

Tour Operation

Level-III

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Acronym

OHS.....Organizational health and safety
 QMS.....Quality Management System
 ISO.....International Slandered organization
 WHS.....Workers health safety
 CSR Customer Service Record
 DMOs.....Destination marketing organizations

Introduction to the Module

In the tour operation field providing customer service helps to know the to deliver all aspects of customer service at an introductory level and It includes creating a relationship with customers, identifying their needs, delivering services or products and processing customer feedback.

This will help the trainees to have practical skill, knowledge and attitude to deliver customer service to tourists in the field of tour operation. This module is designed to meet the industry requirement under the tour operation field and drainage occupational standard, particularly for the unit of competency:

This module covers the units:

- contact with customers
- customer needs
- Deliver service to customers
- customer feedback

Learning Objective of the Module

- Establish contact with customers,
- Identify customer needs
- Deliver services & product to customer
- Process customer feedback

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Perform Operation Sheets which were provided at the end of units
4. Do the “LAP test” giver at the end of each unit and
5. Read the identified reference book for Examples and exercise

Unit one: Contact with customers

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

- 1.1 Greet customer
- 1.2 Maintain Personal Presentation dress
- 1.3 Communicate using interpersonal skills
- 1.4 Maintain multicultural customers need
- 1.5 Establish Relationship With Customer

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:

- Perform greet customer
- Maintain Personal Presentation
- Maintain multicultural customers' needs
- Exchange information using interpersonal Skills
- Establish Relationship With Customer

Tour operator is business, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through intermediary, is called a Tour Operator. More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called manufacturers of tourism products.

Tour Packages Creation: The tour operator is in charge of developing and maintaining guests tour packages. The preparation of activities that appeal to the specific visitors embarking on the trip is part of tour package management. When and how to adjust a tour package to best adhere to the group or individual's goals should be covered by the tour operation.

Tour operator: Poyther defines, "tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation." Holloway stated that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

In this case tour operators work technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country so it is important to equip the trainees with technics how to establish contact with the customer/ tourist.

2.1 Greet customers

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met and means going above and beyond to keep the customer. Happy, whether that means answering any questions they have or resolving issues with a positive attitude. Customer service is important in any business. To work effectively in any organization, you need to be able to provide effective customer service.

Customers say they want to be noticed and nearly all welcome a friendly greeting. You need to acknowledge him or her with eye contact and a smile.

When you greet the customers;

Refer to them by name if you
This helps to establish

know them and tell the customer your name-:
familiarity; this demonstrates that you are

accountable and that you want to help them. It also gives the customer a reference if they want to call back or visit again.
Make sure you smile-It is important that you create a good first impression.

Observe their behaviour and try to work out their needs and moods as quickly as possible. Your service will be more effective if it responds appropriately to your customer's expectations.

Customers may include

1.1.1. Types of customer

- **Contacts from other organizations**

This is the customers from other organization like stake holders includes; hotels, airline. Travel Agents, destination marketing organizations and other organizations

- **External customers**

External customers are the people that pay for and use the products or services your company offers. To be clear, an external customer is a person who is not directly connected to your organization other than by purchasing your product or service .external customers are also known as “clients” The goals for your external customer can depend on your product or service, i.e., repeat purchasing, referrals, positive reviews, and otherwise supporting your company e.g. domestic no-domestic tourists



Figure 1.1

- **Internal customers**

Internal customers have a relationship with, and within, your company, either through employment or as partners who deliver your product or service to the end user, the external customer. Less obvious but certainly still significant, stakeholders and shareholders are also internal customers. All of these may or may not purchase your product or service

- **Members of**

the public customer

A stakeholder is quite literally anyone who is involved with a particular project, organisation or industry. To put it simply, they hold a metaphorical ‘stake stakeholder in tourism can be an individual person, such as a tourist or a taxi driver. They could be a group of people such as a student group or a family Government, Tourism, Small and Maida enterprise NGOs ,Tourists Suppliers ,Employees, Utilities and infrastructure Transport and Communities.



Figure 1.2

Service users

- Customers who do not want to take on the disturbance of itinerary planning and/or are seeking expert travel planning assistance.
 - Customers who do not want to take on the disturbances of travel services (I e. transport (air, car etc.), accommodation) selection & reservation.
 - Customers seeking assistance with processing of pre-travel formalities (Passport, Visa, Travel insurance)
 - Customer seeking tour services including services of a guide who can speak in the customer’s language or provide access to insider information; can organize and manage logistics at a foreign location.
 - Customers seeking to reduce risk/challenges when trip plan involves travel through challenging (due to culture, language, risk, geographical reasons) destination(s).
 - Customers seeking to make travel more comfortable for their special needs party I e. when traveling with children, elderly, or physically challenged traveller.
 - Customers seeking to outsource the management of their group travel.

1.1.2. Access and equity practices

On the international level, the right to equal fulfilment and enjoyment of social and economic rights is upheld in the International Covenant on Economic, Social and Cultural Rights (1976), which has been ratified or enforced by 171 countries, notably not the United States. On the other hand, civil and political equality is enshrined in the International Covenant on Civil and Political Rights (1976), which 173 countries, including the United States, have ratified.

As outlined in the equal definition above, the principle of equality applies to every facet an individual's life. Thus, there are various categories under which we can consider a person's right to equal opportunities and treatment. The principle of equality applies to every facet an individual's life. Thus, there are various categories under which we can consider a person's right to equal opportunities and treatment. On the international level, the right to equal fulfilment and enjoyment of social and economic rights is upheld in the International. When tourists work place collage have the same opportunities, social status, and rights. The core principle of equality is that people should not be treated differently on the basis of any identity with which they identify or which is ascribed to them, including their race, sex, gender identity, class, language, religion, age, sexual orientation, national origin, birth status, disability, and so forth. Equality is a cross-cutting right, meaning that individuals have the right to equal treatment and non-discrimination in all forums, including equality sheer information, service and enjoyment of products and service delivered by tourism system in the host community.

1.1.3. Anti-discrimination and related policy

It is a policy primer: Guide to developing human rights policies and procedures and applied
In relations to work environment the host and tourist right in tourism activity.

Anti-harassment and anti-discrimination policies make it clear that harassment and discrimination will not be tolerated, and set standards and expectations for behaviour.

An anti-harassment or anti-discrimination policy should describe the types of behaviour that are discriminatory or harassing, and send the message that these issues are taken seriously. The policy should also set out roles and responsibilities. These human rights policies should be linked to existing organizational policies and integrated into the way the organization operates on a daily basis.

Harassment is a specific form of discrimination. Because harassment raises unique issues, some organizations have separate policies for harassment and for other forms of discrimination.

As well, because harassment and discrimination related to the various Code grounds often manifest themselves differently, some organizations have specific policies related to discrimination and/or harassment based on sexual orientation, race and race-related grounds, sex, gender identity and gender expression, e.t.c

Anti-harassment and anti-discrimination policies set out expectations and standards, while complaint procedures set out how potential violations of these policies will be addressed.

discrimination policies set out expectations
complaint procedures set out how potential

Many organizations choose to combine their anti-harassment and anti-discrimination policies and procedures into a single document.

In addition, organizations can develop a policy on competing rights to address situations where rights in the tourist or colleges may come into conflict. This policy can be part of broader anti-discrimination/anti-harassment policies or a separate document. The OHRC's Policy on competing rights provides guidance as to what this type of organizational policy should contain

A policy should contain a clear statement of the organization's commitment to creating and maintaining respect for human rights, and fostering equality and inclusion.

Organization is committed to providing an environment free of discrimination and harassment, where all individuals are treated with respect and dignity, can contribute fully and have equal opportunities. Under the Ontario human rights code, every person has the right to be free from harassment and discrimination. Harassment and discrimination will not be tolerated, condoned or ignored at Organization. If a claim of harassment or discrimination is recognised, disciplinary measures will be applied, up to and including termination of employment. Organization is committed to a comprehensive strategy to address harassment and discrimination, including:-

- Providing training and education to make sure everyone knows their rights and responsibilities
- Regularly monitoring organizational systems for barriers relating to code grounds
- Providing an effective and fair complaints procedure
- Promoting appropriate standards of conduct at all times

The policy can also note that people may experience discrimination and harassment based on the intersection of multiple grounds of discrimination (intersectionality).

For example, a person who experiences harassment because she is a Muslim woman can file a complaint based on both sex and creed .organizations may choose to extend protection beyond that mandated by the Code. For Example, some organizations prohibit any form of psychological harassment, or discrimination and harassment based on political opinion.

This policy prohibits discrimination or harassment based on the following grounds, and any combination of these grounds host and tourist.

Age, faith (religion), Sex including pregnancy and breastfeeding, Sexual orientation, gender personality, gender appearance, family disability including mental, physical, developmental ,Race

Origin, Place of origin,
of offences (criminal

Ethnic origin, Citizenship, Colour, Record
conviction for a provincial offence, or for an

offence for which a pardon has been received), Association or relationship with a person identified by one of the
above grounds and Perception that one of the above grounds applies.

1.1.4. Following OHS procedures for customers.

Tour conducting organization has responsibility to consult with tourist & so that they can contribute to Decisions about the implementation of safety practices and systems designed to ensure the health and safety of everyone in the tourist destination. As part of this, Tour operator or travel agent Representatives a tour guide will: Share information with tourists about OHS matters; - Ensure tourist demonstration on the health safety information before the trip is conducted this will contribute to the quality of tourism service to the customer and builds the positive image of the tour company, of se we provide to the tourist protect from any hazards happened in trip . They should: - Submit ideas and thoughts for WHS; - Keep up to date with changes Be informed and familiar with this information and other relevant information and procedures; - Talk to members of the tour program groups about issues and ideas for OHS requirement before start conducting visiting the destination at host community.

1.1.5. Quality improvement processes

Focusing on quality has become one of the key success factors for the tourism service providers and tourism industry in general. Current quality approach in tourism is the result of growing various consumers' needs, in the context of highly increasing competition, market globalization, and development of modern technology. The quality approach in tourism is a dynamic process that has evolved over time with the development of the tourism sector. Tourism sector quality improvement process is evaluated by following

- General models for quality evaluation and certification
- Specific models for classification of the tourism organizations and quality certification
- Quality approach in tourist destinations; and environmental models and marks.

A brief combination of the quality approach in tourism, stages, and trends is presented at the end. There are also many case studies based on model conducted in various types of tourism organizations, such as hotel, restaurant, airline tourism sport tourism tour operator, transportation agencies. A more practical approach is the implementation within tourism organizations of quality management system (QMS) based on the international standard ISO "Quality Management Systems—Requirements" is the most popular standard for management systems, applied worldwide in all fields. It is useful to any organization, regardless of its size, activities carried out or type of product.

To provide customer

service, you need to:

- Greet the customer.
- Identify the customer's needs.
- Follow up any required actions quickly
- Follow up to ensure the customer is satisfied with the Service you have provided.

To successfully provide customer service, you will need to have Great interpersonal skills. It is important that you respond courteously, professionally and efficiently to customer enquiries.

2.2 Maintain Personal Dress

In most industries, professional dress means wearing a suit – trousers or skirt, button shirt, and a matching jacket. Men should wear a tie and dress shoes, and women should wear stockings and closed-toe shoes. Suits should be in neutral colours such as grey, navy, brown or black

- Importance of dressing professionally:-

The major reason why dressing in proper business attire is important for every business professional is because it presents a visual image and sends a message that the employees are professional.

- Dress code and its importance:-

Your dress code tells employees what is expected business attire at work. a dress code is a set of standards that companies develop to help provide their employees with guidance about what is appropriate to wear to work.

Physical attributes service personal

➤ Cleanliness of the body

- Take a bath frequently especially before reporting for duty
- Apply deodorant or body talcum (do not overuse)
- Avoid using too much perfume

➤ Posture

- Always hold the body erect, with straight head and shoulders
- Do not run or lean on pillars, chairs, tables, walls or service station
- Stand at assigned station in an attentive and receptive manner

➤ Skin

- Keep it clean and clear, wash often, drink plenty of water and obtain adequate sleep and exercise
- If it is too dry apply moisturizer

➤ Hands and nails

- ♦ Wash hands after leaving the toilet and washroom
- ♦ Keep finger nails short and clean at all times
- ♦ Do not wear any nail polish

- ◆ Do not bite nails



instead use a nail clipper

➤ **Teeth**

- ◆ Brush teeth after all meals and rinse the mouth constantly
- ◆ If wearing dentures, remember to have them on when on duty
- ◆ No smoking during working hours, to prevent from smelling
- ◆ After smoking, always rinse your mouth or eat a mouth freshener

➤ **Feet**

- ◆ Keep your nails trimmed
- ◆ Foot powder is recommended if the feet smell
- ◆ For extreme cases consult physician
- ◆ Shoes must be well polished

➤ **Uniform**

- ◆ Wear only clean well pressed uniform that are free of stains
- ◆ The uniform should be well fitting
- ◆ Always wear name tags on duty
- ◆ All headgear / sashes / pleats of the uniform should be worn (for housekeepers and kitchen staffs)

➤ **Jewelry**

- Avoid wearing excessive jewelers while on duty
- Only wedding band, engagement ring or watch is recommended
- No ear studs for males
- No bracelets

➤ **Hair for male:**

- Keep hair short, neat and well combed and free from dandruff
- Bleaching and dying of hair are not permitted
- Hair length must be at least one inch away from shirt collar
- Facial hair is not permitted on duty

➤ **Hair for female:**

- Staff with long hair to tie up hair neatly with black ribbon only
- Lightening and dying of hair not allowed.

The important of good personal presentation

People who lack self-esteem and confidence may fail to convey their message effectively or fully utilize their skills and abilities because of the way they present themselves. By improving your personal presentation you improve your communication skills and reduce barriers to understanding.

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Figure 1.3

- Personal presentation of collages

Personal presentation is a communication skill and work skills you can build as Professional Personal presentation means the way you present yourself in everyday situations, and more stressful ones like job interviews. Personal Presentation Skills includes:-Self-Motivation, building confidence. Improving self-esteem and personal appearance.

2.3 Communicate using interpersonal skills

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication and the process of exchange of thoughts, ideas and emotions between two or more people.

This includes both verbal and non-verbal elements of personal interaction.

- Importance of interpersonal communication

Good interpersonal communication skills enable us to work more effectively in groups and teams, which may be either formal, like at work, or informally - in social situations. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding.

- Characteristics of interpersonal communication includes:



- Share
- Meet social
- Manage personal identity
- Conduct relationships

meaning

goals

➤ Interpersonal skills

Interpersonal skills include a wide variety of skills, though many are centered on communication, such as listening, questioning and understanding body language. They are able to communicate effectively with others, whether family, friends, colleagues, customers or clients, speaking, explaining, persuasion, and active listening, in the business world, it refers to a person's ability to communicate and interact effectively within the organization with colleagues and seniors. e.g

- Active listening.
- Teamwork.
- Responsibility.
- Dependability.
- Leadership.
- Motivation.
- Flexibility and tolerance

The life skills we use every day to communicate and interact with other people, both individually and in groups. People who have worked on developing strong interpersonal skills are usually more successful in both their professional and personal lives. Employers

Often seek to hire staff with 'strong interpersonal skills' - they want people who will work well in a team and are able to communicate effectively with colleagues, customers and clients. Interpersonal skills may include:

- listening actively to what the customer is communicating
- providing an opportunity for the customer to confirm their request
- questioning to clarify and confirm customer needs

Seeking feedback from the customer to confirm understanding of needs

- summarizing and paraphrasing to check understanding of customer's message
- using appropriate body language

2.4 Maintain multicultural customers needs

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Your work with colleagues interesting. It can also be

and clients from other cultures can be very very challenging on occasion when their

beliefs and attitudes are very different from your own. Individual differences and beliefs affect everything we do and say. We may not even be aware of these differences. Often we base our expectations of others on our own experiences. If you have not had experience with people outside your own culture, you may find your expectations of how others should act are misguided. Think about some of the attitudes, ideas and beliefs that people from other cultures have that are different to yours. An essential part of the functioning of a team is being aware of cultural practices and/or differences and using effective communication techniques to further understanding.

Effectively contribute to best practice in an organization workers need to consider that values are beliefs and attitudes they may have about:

- How things should be seen in the world
- How people should act in certain circumstances
- The important aspects of life are handled,
- Money, family, relationships, power, male and female roles

➤ Benefits of Multicultural beliefs and attitudes

These beliefs and attitudes are extremely important and personal. Values are formed and absorbed by people as they develop through childhood. Customary ways of behaving and responding to situations can vary considerably from one society to another. You should not see these customs as right or wrong; you should learn to understand the reasons behind them you should always be:

- Be respectful of cultural practices, attitudes and beliefs. e.g removing shoes before entering a home
- show consideration, e.g. think of the needs of others from their point of view
- be polite, e.g. use the preferred title and the appropriate tone of voice, listen to others speak each other
- show genuine interest
- Respect a person's right to privacy and confidentiality.

When speaking a person from another culture, you may need to consider:

- Different ways of speaking or titles that may be preferred
- Male and female roles clearly defined along cultural boundaries
- Different speech patterns / language, Codes of behavioral and clothing

- Non-verbal
e.g eye contact,
- Use of physical space

communication and body language
use of touching

2.5 Establishing Relationship with Customers

Customer Relationship is a complex process which is based on a good knowledge of habits and needs of customers. It assumes constant collection of information of customer's behaviour is to give offer to customers based on his needs. Establishing a customer relationship concept implies continuous changes on customers and company. There are four primary reasons why company adjusts their business processes to customers' needs:

- Maintenance of existing customers,
- Attracting new customers,
- Encourage customers to deepen teamwork with the company.
- Informing customers about portfolio of products, services a
- communication channels, with aim of increasing profits or prevent losses

Ways to Build Customer Understanding or Relationship

- Get their name first.
- Speak with a smile.
- See it from the customer's
- Perspective. Share their priorities.
- Allow them to 'get it all out'
- Repeat back.
- Make their problem your problem.
- Understand the customer's emotion drivers

➤ Expressing a genuine interest in customer needs

Promoters consistently experience positive interactions with a company. These interactions may take place in person, over the phone, or online. We'll focus on how frontline employees can express genuine interest in customers through face-to-face interactions. Consistently demonstrate the welcoming basics Smile, make eye-contact, and add enthusiasm to your voice remember names. Customers love the sound of their own names! Remembering and using names is key to establishing relationships. Remember favourites: customers will feel valued—and maybe even just a little important-when you recall their preferences. Establishing Relationship: customers appreciate it when you hustle on their behalf.

- Ask questions to

build link.

During the morning rush
pressed commuters waiting to place their orders.

hour, you can expect to find a line of time-

- Seek customer feedback.

Try and go beyond the pen-and-paper or web-based comment cards or satisfaction surveys. Make it more personal by asking customers for feedback.

- Thank customer.

This may sound a bit elementary but it's worth repeating. Seriously, watch the next several transactions ahead of you at your local coffee shop, supermarket, or bank.

Self-Check -1

Written Test

Directions: Answer all the questions listed below.

Part one

Write true if the statement is correct or false if its not

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1. Using names of the relationships.

customer is key to establishing

2. Promoters consistently experience positive interactions with a company.
3. Dress code tells employees what is expected business attire at work.

Part two

Choose the best answer from the given alternatives:

1. Interpersonal skills include a wide variety of skills?

A) Listening B) understanding C) questioning D) all

2. Busses, firm, or company who buys individual travel components, separately from their combines them into a package tour?

A) Bulk buyers B) Travel Agent

C) Tour operators D) except ball are answer

3. People who lack self-esteem and confidence?

A) Good personal presentation B) positive attitude

C) Greeting customer smile

Part three

Define the following question clearly and Briefly

1. How do you build relationship with customers?
2. How do you build trust with customers?
3. How do you improve Personal presentation skills?
4. List the Characteristics of interpersonal communication?

Unit Two: customer needs

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

- 2.1 Questioning and active listening
- 2.2 Urgent customer needs
- 2.3 Preferable options to meet customer needs
- 2.4 Addressing personal limitation

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 questioning and active listening
- Assess customer needs for urgency
- Provide customer with available information
- Assist customer to identify favorite option/s
- Identify personal limitation

2.1 Questioning and active listening

A customer comes into your tour company because he/she need or want something. Your communication with this customer could be quite involved. Other customers come in to your company simply to browse, and may not make a purchase. Your communication with these customers will most likely be quite brief. In the retail tourist or collages, you will be meeting many different people your customers every day. After greeting the customer, you will work towards a two-way communication that focuses on the customer's needs. Because excellent service involves meeting the needs of your customers, it makes sense that you will want to find out what their needs are and effective questioning involves the use of two distinct types of question, the open and the closed. How you communicate to your customers is just as important as what you say. Furthermore you may Follow guidelines below:-

- Using questioning and active listening
- Effective questioning involves the use of two distinct types of question, the open and the closed.
- Build link with customers Put them at comfort and make them feel comfortable.

When your customer or prospect enters your tour company phones your office, or logs on to your Web site, reinforce your eagerness to deliver extraordinary service. This sets the tone for the rest of the transaction.

- A) Make a lasting, positive first impression:-**this will enhance the customers 'visits, whether they're asking questions, browsing, or ordering.
- B) Show appreciation:** customers want to feel special, and your attitude and behavior must reinforce your view that they're important. When you value customers, your sincerity makes them more receptive and enthusiastic about your business.
- C) Seek ways to help customers:** find out what your customers want more or less and respond accordingly. Get a head start by Reviewing customer complaints and other feedback. Then take steps to maximize each customer encounter and Struggle to understand their needs each time you deal with them.

By beyond their expectations at any given moment, you make an instant positive impact.

A desire to uncover your customers 'needs or wants will provide you with a competitive edge. Here are some questions you can ask customers to show your willingness to help:

- What would completely satisfy you?
- How can I make things easier for you?

- Can you think

of any other ways I can help you?

Listen attentively;-Pay attention to your customers 'words, tone, and body language and present of our communication is tone of voice, and present is non-verbal. That means your words alone will not make everything better; you need to align your gestures, facial expression, and voice tone to send a complete message of support and concern for the customer. Rapt listening will enhance your understanding of what your customers need and make them feel valued.

Establish a long-term relationship: don't just inhabit on making a strong first impression; remember that "last impressions" count, too. Never miss an opportunity to thank customers. Tell them you'd like to see them or hear from them again. Then do something to make them want to come back or refer you to a friend or colleague, such as offering a referral bonus if they bring in new business.

2.2 Urgent customer needs

Make clear and accurately identify customer needs and expectations, using appropriate interpersonal skills. The general needs of customers. We are all customers in our daily lives. In tour operation Urgent customer needs may include:

- Transportation needs
- Safety and security needs
- Accommodation needs
- Health related needs
- Travel related documents etc.

Remember that as a person who provides a service, your customers would like to see these qualities in you. Customers' specific needs:-customers have different needs:-

- They may need information (how to register in a option in tour package products)
- Book for product and service e. g a bus trip.
- Sometimes they may need to complain and are looking for an apology and for someone to take responsibility and action.

Customers can be internal or external to the organization. They may use a service daily or only occasionall.Sometimes their needs are very specific and they may want a certain product delivered.

2.3 Preferable options to meet customer needs

Guiding principles to meet with customer needs

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- **Responsiveness**
- **Empathy**
- **Assurance**
- **Flexibility**
- **Pro activeness**
- **Reliability**
- **Confidentiality**
- **Convenience etc.**

Preferable options

- **Outsourcing services to related organizations**
- **Redirecting customer enquiries to other organizations**
- **Dealing with governmental authorities**
- **Providing necessary treatments including first aid service**
- **Follow emergency response procedures**
- **Ensure legal requirements**

2.4 Addressing personal limitation

There may be times when you are not able to meet the needs of a customer and will need to seek assistance from others in the organization. Forwarding an enquiry

Sometimes it may not be possible to respond to a request and help the customer immediately. The information requested might be specific to a particular area and the person the customer needs to speak to might be unavailable. The information might need to be checked with someone else before it is given to the customer.

To deal with the request straight away, you may need to identify the designated person within the organization who has responsibility for a particular product or service. This may be your manager or supervisor, it may be someone who is experienced and has specific or detailed knowledge or staff from other work areas that have expertise related to a particular product or service. Designated persons may include:

- manager, supervisor or team leader
- more experienced personnel with specific knowledge or information
- Staff from other work areas with particular product or service knowledge.

Self-Check -2	Written Test
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I. Part One

Write True if the statement is correct or False if it's not:

1. Giving your customers what they need is critical to building their engagement and loyalty.
2. Information can be accessed via a principal's web site or a tour wholesaler's web site only.
3. In order to understand customer needs better, it's very important to know who your customers.
4. A successful business needs to keep in contact with their customers

II. Part Two

Choose the correct answer from the given alternatives

1. Specific types of information should be sent to specific customers on what request?

A) Services and a register of products.

D) Re-directing enquiries

C) Sending information urgently

B) Particular customer groups
2. (ETOA) represents?

A) Ethiopia tourism organization association

B) Ethiopian Tour operators Association

C) Ethiopian tour operation Agent

D) No answer

3. Assume that you are
and when the customer to
you are not able to answer what should you do?

working in visitor information center
visit you center asked information but

- A) Ask expertise for information B) Refers to manager, supervisor or team leader
- C) I advise to experienced personnel
- D) All are answer

III. Part three

Give short and brief answer for the following questions

1. Discuss how to deal with angry customers?
2. Discuss Industry association's organizations working in the tourism industry?
3. Discuss Procedures for sending information to customers?

Unit Three: Booking Arrangements for Clients.

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

- booking arrangements
- Confirm booking arrangements

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:

- Perform booking arrangements
- Confirming booking arrangement

3.1 Booking arrangements

Types of bookings

Whilst the actual

products and services booked will vary, there will commonly be for:

- A single product or service
- Multiple products or services comprising a complete itinerary
- Individuals and groups
- One-off touring arrangements
- Series tours
- Incentive tours
- Meetings and conferences
- Payment of deposit or full payment for products and services.

Before information can be stored tasks that need to be completed.

This involves the identification and preparation of:

- Information recording and storage systems
- Client files.

Types of information recording and storage systems there are a range of different applications used by Tour operators & travel agents some of which are specific to that travel agent or that chain. Training in the use of back office procedures and software is provided by the business itself or where the system used is link a CRS e.g. Cross Check Travel and Galileo, then training is offered by that CRS. Some systems used by tour operators and travel agents have the facility to provide an itinerary or quotation which includes the detail of all the products and services required or booked In addition, the system will record or allocate a customer file or reference number and some systems offer the facility to convert a quotation into an actual booking.

Most Tour operators & travel agents use one of the following methods to record the detail services booked, their status and other relevant customer detail.

- A totally manual system

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- A totally



- A combination of both – most common. Tourism Service

2.6 Confirming client details

It is important that these records be accurately maintained to ensure:

- Efficiency – when referring to the quote
- Effectiveness – when making reservations or changes with suppliers
- Team work – colleagues may need to refer to the quote your absence
- Profitability – mistakes cost money
- Enhanced customer service

If you have followed a process of accurately and legibly recording all aspects of the quotation, it will be easy for your manager or colleagues to provide you with assist Create client file

Create client files

Most Tour operators and travel agencies will establish dedicated client files to record using Manual or electronically by using sample card form which is indicated in figure 1.3:

- Client detail
- Supplier quotations.

Regardless of the recording method used, it is essential that all information is recorded in a thorough and accurate manner.

3.2 Confirming booking arrangements

One important aspect of making bookings for various tourism products and services is to receive bookings. Before we can issue any documents the booking requests from the supplier and airlines must be confirmed. Bookings may be confirmed immediately but sometimes it can take 24 hours or longer for your requested products to be confirmed.

The reason it may take longer varies from component to component. An airline booking may be confirmed immediately in a CRS but be waitlisted if the client wanted a particular date and it was unavailable at time of Booking. Reservation waitlist means on some fares, usually the higher unrestricted types, it is possible to waitlist for a flight that is already fully booked. This helps passengers to get the flights they originally wanted should there be a cancellation, and it also helps the airlines keep their flights operating as near full as possible.

- A hotel booking may be confirmed immediately if the consultants or online booking site.
- If the consultant books through a wholesaler/tour operator they may not have immediate confirmation because they have sold over allotment. This means that the wholesaler was given a certain quota of

hotel rooms at a discounted price and all these rooms have been sold. The wholesaler needs to negotiate with the hotel for more rooms at the pre negotiated price.

discounted price and all these rooms wholesaler needs to negotiate with the

- This can take 24 to 48 hours for to confirm.

1.1.6. 3.2.1. Methods of requesting confirmation of bookings

Monitoring clients' files is an important part of the booking process and is generally done daily produce is confirmed, they may do this via: When a supplier wants to verify that a requested:

- CRS booking status updates
- Courier (as an updated invoice)
- Online booking procedures
- Facsimile
- Email (as an updated invoice or message)
- Mail
- Telephone.

Confirm booking information in most cases requests for bookings will be accepted. In these cases booking information will need to be confirmed.

Self-Check -3	Written Test
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I Part one

Write True if the statement is correct or False if it's not :

1. Good customer service can pay out and make you more money.
2. Tourism and hospitality employers named customer service as the most beneficial training.
3. Customer satisfaction can't results to identify important customer requirements?

Part two Matching A pillar words with B pillar words

- | | |
|-------------------------------|-----------------------------------|
| 1. Tangibility | A) Self-confidence |
| 2. Relationship with customer | B) Physical facility |
| 3. Staff shortages | C) Poor Customer Service |
| 4. powerless to resolve issue | D) Problem |
| | E) Attention to customer question |

Part three question

Write short answer for the following questions:

1. Discuss ways to improve customer satisfaction?
2. Discuss how to solve customer service problem?
3. Discuss potential to create loyal repeat customers?

Unit Four customer feedback

This learning guide is developed to provide you the necessary information regarding the following content cover

- 4.1 Handle Customer feedback
- 4.2 Record any feedback communication.
- 4.3 Recording any feedback communication.

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:

- Handle Customer feedback
- Record any feedback communication.
- Identify unmet customer needs
- Support customers

4.1. Process customer feedback

It is important that you remain continually aware of customer feedback as any response or reaction from them can assist the organization and yourself in improving services provided and ensuring customer satisfaction. By understanding how your customers feel about the services they are being provided, after the trip you will be able to modify these services to better suit their needs.

The feedback process involves four stages

Stage 1 – Collecting feedback

Stage 2 – Recording feedback

Stage 3 – Analyzing feedback

Stage 4 – Responding to feedback.

The lack of response is a reason why more and more companies use various methods to get feedback without asking customers' systematic feedback process is all about enabling the customer to provide feedback and making sure the collected data is actionable towards improving your business and meeting customer expectations.

Collecting customer feedback shows you value their opinions. By asking your clients for feedback you communicate that their opinion is important to you. You involve them in shaping your business so they feel more attached to your company. Listening to their voice helps you create stronger relations with them.

4.2. Handle Customer feedback

Customer feedback is an important issue for any business how are involves in customer based service because life existence of the organization will depends the visit of customers. This will indicate customers are important for the business. So handling customer feedback based on the service delivered by the important to develop the progress the business. The followings are some mechanism to handle customer feedback.

a) Feedback mechanism

We can collect feedback formally and informally on products and services from customers.

✓ Formally gaining feedback

This involves asking customers if they can be verbally surveyed, giving out a questionnaire to fill in or encouraging them to give verbal or written feedback. Surveys or questionnaires would need to include questions like whether the customer.

- Was happy with the performance of the tour program product or the quality of the service
- Thought the price of the product/service was worth what it cost
- Alleged that the product/service lived up to the expectations advertised in promotional materials
- Bought or organized not buy the product/service based on the advertising of the product/service

When question asked on the customer feedback be survey that

- Don't assume you know what your customers think about their experience.
- Did we meet your expectations?
- How would you rate your interaction with our employees?
- Was it easy to find what you were looking for?
- Was it easy to purchase your item or service?

You need to make sure that surveys or questionnaires are short and quick to complete. They should be easy to understand, not be repetitive and not lead or manipulate the respondent. You need to ask your customers politely if they could spare a minute to fill in a questionnaire or feedback form or answer your questions. You don't want to inconvenience your customers – they are doing you favours by giving you feedback.

You may decide to send the questionnaires by mail, a simple and inexpensive way to potentially reach a large number and range of people. Sending via email is another option. The disadvantage of using the mail system is a low rate of return, i.e. not getting responses back.

Questionnaires that are short, professionally formatted and produced to ensure readability and that contain a persuasive cover letter and reply paid envelope are more likely to succeed. You may decide to use an incentive to ensure a better rate of return. Better rate of return.

✓ **Focus group**

A focus group may involve the organization inviting a small number of customers to get together with people involved in the management and or delivery of services. The group prepares an organized agenda well before the meeting so that all participants have the chance to think about each issue, speak to other interested people and develop ideas or suggestions.

When the group meets, an external facilitator may be used so the process is made objective, ensuring that every person is given the opportunity to have their say.

An advantage of the use of focus groups is that customers, workers and management can look at wide service issues, rather than specific problems that individuals may have. The members of the group each bring a particular approach to problems and the best way to improve services. This diversity of approach can be very helpful as it ensures that all aspects are considered.

✓ External reviews

Some organizations have an external review of their services on a periodic basis, e.g. every two or three years. This involves the organization contracting a adviser to conduct a thorough review of the way that services are delivered. Such a review might involve questionnaires, discussions and focus group meetings involving staff members, management and customers. The adviser will usually analyse the results of all the feedback that has been given and make recommendations about the ways that services could be improved.

One of the advantages of an external consultant to conduct reviews or facilitate focus groups is that they bring an objective approach. They are not involved in the development, delivery, or receipt of services and so should not have any particular opinion about the issues raised or the recommendations that they make. Another advantage is That customers may speak more honestly about the way they feel about services if they are dealing with someone who has nothing to do with the organization.

✓ Informally gaining feedback

Feedback can be informally gained by observing customers in your area and noting how they respond to the products and services and the way they are promoted. This is a very useful way of gaining feedback, as questions can be incorporated into your selling technique and the customer will probably not even be aware that you are using their answers to your questions as valuable feedback. It takes no effort on the part of the customers, unlike answering survey questions and filling out questionnaires and feedback sheets which takes up precious time.

You can observe customers and their reactions to services and products in many ways including

- Seeing if they are attracted to displays that are presently being heavily promoted on television or in the newspapers, or are being promoted by celebrities.
- Asking those questions about what they are looking for and listening carefully to their responses
- Taking note of a particular product or service being consistently overlooked by customers
- You need to watch for outlines that emerge from your discussion with customers.
- You will soon see what types of services different people, e.g. Young families, elderly couples, business people, expect.

You can then decide:-Whether you are promoting your products and services to the right people whether you are selling your products and services adequately and whether the product and service itself is good quality and value for money Feedback, And formal or informal, gives you an idea of what customers like in terms of products and services and promotional activities are hitting the mark. This will make your promotional activities more cost effective and more successful. The feedback you receive from customers should be passed on to the appropriate person to ensure that your products and services always meet the expectations of your customers.

The importance of feedback Handling Principles

The customer feedback and complaints handling procedures have been developed to reflect the guiding principles as described by

Recognize, promote and protect customer rights, including the right to comment and complain

Provide an efficient, fair and accessible mechanism tool for resolving customer complaints

Provide information to customers on the forms customer feedback and complaints handling process

Increase the level of customer satisfaction with the provision of services and enhance the customer-provider relationship

Monitor and manage complaints in an endeavor to improve the overall quality of products and services

Ensure best practice application of the customer feedback and complaints handling procedure by appropriately trained staff that are monitored from time- to-time to test performance levels

Be audited regularly to determine the effectiveness of the results it produces.

Additionally, officers must ensure that they implement the processes and principles of customer feedback and complaints handling summarized as follows.

Customer feedback and complaints handling summarized as follows:

Commitment

A commitment by company officers at all levels, to the efficient and fair resolution of complaints.

This is demonstrated by an organizational culture which acknowledges customers' rights to complain and provide feedback and which actively solicits feedback from customers.

Fair-mindedness

The customer feedback and complaints handling process will recognize the need to be fair and objective of both the customer/complainant and to those industry participants against whom a complaint is made.

Resources

Sufficient staff resources will be provided for the customer feedback and complaints handling process and each will have appropriate levels of authority and empowerment to deliver complaint determinations.

Visibility

The customer feedback and complaints handling process will be well publicized to customers and will include clear information to customers about their right to lodge or service a complaint and how such complaints can be submitted.

Access

The customer feedback and complaints handling process will be accessible to all and ensure that information is readily available on the details of making and resolving a complaint.

The customer feedback and complaints handling process and supporting information will be easy to understand and use and be in plain language.

We can collect feedback formally and informally on products and services from customers

4.3. Recording any feedback communication.

Communication is a Latin word which means 'to share'. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviours and written content.

Communication is simply defined as the transfer of information from one place to another.

What is a customer service record?

Customer Service Record (CSR) refers to the records a service provider holds with information regarding a business's account. This includes phone numbers, activity history, business and personal information like name and address, and account number. Bandwidth can reference CSRs to obtain account details. The following details will be record.

- Customer's name and contact details
- The issue type (feedback, compliment, query, suggestion, other)
- How the feedback/complaint was received (email, fax, in person, internet, letter, telephone, other)
- The feedback and complaint priority
- Incident date and time
- The issues relevant to the feedback.
- The feedback and summary section
- Visit notes to capture all work that has been done and action that has been taken relevant to the feedback

How to Get Quality Customer Feedback and Communication? The followings are

- Provide upbeat live chat support.
- Get feedback on live chat session.
- Provide faithful feedback forms on your site.
- Measure your customer service performance.
- Call you're customers regularly.
- Use email surveys for new customers.
- Monitor social channels.
- Improve as a result.
- A good process helps organizations act on the feedback that they receive.

This, in turn, can create a strong bond between the organization, and its employees and customers.

Benefits of using a feedback Process:-There are several benefits of implementing a feedback process:

- It gives your customers, service users, and your team a way to resolve problems with your product, service, or organization
- If set up correctly, it allows continuous feedback. Many organizations collect feedback from their teams or customers only once a year. But collecting feedback should be a constant process, not an occasional event. Then helps to solve quality problems of the service.
- An effective feedback process gives you the data that you need to create real, lasting improvement. Team morale, product quality, and an organization's reputation may all improve as a result.

Many people spend time collecting feedback from people such as customers and employees. They may use a suggestion box or surveys, or even hire consultants to measure employee and customer satisfaction in a more scientific way.

The problem is that people often don't act on this useful feedback. Therefore, company or personal performance never improves. This is politely known as an open-loop feedback process. (Less politely, it's called a broken feedback process.)

A good process helps organizations act on the feedback that they receive. This, in turn, can create a strong bond between the organization, and its employees and customers..

Self-Check -4	Written Test
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I. Part one

Write True if the statement is correct or False

1. Making customer service environmentally, friendly and sustainable improves customer service.
2. We can collect feedback formally and informally on products and services to handle customer feedback.
3. Customer needs are things that a customer wants needs or expects.
4. Increase customer satisfaction with the provision of services enhances the customer relationship.
5. Staff resources will be provided for the customer feedback and complaints handling process.

II. Part two much the pillars in A with B Pillars

- | | |
|-------------------------------------|--------------------------------|
| 1. Service Skills | A) Tolerance |
| 2. Recording customer service | B) CSR |
| 3. customers respond to the service | C) Informally gaining feedback |
| 4. Feedback mechanism | D) Commitment |
| 5. Fair resolution of complaints | E) Focus group |

III Part three write short answer

1. How do you record customer feedback?
2. What questions should you ask for customer feedback?
3. How you define suitability of product or service?

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