and identify your best customers.

Maintaining customer information

Customer information is only useful if it's up to date. It's important to regularly check the

Using stored customer information

Make sure you ask your customers if they would like to receive information or updates from you, and give them the option to opt-out. If you spam customers without their consent they may react negatively to your business.

.Developing and implementing promotional initiatives

The goal of marketing is to stand out and be noticed. Good marketing keeps drawing your customers' attention to your products and services. Your clearly defined, well-packaged, competitively-priced products and services are the foundation of your marketing.

The newer you are in your market, the harder you have to work to attract and retain new customers. Many of your marketing activities will focus on communicating to customers the features and benefits of your products (i.e. compared to your competitors). Consider which promotional activities will best meet your marketing needs.

Types of promotional activities

Product and service promotion is the most common form of marketing. Promotional activities can include:

Advertising is an effective way of promoting your products and services to your target audience and is usually a paid form of promotion. .

Good advertising should:

- build the image of your business
- explain the benefits of your products and services increase awareness of new products and services before, when and after they are launched
- generate interest from your target market, as well as a new audience of prospective customers
- encourage customers to ask for information about your business and provide options for how they can contact you
- increase the demand from customers and increase your sales

Understanding the wide range of advertising strategies available will allow you to use the one that is best for your business. You may find that using a combination of strategies gives you the strongest results.

- Personal selling or telemarketing - effective personal selling relies on good interpersonal and communication skills, excellent product and service knowledge and the ability to sell product benefits to prospective customers. Sales skills

No matter how good your products or services are, their success depends on your ability to sell them. Your business will grow or fail based on the success of your products and services, and how well you persuade your customers to buy them. Anyone can learn sales skills. Regardless of what you are selling, you and your sales team can achieve great product sales by mastering a set of proven selling skills that focus on:

- confidence
- relationship-building
- listening
- persuasion
- Product knowledge.

This guide explains how these core skills can help you perfect the sales process, including building trust, identifying your customers' needs, selecting and presenting products for your customers, handling questions and objections, and closing sales.

- Publicity - created by sending media releases to print and broadcasting media, giving interviews to the media and from word-of-mouth. Learn more about public relations. Public relations.

Public relations, or PR, are the practice of managing and guiding perceptions of your business to attract new customers and strengthen the loyalty of existing customers. Customers' perceptions can be shaped by direct experiences, the actions and observations of others, and the statements you make in the media and marketplace.

Well-planned PR strategies are powerful tools for business. Unlike marketing and advertising, PR takes advantage of unpaid communication channels such as local and regional media, the internet, business networks and community and customer relationships. Typically PR garners more credibility than paid marketing efforts as the end result is usually produced by a third party. PR involves communicating with your market to raise awareness of your business, build and manage your business's reputation and cultivate relationships with consumers. While marketing focuses on promoting actual products and services, public relations focuses on promoting awareness, attitudes and behavior change.

Short-term sales promotions - market your product or service using coupons, competitions and contests. Find out about the benefits of coupon websites. Using coupon websites to market your business

Coupon websites (also called 'daily deal', 'group buying' or 'social coupon' websites) offer discount coupons for goods, services and events. Customers buy coupons online and then use them at participating businesses. Coupon websites earn income by keeping a share of the value

To purchase from a coupon website, a customer must provide their name and contact details. This enables coupon websites to develop customer databases containing millions of names that can be sorted geographically. Customers can then choose to receive daily emails offering coupons tailored to their location.

Thousands of coupon websites operate worldwide. In Australia, well-known sites include:

- Group on (also the largest internationally)
- Living Social
- Catch of the Day
- Scoop on

- Deals.com.au.

Direct marketing - involves sending letters, emails, pamphlets and brochures to individual target clients, often followed by personal selling or telemarketing. Learn more about direct marketing.

You can use any combination of these methods to target your customers. The right promotional mix will help you satisfy your customers' needs, increase sales, improve your results and increase your ability to reach multiple customers within your target market.

Online marketing

Online marketing is often cost-effective and is becoming increasingly important to businesses. Developing a separate online marketing plan to evaluate your options and help implement your strategy is vital in the modern marketplace.

Be aware that your online marketing may require different training to other forms of marketing. Depending on the type of business you run and your own particular marketing strategy, you and your staff may need to priorities learning how to run or edit a website or effectively use social media, before learning how to communicate over the phone, or face-to-face

Many online marketing tools of the past - such as pop-up advertising - are no longer acceptable to internet users. Learn more about doing business online.

Using social media to market your business: the basics

Social media are internet services that let you interact with others and share and create content through online communities.

Social media present great marketing opportunities for businesses of all sizes. You can use social media to:

- Promote the name of your brand and business
- Tell customers about your goods and services
- Find out what customers think of your business
- Attract new customers
- Build stronger relationships with existing customers.
- Advantages of using social media
- Social media marketing has many advantages:
- Broad reach - social media can reach millions of people all around the world

Ability to target particular groups - many forms of social media (e.g. Face book, Twitter, Instagram allow businesses to target specific groups, often in particular locations

Free or low-cost - many forms of social media are free for business, and paid options are usually low-cost

Personal - social media allow you to communicate on a personal basis with individual Customers and groups

Fast - you can quickly distribute information to many people

Easy - you don't need high-level skills or computer equipment to participate in social media. The average person with a standard computer should have no difficulty.

Risks of using social media

Of course, marketing through social media also has its risks. These include:

- Wasted time and money for little or no tangible return
- The rapid spread of the wrong kind of information about your business (e.g. incorrect information accidentally posted by you, negative reviews posted by others)
- Legal problems if you don't follow privacy legislation and the laws regarding spam, copyright and other online issues.

It's important to be aware of these risks and to have strategies in place to avoid them if you decide to get involved in social media marketing.

Key social media services

Different types of social media are good for different marketing activities. The key social media services are:

- Face book - a social networking site that allows you to have conversations with customers, post photos and videos, promote special offers, and more
- Twitter - a 'micro-blogging' service that allows you to send and receive short messages from customers and potential customers
- YouTube - an online video-hosting service that lets people share their videos
- blogs - internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'
- coupon sites - websites that offer discount coupons for goods, services and event

2.2. Developing and implementing promotional initiatives

The goal of marketing is to stand out and be noticed. Good marketing keeps drawing your customers' attention to your products and services. Your clearly defined, well-packaged, competitively-priced products and services are the foundation of your marketing.

The newer you are in your market, the harder you have to work to attract and retain new customers. Many of your marketing activities will focus on communicating to customers the features and benefits of your products (i.e. compared to your competitors). Consider which promotional activities will best meet your marketing needs.

2.2.1. Types of promotional activities

Product and service promotion is the most common form of marketing. Promotional activities can include:

Advertising is an effective way of promoting your products and services to your target audience and is usually a paid form of promotion. When you advertise you tell prospective customers who you are, where you are and what you can do for them.

Good advertising should:

- build the image of your business
- explain the benefits of your products and services
- increase awareness of new products and services before, when and after they are launched
- generate interest from your target market, as well as a new audience of prospective customers
- encourage customers to ask for information about your business and provide options for how they can contact you
- increase the demand from customers and increase your sales
- Understanding the wide range of advertising strategies available will allow you to use the one that is best for your business. You may find that using a combination of strategies gives you the strongest results.
- Personal selling or telemarketing - effective personal selling relies on good interpersonal and communication skills, excellent product and service knowledge and the ability to sell product benefits to prospective customers. Sales skills

- No matter how good your products or services are, their success depends on your ability to sell them. Your business will grow or fail based on the success of your products and services, and how well you persuade your customers to buy them. Anyone can learn sales skills. Regardless of what

You are selling; you and your sales team can achieve great product sales by mastering a set of proven selling skills that focus on:

- Confidence
- relationship-building
- listening
- persuasion
- Product knowledge.

This guide explains how these core skills can help you perfect the sales process, including building trust, identifying your customers' needs, selecting and presenting products for your customers, handling questions and objections, and closing sales.

- **Publicity** - created by sending media releases to print and broadcasting media, giving interviews to the media and from word-of-mouth. Learn more about public relations. Public relations.

Public relations, or PR, are the practice of managing and guiding perceptions of your business to attract new customers and strengthen the loyalty of existing customers. Customers' perceptions can be shaped by direct experiences, the actions and observations of others, and the statements you make in the media and marketplace.

Well-planned PR strategies are powerful tools for business. Unlike marketing and advertising, PR takes advantage of unpaid communication channels such as local and regional media, the internet, business networks and community and customer relationships. Typically PR garners more credibility than paid marketing efforts as the end result is usually produced by a third party. PR involves communicating with your market to raise awareness of your business, build and manage your business's reputation and cultivate relationships with consumers. While marketing focuses on promoting actual products and services, public relations focuses on promoting awareness, attitudes and behavior change.

Short-term sales promotions - market your product or service using coupons, competitions and contests. Find out about the benefits of coupon websites. Using coupon websites to market your business

Coupon websites (also called 'daily deal', 'group buying' or 'social coupon' websites) offer discount coupons for goods, services and events. Customers buy coupons online and then use them at participating businesses. Coupon websites earn income by keeping a share of the value of each coupon sold.

To purchase from a coupon website, a customer must provide their name and contact details. This enables coupon websites to develop customer databases containing millions of names that can be sorted geographically. Customers can then choose to receive daily emails offering coupons tailored to their location.

Thousands of coupon websites operate worldwide. In Australia, well-known sites include:

Group on (also the largest internationally)

- Living Social
- Catch of the Day
- Scoop on
- Deals.com.au.

Direct marketing - involves sending letters, emails, pamphlets and brochures to individual target clients, often followed by personal selling or telemarketing. Learn more about direct marketing.

You can use any combination of these methods to target your customers. The right promotional mix will help you satisfy your customers' needs, increase sales, improve your results and increase your ability to reach multiple customers within your target market.

Online marketing

Online marketing is often cost-effective and is becoming increasingly important to businesses. Developing a separate online marketing plan to evaluate your options and help implement your strategy is vital in the modern marketplace.

Be aware that your online marketing may require different training to other forms of marketing. Depending on the type of business you run and your own particular marketing strategy, you and your staff may need to priorities learning how to run or edit a website or effectively use social media, before learning how to communicate over the phone, or face-to-face.

Many online marketing tools of the past - such as pop-up advertising - are no longer acceptable to internet users. Learn more about doing business online.

Using social media to market your business: the basics

Social media are internet services that let you interact with others and share and create content through online communities.

Social media present great marketing opportunities for businesses of all sizes. You can use social media to:

- Promote the name of your brand and business
- Tell customers about your goods and services
- Find out what customers think of your business
- Attract new customers
- Build stronger relationships with existing customers.
- Advantages of using social media
- Social media marketing has many advantages:
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- ability to target particular groups - many forms of social media (e.g. Face book, Twitter, Instagram) allow businesses to target specific groups, often in particular locations
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- Blogs - internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'
- Coupon sites - websites that offer discount coupons for goods, services and events
- Online photo-sharing services - websites that allow users to store, organize and share their photo collections
- Location-based marketing sites - websites that deliver targeted marketing messages to customers in particular locations, through mobile devices such as smart phones and tablets
- Customer review sites - websites that feature customer reviews of goods and services.

Many businesses are also using online technology to support their marketing efforts.

This includes:

- Developing applications for mobile devices
- Modifying websites to make sure that they work properly on mobile devices
- Giving customers the option of paying online.

Getting started with social media

If you aren't already familiar with social media, the terminology and the range of different services can seem daunting at first. But it's worth learning more. Most social media services are affordable and easy to use, and they can put your business in touch with customers like never before.

Doing business online: the basics

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SELF-CHECK 2 WRITTEN TEST

Answer the following questions.

I. Say true for the correct statement and false for the wrong one

1. Customer information is the practice of managing customer data in an enterprise.
2. Collecting and storing information about customers is essential to tailoring your customer service
3. It's important to regularly check the accuracy of customers' information, and out date it.
4. Poor marketing keeps drawing customers' attention to your products and services.
5. No matter how good your products or services are, their success depends on your ability to sell them

II. Choice the best answer from the given alternatives

6. Data collected from your customers can give to A. market business better B. interact with brand C. assist future improvement D. All
7. When you store information guests use software to make it A. Easier B. Secure C. Transparent D. All
8. When you advertise you tell prospective customers
A. who they are B. who you are C. where they are D. All

III. Briefly discuss the following short answers

1. What do try to find out when collecting information about customers?
2. Mention the basic types of promotional activities?
3. How shall you apply promotional sales in a short term bases?

Unit Three: Quality service

This unit to provide you the necessary information regarding the following content coverage and topics:

- Determine customer preferences, needs and expectations
- Accurate information about appropriate products and services
- Customer preferences, needs and expectations
- Promote products and services
- Liaise and sharing information with team and other members

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Determine customer preferences, needs and expectations
- Offer information about products and services
- Understand customer preferences, needs and expectations
- Promote products and services
- Use liaise team member and share information for each other

3.1. Customer preferences, needs and expectations

Customer preferences: are **inclinations, expectations, motivations, dislikes and likes that influence the buying decisions of potential buyers**. These are factors that push clients in purchasing various products in the market. Customer preferences supplement client needs in clarifying client conduct

Preference: refer to the way in which our customer would prefer to satisfy a specific need, but they may not have the resources to meet these wishes. It is the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them.

Needs: are basic or advanced urges or demands that lead us to take an appropriate action to fulfill them. A need is something that is necessary for an organism to live a healthy life.

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Customer needs; are defined as the influential factors that trigger them to buy your product or service. In order to identify customer needs, it is important to understand the reasons behind their decision making.

Determine and clarify customer preferences

Preferences expressed by customers can alter for a number of reasons,

These Include changes in:

- Local trends
- Overseas trends
- Individual customer needs
- Individual customer tastes
- The kind of people who are customers — sex, age, nationality, accompanied by family

3.1.1. Types of customer needs:

Customer needs can be classified in to two.

- a. **Product needs:** Product requirements are associated with and around the product.

The main attributes of product needs can be:

Price: Customers generally set their budgets for any product purchase.

Features: Customers look for features that would solve their problem and reliability in functioning while using the product.

Effectiveness: The product should be effective in streamlining the process to save time.

- b. **Service needs:** Service needs refer to the emotional needs of the customers. Being able to satisfy the customer service needs, can give your business a competitive edge and set good example for other brands to follow.

The key attributes of good service can be:

Empathy: Customers stick to brands that serve them with an empathetic attitude.

Clarity– Customers look for transparent information from the brand related to pricing, refund policy, etc.

Information – Customers need information from the point of interaction until the end.

Expectations:-is any set of behavior or actions that the customers anticipate when interacting with a company or purchase a product. It spring from the customers' needs and wishes but are also

influenced by the company's image or reputation in the market, by the customer's previous perceptions and their experience with the company or/and by the company's advertising

3.1.2. Major Customer preferences, needs and expectations may include:

A need for friendliness: perhaps the customer is in a foreign country, or a totally unfamiliar environment.

Assistance: because they are new to your venue and they have no idea where the restrooms are

A need for courtesy: following a particularly bad experience elsewhere or perhaps due to their upbringing or age where such courtesy was to be expected.

Comfort: on the basis of the adverts that your establishment has produced, or on the basis their peers have told them.

A new experience: customers who are constantly looking for something that is a little bit different, that they can savor in the years to come, and tell their friends about.

Understanding and empathy: understand their circumstances and feelings without criticism or judgment

Fairness: -wants to feel as they are being treated fairly, paid fair price, quality service

Control: want to feel that they are influencer on the out come

Options and alternatives: need to feel that other avenues are available to getting what they want accomplish. Also needs help when a problem arise

Information:-needs to know about our product.

Determine and clarify customer preferences: customer preference: determines what products people will buy within their budget, understanding customer r preference will give you an indication of customer demand.

Common the techniques to help find out what the customer preferences are:

1. Active listening: is regarded as the most effective way of listening. to be an active listener you must concentrate on what is being said - this sounds easy but most people tend to drift off and focus on something else. this means they miss what is being said, which only serves to inflame a conflict situation.

When we listen actively we should be tuned-in to the nonverbal communication, and also:

- **Analyze** - when listening to someone, we continually analyze and agree, disagree, or take mental note to remember the information that is being relayed.

- **Interpret** - interpretation can be either of the verbal or non-verbal signals, or a mix of both. It can also depend on the sender/receiver clearly understanding the motives, feelings, and needs of the person communicating the message.
- 2. **Questioning:** asking the right questions at the right time is an important part of being an effective communicator. You can also acquire more information and more accurate information when you ask questions - this is obviously a key aspect in regard to determining customer preferences.
- 3. **Recognition of non-verbal signs:** a symbol, if I remember correctly, is an object or (more frequently) a visual representation of an object, carrying a culturally implied meaning (myth). We encode outgoing messages using symbols, and decode (receive the communication) using cultural codes - something we collectively agree upon to be true.

As such, non-verbal symbols are:

- body language and gestures, paralanguage (tone and touch)
- pictograms (and icons); also flags and national symbols,
- style & visual symbolic language

3.2 Information about products and services

An information product: is an article (often digital) where data and information are structured in a specific format to instruct, educate or guide the consumer in order to meet a predefined purpose.

Market Information:-employees share/exchange information about volume of the market, characteristics of its players, nature of competition.etc

Product information:- Employees should have and share information like content of the product, its quality, price, benefit or utilities obtained from it, its brand, packaging.etc

Offer accurate information

An absolute essential for any service staff is knowledge about your establishment, particularly in these areas:

- What you sell
- Prices
- Specials
- Procedures
- Opening/trading times
- Room layouts and locations
- Menus and food items
- Beverages available - what they

taste like, what they'll compliment
and how much they cost

- Dietary requirements

- Services, products and facilities available

- The products or service they use

If you don't know any of the above-you must know how to access it quickly! When offering information to customers, honesty is very important: if something you have for sale is not 100%, then don't make out it is

For example if the air conditioners are not working tell the customers before they sit down If there is a 35-minute wait for steaks - tell the customer who orders one. If the beer is not as cold as it should be - let them know when they order, don't let them find out when they take the first mouthful and just hope they won't complain, This strategy warts and adopts all' approach that “the majority of people respect and appreciate the advice Certainly we want you to tell customers about all the good points of what we have to offer, but we certainly don't want you to be dishonest, deceitful or deceptive.

3.3 Possible extras and add-ons personalized and additional services

An add-on or an 'extra' are services provided by the Business that are additional to its main stream of business.

Some examples of extras or add-ons for luxury hotel may include:

- Dry cleaning and laundry services
- Valet parking
- Restaurants and bars
- Secretarial services
- Security storage
- Internet services
- In-house movie channels

The above are known as 'reading your customer/guest. If you read your customers well, you should realize that there are certain actions you should take, or certain services you should offer. By 'reading your guests and anticipating their needs, you can achieve a win-win situation In addition, you should start to analyze your customers/guests on a regular basis: once again, you won't always get this right either, but an intelligent analysis of what you see and hear can be very useful, what information can you pick up when you observe

- Their clothes
- The car they drive

- Their luggage
- The way they walk, talk and act
- Their general demeanor, or 'air'
- The products or service they use Customer preferences, needs and expectations may include:
 - A need for friendliness - perhaps the customer is in a foreign country, or a totally unfamiliar environment.
 - Assistance - because they are new to your venue and they have no idea where the restrooms are.
 - A need for courtesy - following a particularly bad experience elsewhere or perhaps due to their upbringing or age where such courtesy was to be expected.
 - An expectation of value for money -because they've saved for 5 years for this holiday and it's the first real break they've had in a decade: they can't really afford it but they've always wanted to stay at your place and now it's all happening and they're really looking forward to it.
 - Prompt service - because they are going to a show, or because they want quick service so they can continue to watch sport on the TV.
 - Empathy and support –It's Friday and your customers have had a tough week.
 - Comfort - on the basis of the adverts that your establishment has produced, or on the basis their peers have told them.
 - A new experience - customers who are constantly looking for something that is a little bit different, that they can savor in the years to come, and tell their friends about.
 - The basic needs for food, comfort, shelter - guests who may want a basic and no frills service.

3.4. Promote products and services

Product promotion means: Promoting a product involves many considerations before you market the item to consumers. After customer needs and expectations are identified, the company's product should be promoted to the target customer. Disseminating **the information about the product, product line, brand and company to the prospective buyers** with the intent to generate sales and

develop a brand loyalty promoting a product helps the company not only to create demand in the mind of its prospective customers but also to change their customer preference and expectation.

The promotion of products and services Include:

- Eye-catching displays
- Signs
- Free tastings
- Special offers
- Packages and deals.

Employee selling techniques: Selling plays an important role in the duties of most hospitality employees, and it is a fact of life that selling doesn't come easy for most of us.

Selling requires confidence and skills, backed by accurate knowledge,

Adjectives (describing words) should be used when selling a service or product, Examples of these adjectives' include:

- Excellent (value)
- Fantastic
- Comfortable
- Luxurious
- Entertaining
- Satisfying

Suggestive selling

Suggestive selling occurs when the employee promotes a product or service that will enhance or complement the customer's original order.

The employee suggests an item with the hope that the customer will like it and therefore take up the offer. The following situations examples of suggestive selling:

- When taking a meal order suggest some sides that would compliments the meal
- When giving a table the bill note to them that you also have a great functions facility
- When speaking with a customer let them know that there is a band every Friday night.



F .g .2.Suggestive selling

Up-selling and Cross selling: Selling to customer who comes into your establishment can be easy or hard. Sometimes the customer knows what they want and requests it immediately other times the customer is undecided which is where your communications skills and product knowledge come to the fore and the opportunity for an up-sell presents itself.

Up-selling: is the suggestion and sale of a higher priced product yielding a greater profit.

Cross selling: is the sale of a complimentary product or service along with the original product.

3.5. Products and services problems

Identifying the problem with existed product and service help in resolving the issues on a priority basis and enhance productivity. To deliver products that solve your target customers' problems, you must first identify market problems. These problems may be stated directly as customer needs or implied indirectly. Businesses encounter several difficulties and problems as they work to provide the products and services their customers most need.

The following are the most common product and customer service problems observed in the hospitality industry.

1. Slow response and service time/ delay in response
2. poor taste, color and portion size
3. Being transferred from one hotel to another due to over booking
4. Excessive customer service automation
5. No unified customer view
6. Incompetent customer service staff
7. Offering a wrong product and service

8. Fail to meet commitments and promises
9. No or poor after-sales support
10. Focusing only on innovation and the competition
11. Focusing only on customers
12. Focusing only on revenue

The most effective ways to identify problems in your product and service are:

- asking your customer either in person or through feedback collection form
- through online review platform i.e. using customer review
- ask your employees who are involved in production and customer service
- Conducted quality assurance audit

3.6. Share information for team member

Team: is a group of people who work together to achieve the same goals or have a common interest or need.

A team can be a formal team such as a work group or footy team; or an informal team such as a group of people who go for a walk at lunchtime.

Liaise: is a process of linking or teaming up two or more individuals in the organization to plan, communicate and work a given task. It is a task of coordinating and collaborating activities performed by two or more individuals. Liaising within a team helps everyone to understand and make sure what has to be done and by whom to every prior to service. It can be undertaken either by verbal or written or nonverbal communication.

A key element to successful team-based decision-making is the sharing of information among members. How, and what, information is shared between members greatly impacts the team's awareness, work place performance and decision-making ability.

Effectively sharing information with other team members and relevant persons are:

- Understand your communicator age, experience, culture etc
- Define and select an appropriate communication channel
- Determine degree transparency for the shared information
- Determine the nature of information ie shared Vs captured information
- Use appropriate words for your message
- Foster two way dialogue / increase feedback loops

Characteristics of effective working groups

Groups that work effectively have the following characteristics:

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- Group members share a sense of purpose or common goals that each member is willing to work toward. Members feel that they played a role in determining these goals and the methods used to achieve them. When a task is accomplished or the demands of the situation change, the group can change its focus or direction to meet the new goals.
- The group is concerned not only with the task, but also with its own processes and operating procedures. The group periodically evaluates its performance.
- The group members use one another as a resource. The group willingly accepts the influence and leadership of members whose resources are relevant to the immediate task. Roles are balanced and shared to ensure that the tasks are accomplished and that group cohesion and morale are enhanced.
- Communication is clear and direct. Group members continually try to listen to and clarify what is being said and show interest in what others say and feel. Differences of opinion are encouraged and freely expressed.
- The group focuses on problem solving rather than expending energy on competitive struggles or interpersonal issues. The group is willing to deal with conflict and focus on it until it is resolved or managed in a way that does not reduce the effectiveness of the group and its members. Confrontation is accepted as a challenge to examine one's behavior or ideas. It is not viewed as an uncaring personal attack.
- The group has a clear set of expectations and standards for the behavior of group members.

Benefits of Sharing Information in the Workplace

1. One of the key benefits of knowledge sharing is that it allows for continuous improvement across your business.
2. A better customer experience
3. Create a supportive culture and community
4. Increase the overall competency of your employees
5. Innovation and development

Self-check –III

Written test

Test I

Instruction: Write the statement correct true and statement wrong false each question carries 1 Point.

1. Cross selling is the sale of a complimentary product or service along with the original product.
2. **Market Information** is employees share/exchange information about volume of the market, characteristics of its players, nature of competition.
3. Group is concerned not only with the task, but also with its own processes and operating procedures

Test-II Choice

Instruction: select the best correct answer for the give choice. Each question carries 1 Point.

1. _____ is a refer to the way in which our customer would prefer to satisfy a specific need, but they may not have the resources to meet these wishes.

A/ Need Preference / Customer service C/ Market Information D/ all

2. _____ is a group of people who work together to achieve the same goals or have a common interest or need.

A/ Team B/ Market C/ Marketing D feedback

3. _____ is a process of linking or teaming up two or more individuals in the organization to plan, communicate and work a given task

A/ Liaise B/ Working groups C/ Marketing System D/ all

Test III: short Answer writing

Instruction: write short answer for the given question. Each point has 5 points.

1. Write the techniques to determine preferences
2. Write down the characteristics of effective working group
3. Describe the most common product and customer service problems

Unit Four: Handle Customer Complain

This unit to provide you the necessary information regarding the following content coverage and topics:

- Techniques for complaint
- .Management of the complaint
- .Responsibility for finding solution
- Feedback and solutions on complaints
- Report documentation to appropriate personnel

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Use techniques for complaint
- Use management of the complaint
- Take responsibility for finding solution
- Provide feedback on complaints
- Report documentation to appropriate personnel

4.1 Techniques for complaint

Complaint: It can be difficult to distinguish between complaints and other types of contact from members of the public.

It is a statement about something you're unhappy or upset about, It has more specific meanings in legal and medical contexts. Complaint is the noun forms of the verb complain. In legal terms, a complaint is the document that officially initiates a legal proceeding.

When handling all complaints it is important to deal with them in a friendly, efficient, respectful, courteous and thorough manner. In short, we must be sensitive to the customer, their needs, and the nature of the complaint

An effective complaint handling system provides three key benefits to an organization:

- It resolves issues raised by a person who is dissatisfied in a timely and cost-effective way;
- It provides information that can lead to improvements in service delivery; and
- Where complaints are handled properly, a good system can improve the reputation of an organization and strengthen public confidence in an organization's administrative processes.

Complaints Handling Techniques: The following are the basic step by step activities that should be performed in the task of customer's complain handling process

1. **Actively listen and makes notes:-**Concentrate solely on what the customer is telling you, making notes of the key facts and their concerns so that you have a record of the conversation to refer to in the future. Don't interrupt the customer, stay calm and in control In a supportive but concerned tone of voice you can demonstrate you are actively listening and empathetic to the customer with a few small statements such as "right", "oh dear", "I'm sorry to hear that", "that must have been disappointing", as well as paraphrasing what they have told you.
2. **Acknowledge the customer's concerns and thank them:-**Thank the customer for bringing this matter to your attention, to demonstrate that you are concerned and want to put the matter right or resolve the situation.

3. **Apologize for the impact or the inconvenience caused:-**By saying ‘sorry’ you are again demonstrating to the customer that you are genuinely sorry that this has happened to them and showing that you wish to put things right.
4. **Ask questions and summarize your understanding:-** to seek permission from a customer who is very angry, to ask questions, so that you can collect all of the facts needed to understand what has happened and to identify how best to resolve the situation. Summaries your understanding back to the customer to ensure you are clear of the facts and to give the opportunity to the customer to share any further facts they may have omitted.
5. **Agree and explain the actions you will take as a result of their complaint:-**Ensure that you only commit to the steps you have the authority to take. Explain what you will personally undertake to resolve the complaint, including when you will get back to them. do not over promise. It is always better to under promise and over deliver, rather than the other way round.

Problem solving techniques

Define the problem: The first step to solving a problem is defining what the problem

List all the possible solutions: identify what the real issue is, it’s time to think of solutions

Evaluate the options: it’s often a good idea to go to other employees for feedback

Select the best solution: choose which solution you’re going to go with.

Create an implementation plan: Create an implementation plan on how you will put your solution into practice.

Communicate your solution

4.2 Management of the complaint:

Determine where complaints should be received, how one should react to feedback and which departments or individuals the criticism should be forwarded to

Customer management complaint process: The complete complaint management process is conducive to achieving two goals:

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Customer satisfaction: Complaint management is supposed to reduce customer dissatisfaction and ideally even strengthen customer loyalty.

Quality assurance: Through complaint management, customer feedback reaches the right departments and contributes to the improvement of the product or service

Elements of Complaint management successful: there are many different elements of your customers with excellent service.

Really listen: If a customer voices their dissatisfaction, you should first of all let them express their concern (or calmly read their message).

Respond quickly. They should also focus on responding as quickly as possible to customer concerns expressed in e-mail and social media feedback shouldn't actually occur.

Take the blame Once in a while it appears that the problem did not originate with your company or product but with the customer themselves.

Think in terms of solutions

Communication effective

What makes communication effective?

- 1. Every message must have a purpose** - there must be a clear intent behind every message you send, and you must know exactly what you are trying to communicate
- 2. Messages should match the interests and abilities of the receiver** - it is important to speak in a way that the listener, the receiver can understand: this may mean slowing down your speech, using an interpreter, or getting the chef to talk to someone who has a complaint about the food
- 3. Unnecessary words should be eliminated** - while communication in conflict situations must cover all the ground that is causing the dispute, it should not be over-wordy a number of brief sentences are better than long and complicated speeches
- 4. Chosen words should be within the experience range of the receiver** - we must, in any customer contact situation, strive to avoid industry jargon and nowhere is this more important

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than in conflict situations. We must stick to terms, words and phrases that the guest understands. If we do not do this, they may feel they are being talked down to, being made to feel ignorant, having a rise taken out of them, or being deliberately made to feel stupid: none of these things are going to improve a poor situation. We may, therefore have to rethink some of what may be our 'normal speech patterns to cater for the situation at hand. - we may need to explain, describe and demonstrate things that we

5. Messages should be clear- we have to ensure we use the correct words, pronounce them correctly and use appropriate inflection, tone, speed, and volume. All communications with customer's and colleagues should be conducted in an open, professional and friendly manner. Remember communication involves sending and receiving messages verbally (speech) or non-verbally (body language). Verbal communication involves questioning, listening, and answering. Non-verbal communication comprises facial expressions, eye contact, gestures and posture.

Speech - verbal communication

Voice and speech are all part of an individual's personal presentation: we can often take much pride and care with other aspects of our personal presentation (uniform, make-up, hair, finger nails, etc), but frequently spend little or no time or thought on our speech!

The voice is a very honest medium and relays how we are feeling. It carries our moods. It can also provide hints and clues about our background, the country we come from, schooling and what we find acceptable and unacceptable (swearing and blasphemy).

We can alter our communication - making it more or less effective - by making changes to various elements of our speech. These elements are pitch or tone, intensity, projection, and the pauses we utilize in our speech.

You might find occasions when it is appropriate for you to raise your voice to a friend or family member, but you should never raise your voice when speaking with a customer or a colleague. This may not only be seen as rude, but can be interpreted as being threatening, or lacking in self-confidence.

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To be an effective communicator, it is important to pick your words carefully, always be aware of the type of person you are speaking with and modify your language to suit the listener as

It has been said so many times that it loses its effect but it's true: every one of our customers is an individual and must be treated as such. The communication style that you use for a group of young footballers seeking a few beers should not be the same as for a bus load of senior citizens enjoying a coffee and cake.

4.3 Responsibility for finding solution

When handling all complaints it is important to deal with them in a friendly, efficient, respectful, courteous and thorough manner.

- The customer, guest or patron must be given the time to explain fully, without the employee cutting them short or placing words into their mouth. It cannot be emphasised enough how important it is for the person to say their piece.
- Having listened fully to the person - asking questions as appropriate, and re-capping what has been said to verify.
- take responsibility for resolving the complaint by telling the guest that you will do everything in your power to resolve the situation,

4.4 Feedback and solutions on complaint

Feedback and Accountability Mechanism (FAM) is a set of procedures and tools formally established (ideally across programs and linked to other monitoring processes)

The feedback and complaints mechanism is a formalized mechanism that provides safe, accessible and effective channel for individuals to get information feedback and to raise complaints and for a response or remedy to be given.

Ways of resolving customer complaints are:

- 1. Listen Intently:** Listen to the customer, and do not interrupt them. They need to tell their story and feel that they have been heard.
- 2. Thank Them:** Thank the customer for bringing the problem to your attention. You can't resolve something you aren't completely aware of, or may be making faulty assumptions about.

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3. Apologize: Sincerely convey to the customer your apology for the way the situation has made them feel. This is not the time for preachy reasons, justifications or excuses; you must apologize.

4. Seek the Best Solution: Determine what the customer is seeking as a solution. Ask them; often they'll surprise you for asking for less than you initially thought you'd have to give especially when they perceive your apology and intention is genuinely sincere.

5. Reach Agreement: Seek to agree on the solution that will resolve the situation to their satisfaction. Your best intentions can miss the mark completely if you still fail to deliver what the customer wants.

6. Take Quick Action: Act on the solution with a sense of urgency. Customers will often respond more positively to your focus on helping them immediately versus than on the solution itself.

7. Follow-up: Follow-up to ensure the customer is completely satisfied, especially when you have had to enlist the help of others for the solution delivery. Everything up to this point will be for naught if the customer feels that “out of sight is out of mind.”

4.5. Report documentation to appropriate personnel

Some organizations have separate forms for different complaints; for example, an organization may have one form for customer service complaints and another form for complaints relating to products and services. Other organizations have the one form for all types of complaints. Some organizations may require you to document the complaints yourself, using your own form or system. Supporting evidence all documentation relating to a complaint must be collected, stored and made easily accessible. If there is confidential material, you may need to store this in a locked cabinet or password-protected database. Because much of the supporting evidence may not be computer based, you should probably prepare a manila folder to store the information. Documentation should be backed up – electronic files should be copied to a back-up server and paper files should be copied and held at a separate location.

What the folder may contain

- Completed feedback from
- Internal reports
- Correspondence – notes, letters, emails, faxes

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- Photographs
- Affidavits, statutory declarations and witness statements
- Medical reports
- Audio or video recordings of telephone calls or meetings
- Delivery slips, invoices, receipts, contracts

Reports you may be required to write a report about the complaint. Your manager may require a full report if the customer decides to take legal action. If a customer telephones your supervisor to ask what has been done about their complaint, your report will be evidence of the action you have taken. Therefore, your supervisor will want a comprehensive report that includes the form you initially filled in. Use your written communication skills to present the information in an honest, straightforward, unbiased way. Remember to use plain English. You may need to attach supporting documentation to your report.

A complaint report may contain:

- A summary of the complaint
- The measures taken to solve the problem
- Who was involved?
- The outcome of the complaint

Self-check –V Test I

Instruction: write the Statement Correct True and Statement Wrong false

1. Define the problem is the first step to solving a problem is defining what the problem
2. Complaints handling techniques are the basic step by step activities that should be performed in the task of customer's complain handling process
3. Complaint can be difficult to distinguish between complaints and other types of contact from members of the public.

Test II: choose

Instruction: select the best correct answer for the give choice. Each question carries 1 Point.

1. _____Is the first step to solving a problem is defining what the problem
A/ Define the problem B/ Evaluate the options C/ Complaint D / and b
2. _____is supposed to reduce customer dissatisfaction and ideally even strengthen customer loyalty.
A/ Customer satisfaction B/ Quality C/ Complaint management D/ all
3. _____to ensure the customer is completely satisfied, especially when you have had to enlist the help of others for the solution delivery.
A/Follow-up B/ Apologize C/Interest D/all

Test III: short Answer writing

Instruction: write short answer for the given question. Each point has 5Points.

1. Write down the way of resolving customer complaints
2. Explain the difference between Customer satisfaction and Quality assurance
3. Describe the difference between product and product knowledge

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Operation sheet 2	Handling complain
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Part -1

Steps handling complain

1. Listen to the complaint
2. Record details of the complaint
3. Get all the facts
4. Discuss options for fixing the problem
5. Act quickly
6. Keep your promises
7. Follow up

LAP Test	Practical Demonstration
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Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions: Given necessary templates, tools and materials you are required to perform the following tasks within 1 hour.

Task 1- perform complain handling

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