

Advanced GCE LEISURE STUDIES

Unit 2 (G181)

CUSTOMER SERVICE IN THE LEISURE INDUSTRY

Exemplar

Candidate B

June 2007

Commentary – Material taken from June 2007 examination series

G181 Candidate B

Clear MB3 responses to all assessment objectives, with comprehensive coverage of the relevant WYNTL sections of the specification.

AO1 13/15; AO2 14/15; AO3 10/12; AO4 6/8

Portfolio Mark = 43/50 Grade A

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Leisure Studies

OCR Advanced GCE H529/Advanced Subsidiary GCE H128
Unit G181 Customer Service Unit Recording Sheet

RECOGNISING ACHIEVEMENT

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title	2 Customer service in the leisure industry	Unit Code	G181	Session		Jan	(JUN)	Year	2	0	0	7
Centre Name	[REDACTED]	Centre Number	[REDACTED]	Candidate Number	[REDACTED]							

Candidate Name		Evidence: You review customer service for a chosen leisure organisation and provide customer service in a variety of situations, including handling a complaint or problem.		Teacher Comment	Page No.
Criteria					
AO1.1: You show some understanding of how the differing needs of internal and external customers are met; these needs may not be specifically applied to the chosen leisure organisation; there may be some omissions or inaccuracies, showing a lack of full understanding;	AO1.2: you provide a summary of how the needs of internal and external customers are met by the chosen leisure organisation, with few omissions, showing clear understanding of customer-service principles;	AO1.3: you provide a detailed summary of how the needs of internal and external customers are met by the chosen leisure organisation and you draw reasoned conclusions about how the organisation may benefit as a result.	AO2.2: you provide evidence of effective communication and customer-service skills being applied to a variety of customers in a variety of situations (minimum four situations), one of these situations must be a complaint or problem; you produce work with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;	AO2.3: you provide evidence of successful communication with a variety of customers, in a variety of situations (minimum four situations), one of these situations must be an example of dealing confidently with customer complaints or problems; your evidence of customer-service activities is thorough and appropriate and you produce your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed.	1-10 7-10 8,9 5,7,1,2 7,10
[0 1 2 3 4 5]	[6 7 8 9 10]	[11 12 13 14 15]	[16 17 18 19 20]	SECTION ALL VERY GOOD POINTS MADE OVER PAGES 1-6. (HIGHLIGHTED) HOWEVER, CRITERIA MET FOR AO1.3 EXTERNAL CUSTOMERS INTERNAL CUSTOMERS CONCLUSIONS	11-34 17-22
AO2.1: You provide evidence of communication with a variety of customers in a variety of situations whereby customer-service skills have been applied (minimum four situations); your evidence of handling a customer problem is weak and shows lack of customer-service skills and supporting evidence may be lacking in depth and detail; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;	[0 1 2 3 4 5]	[6 7 8 9 10]	[11 12 13 14 15]	MARK BASED ON CORE PLAY OBSERVATIONS AND EVIDENCE PROVIDED. SECTION COMPLAINT - WELL HANDLED FOUR VERY DETAILED AND WELL EVALUATED EXAMPLES.	15

Criteria		Teacher Comment	Page No.
<p>AO3.1: You provide evidence of some research from limited sources used to give an outline of the ways in which leisure organisations assess the effectiveness of the customer service; the sources may not be named, your research may not always be relevant to your chosen organisation and your findings are not always used effectively.</p> <p>[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence of research from a number of different sources used to give an analysis of the methods by which your chosen leisure organisation assesses the effectiveness of the customer service it provides to its customers; your research is mostly relevant and most of your findings are used in the analysis;</p> <p>[5 6 7 8]</p>	<p>RESEARCH IDENTIFYING METHODS USED EVALUATING METHODS USED RECOMMENDATIONS</p> <p>Mark 11</p>	<p>55, 45 36 37, 38, 39 36, 37, 39.</p>
<p>AO4.1: You attempt an evaluation of the customer-service principles in your chosen leisure organisation; you identify only the main strengths and weaknesses of the service provided and make only basic recommendations for improvement, which may not be realistic;</p> <p>[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation of the customer-service principles in your chosen leisure organisation; you draw sound conclusions and make judgements about the service provided to make limited but realistic recommendations for improvement;</p> <p>[5 6]</p>	<p>RE-EVALUATION OF CUSTOMER SERVICE PRINCIPLES. CONSEQUENCES OF BAD CUST. SERVICE. BENEFITS OF GOOD CUST. SERVICE SUGGESTIONS FOR IMPROVEMENTS</p> <p>Mark 7</p>	<p>40, 41 43. 44, 43 41, 42</p>
<p>Total/50</p>		<p>47</p>	
<p>If this work is a re-sit, please tick</p>		<p>Jan / June</p>	<p>0</p>
<p>Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk). Please complete one Centre Authentication Form (CCS160) for each unit and forward to the moderator with your sample.</p>		<p>Please tick to indicate this work has been standardised internally</p>	

Guidance on Completion of this Form

- One sheet should be used for each candidate.
- Please ensure that the appropriate boxes at the top of the form are completed.
- Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

**AS-Level
Leisure Studies**

**Customer Service
Coursework**



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A01

Customer service
Coursework



A01

Good customer service is one of the most important things to run a successful business. The organisations that provide good customer service make more profit and gain more customers than the organisations with bad customer service. Even if the organisation is good if the customer service is poor the customers won't want to return. In any business it is good if the staff know the importance of personal presentation such as dress, personal hygiene, personality and attitude. If the staff within an organisation have these then the organisation will run successfully and will gain more customers as people will be attracted to this.

Personal skills are also important within an organisation, such as appropriate language, positive body language, listening skills, clear telephone skills, self confidence and selling skills and sensitivity. This is because this will have an effect on customer satisfaction and help organisations run more successful if their staff are aware of what they are expected to do well and how they are expected to be presented.

There are two different types of customer's internal and external customers and both their needs need to be met.

Internal customers

Internal customers are customers within the organization. Such as the employees. These are the customers that have to make sure that the external customer's needs are met. To ensure that the internal customers satisfy the external customers they need good customer service to ensure that their needs are met. Some external customers may be more impolite than others so therefore this requires a different customer service and it is the internal customer's responsibility to do this.

INTERNAL CUSTOMERS
Internal customers are the employees of the company and also the suppliers within an organisation. These are the people who have to make sure the external customer's needs are met.

There are different types of customers, so therefore they expect their needs to be met. To satisfy internal customers in general they expect:

- ✓ Contracted hours
- ✓ Have their complaints dealt with if they have any
- ✓ Be paid the correct wage and on time
- ✓ They need customer service training for the job they have to do, to ensure they know what they're doing and are confident they are doing everything correct.
- ✓ They need to be in a safe environment

Different types of internal customers would include:

- ✓ Employees
- ✓ Managers/supervisors
- ✓ Shareholders

- ✓ Caterers

Employees

It is very important that organisations provide good customer service to the employees. This doesn't just include full time employees but part time employees as well because they also work for the organisation. This includes correct customer service training so that they are positive in what they are doing. Also health and safety training so they know what they have to do if a member of staff is in trouble, themselves or the customers. In a organisation like cafes it is important the waitresses have an relationship and get on with the other members for example the chef because they have to tell the chef what to cook and if they don't get on this could make the working environment awkward. Also if an organisation provides good customer service to the employees they will look forward to working and also stay there longer. This is a positive thing because the organisation won't have to keep finding staff to replace staff that leave.

Managers/supervisors

One of the most important aspects within the organisation is to provide good customer service to their managers, because these are the people who are in charge of the main areas of the organisation and make sure it runs smoothly.

They usually are the people who provide training days for the employees within the organisation. This means that it is important they've had training correctly so they are positive they know what they're doing. The training they need to know is how to deal with staff and different types of external customers but also dealing with complaints that may be made by customers.

Not only is it important for the employees to be happy in their job but also the manager. If a manager is unhappy with their job this could affect the employees but even worst the customers.

Managers get paid more then the employees as it requires more responsibilities.

Share Holders

It's important to meet the needs of the shareholders by making profit. This is because they invest their money into the company and if the company isn't making enough they won't be happy and therefore will want to invest there money in another organisation that does make profit. To keep them happy they want the organisation to make profit and also get paid a bonus each year from what the company makes.

External customers

External customers are people who use the products and services of the organisation. They usual pay for the products and services and deserve to be treated in an acceptable way. Different types of external customers have different needs and will expect these needs to be met. A big organisation such as Alton towers meet the needs of there customers well, by ensuring that there is something for everyone, to make

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CUSTOMERS

sure that all there customers needs are met, by ensuring there personal skill required are up to the best standard. They also need to know product knowledge because for example if a customer ask a member of Alton towers staff something about one of their products the staff is expected to know it over wise the customer won't be happy and might get very frustrated.

Different types of external customers

- ✓ - Business people
- ✓ - Children
- ✓ - Teenagers
- ✓ - Families
- ✓ - Disabled people
- ✓ - OAPs
- ✓ - School groups
- ✓ - Young couples

Business men

It is important organisations meet the needs of business people because they use the facilities and they tend to have a lot of money. Organisations meet the needs of business people by having separate rooms which conferences are held and rooms with Internet access. Places such as McDonalds meet the needs of business people by opening early and having breakfast menus this is because most business people like to have breakfast or grab a cup of coffee etc before they go to work.

Children

Children needs should be met by providing things for them in organisations for example a large chain of family pubs they may have lots to offer children such as a park outside a play barn while there family ca relax and they won't be bored just sat around also they have a separate children menu with smaller portions which will suit there needs.

Teenagers

It is important teenagers needs are met within organisations. They do this by providing facilities that will interest them and make them want to come back but also at a low price for example at organisations such as Drayton manor park they have lots to provide teenagers such as bigger and faster rides they can go on, fast food places because they tend to like fast food places more then sitting in a restaurant on their day out so they can get on more rides also gift shops so they can buy souvenirs.

Families

Organisations meet the needs of families by making sure there is something for everyone for example at Drayton Manor park they have discounted tickets for families, they have family restaurants, they have rides, which will suit the whole

family and they have zoos etc for the younger ones in the family. If they enjoy the day out they may return the following year and also tell their friends and family about it through 'word of mouth'

Disabled people

In organisations their needs are met by having disabled access through out for example ramps, lifts or doors that are wide enough for people in wheel chairs to get through. Most organisations have this so that disabled customers can also have days out.

OAP's

OAPs needs should be meet in organisations for example at Drayton Manor they have gardens, zoo, places to work, restaurants etc this meet the needs of OAPs because if they go on a day out with the family and don't want to go on rides they won't be missing out because they can still have a good day

School groups

Originations meet the needs of schools by having interesting and exciting things for them. If they go out on a school trip normally that organisation provide discount to the schools because it is large number of pupils, this is also why they have to make sure they meet the schools needs because there's not just one pupils but a group and if the customer service is good and they enjoy them-selves the school may come back the following year with another group and that organisation will gain more profit.

Young couples

It's important to meet the needs of young couples because they are always finding places to go out so they can spend some time together and if they go to one organisation and that organisation meets there needs and the customer service is good they may return there in future. Organisations like restaurants meet their needs by sitting them in one of the nicest spots in the restaurants and normally make the table look nice and always see if they are all right and they need anything else etc.

A01.2

Internal customers

Within an organisation the internal customers would be the suppliers used and the staff. The suppliers are the people that provide the goods to the organisation, without the suppliers the organisation wouldn't have any stock in. Cobwebs rely on suppliers to get food and drink etc for the restaurant. They meet the needs of the suppliers by paying them on time, it is very important the suppliers get paid on time by Cobwebs because they need the money in order to get more products and if the suppliers are not paid on time this will stop them from delivering any more goods and would cause problems. By providing good customer service to the suppliers this will benefit cobwebs and the suppliers because suppliers will be gaining money and make their business more successful and cobwebs would always have stock in and never be short so they cant run out.

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The other type of internal customer is the staff. To meet the needs of the staff is to provide them with good customer service such as giving them special privileges such as free things or discount on their products. Another thing to meet their needs is to provide training for example customer service training and training for the job they have to do so that the staff feels confident they know what they are doing so that their main aim can be satisfying the customer not worrying what they have to do. Also if a member of staff is unhappy within the working environment, this is an opportunity for the manager to consider alternatives to ensure that the member of staff is happy. If the training is high in an organisation like in Cobwebs this would be a positive thing, as the internal customers will deliver high customer service to the external customers. This means that the organisation will run smoothly with fewer problems. Also if the staff are happy at their work they are more than likely going to stay there longer this is what cobwebs makes sure of so they don't have to keep finding new staff.

External customers

External customers are customers outside of the organisation; the customer who come and visit the organisation and who's needs need to be met just as much as the internal customers do.

To satisfy the external customers is very important because these are the people who bring money into the organisation and make it a success but also you want to ensure they come back again. Cobwebs meets the external customers needs by providing food for every customer that is likely to come in such as children, adults, teenagers etc making sure there is something that suits every ones taste. When dealing with the customers complaints if they have any and they are dealt with as well as they can for example offering suggestions about the complaint to solve it. Also to ensure customers needs by getting good value for money, make sure the food is cook to the best standard, make sure the staff is polite to all customers, and also to ensure that if they have any concerns or questions the staff can answer them.

Different types of on external customers are:

Children

Cobwebs meet the needs of children by having children menus especially for children because children eat smaller portions and not adult sizes so it's ideal for children. Or if they want something on the adult's menu cobwebs don't mind cooking them anything off the adult's menu and a smaller portion. For younger children they have high chairs, which is more comfy for them and they are better behaved. Younger children there is spaces for push chairs at some of the children, this is good because they don't have to leave the push chair outside.

Adults

Cobwebs provide different types of food to suit different customers tastes. They have meals or just snacks it depends how hungry the customer is. They also have a selection of drinks for the adults, alcohol drinks or just flat drinks, different types of coffees, depending on which they prefer with their meal. This will satisfy their needs because they will know there will be something to suit them at Cobwebs. Also to meet there needs all the staff at Cobwebs makes sure there every need is met by asking them if every thing is all right, if they would like anything else etc and provide it to them.

OAPs

Cobwebs meet OAPs needs by taking the customer to their seat making sure they are comfortable. Cobwebs also charge a little less for OAPs as they only have small portions and Cobwebs do small portions especially for OAPs to satisfy them. Also if OAPs go for lunch at a café/restaurant and they like the food, customer service and the staff they will return to that place, this is why it is very important Cobwebs meet OAPs needs as they often go to cafes/restaurants weekly and want to ensure they come back to Cobwebs again and become a regular customer.

Disabled

They meet the needs of disabled customers by having disabled access all around the restaurant and a ramp at the front door so they can easily get in and out. They also wheel them to their seat and make sure all their needs are catered for just like any other disabled customers needs would. They also allow guide dogs into the restaurant for blind customers and a member of staff reads out the menu for them.

Special occasions

People go to restaurants for special occasions such as birthday, get together with their family etc. Cobwebs meet these people needs by putting them in a nice part of the restaurant away from the other customers and they don't mind how many people its booked for whereas some places are limited but Cobwebs isn't that's why a lot of people come here for get together with their families. If it is someone's birthday they make the table look nice by having balloons. Customers appreciate this because they

know that Cobwebs makes the effort. Also Cobwebs make sure the service is fast therefore the customers won't get restless or impatience.

A01.3

Cobwebs main aim is to provide good customer service to both the internal and external customers the best way they possible can. It is important to meet the needs of both internal and external customers because it will benefit the organisation. By keeping the internal customers who are the employees. And will encourage external to come again and become regular customers.

Internal customers

To provide good customer service to the internal customers, Cobwebs let the new member of staff do more than one job within the restaurant. They get the member of staff to start off doing an easy job for example in the back doing the washing or drying up so they can get use to the working environment, then when the staff get a bit more confident usually the 3rd week they get the employee at the front dealing with the customers, taking orders, making drinks etc. This meets the member of staff needs because they don't feel like they are rushed straight into the harder jobs on their first week.

Cobwebs meet the needs of the staff by always having an introduction when before they start. The manager shows them around the restaurant and tell them where everything is and what they will be expected to do on there first day and when they've been there a while. This is because if the new member of staff doesn't like what he/she is expected to do then they don't have to work at Cobwebs. Also the manger has a chat with the new employee, this gives them a chance to bond. This will meet the internal customers needs because they will know where everything is and what they will be doing before they start to save confusion on the day and also they will feel comfortable talking to the manager about any problems if they have any.

They meet the needs of the suppliers by always paying them on time, which is very important because it could stop them from delivering other goods as they needs the money to buy other products to sell on. If cobwebs didn't pay the suppliers on time this would not only cause problems but also the suppliers may stop delivering to them and Cobwebs would then have to try and find other suppliers. This is why it is important to follow the agreements to save having to do that. Also to meet the needs of the suppliers Cobwebs make sure that them and the suppliers agree on a date and time to deliver the goods. A time that suits the suppliers and also Cobwebs to ensure they're in to collect the goods and pay them.

By providing good customer service to internal customers this will make

- ♣ ✓ They happy and like their job so therefore provide good customer service to the external customers,
- ♣ ✓ Customers will then want to return to the restaurant again and if cobwebs are always like this it could get around through 'word of mouth' and could gain more customers.
- ♣ ✓ Less complaints
- ♣ ✓ More profit

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CUSTOMERS
A01.3

CONCLUSIONS
A01.3

The managers will also be happy because their staff is happy, their customer's needs are being met and the organisation is running well and smoothly.

External customers

Cobwebs have to make sure they meet the needs of all its external customers, there are different types of external customers, which Cobwebs is aware of and they have to meet every customer's needs. If not it could lead to:

- ♣ ✓ Bad reputation
- ♣ ✓ Loss of customers
- ♣ ✓ No income
- ♣ ✓ External customers going elsewhere.

Cobwebs have to prevent this from happening by always meeting their customer's needs. It is important to keep and gain external customers as this is where Cobwebs get most of its money from and without external customers the organisation wouldn't gain any profit.

The different types of external customers which Cobwebs have to make sure they meet the need of is:

- ♣ ✓ Adults
- ♣ ✓ Children
- ♣ ✓ Teenagers
- ♣ ✓ Disabled
- ♣ ✓ OAPs
- ♣ ✓ Business men/women
- ♣ ✓ Young couples

Adults

To meet the need of adults Cobwebs have a menu full of food with something for everyone. Cobwebs menu provides breakfasts, snacks for those who aren't that hungry, 2 course lunches, or any thing from the menu. Cobwebs also take bookings all week between 12-3pm in case a large number of people come in for lunch and they aren't sure if there's a table for them, this meets their needs because if they book they will know for sure there's are guaranteed seats. Cobwebs also have a number of drinks to offer adults from tea and different coffees such as latte, Americano, cappuccino to alcohol such as wine and beer, this meets their needs because they enjoy a nice drink while eating their meals. By providing a different selection in food and drinks Cobwebs benefit from this because if customers come for lunch and see what they have to offer, they will want to come again, as they will know Cobwebs has something for everyone.

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A07.3

Children

They have booster seats to make them higher up on the table and so they can eat without spilling stuff because they are closer to the table. They have high chairs for babies; this is so they don't have to stay in their prams. There is also children's menu full of appetising foods, which aren't large portions, which benefit the children because they don't tend to eat big portions; they also have delicious deserts, which are popular with children. They have a number of kiddie drinks to offer children such as ribena, oranges squash, milkshakes and apple juice.

Teenagers

Cobwebs meet the needs of teenagers by taking there order as quickly as possible and take it to the chef, so there not sat around for ages waiting for there food because teenagers like to get on with other things. Cobwebs treat teenagers with the same respect as they do adults, this will meet their needs because they will feel more happy and will want to come again if the staff treat them with respect and are polite at all times. They also have the same menu as the adults but they can have smaller portions if the ask. Cobwebs benefit from this because if teenagers know they can have smaller portions at Cobwebs they will want to go for lunch because they won't feel like they have to eat loads.

Disabled

It is important Cobwebs treat disabled people just like there other customers because if disabled customers like the atmosphere and the customer service and the food at Cobwebs they are more like going to come again and again. To meet the disabled customers needs Cobwebs have a ramp to getting and out of the door easily, there is disabled access around the restaurant, which means they can get around without any problems and without it being a tight squeeze. The toilets are also disabled access. These needs are met at cobwebs, which is good because it will bring in a wide range of different customers and by providing disabled access it is meeting their needs. However if cobwebs didn't meet disabled customers needs it may loose a lot of customers as people would feel that the restaurant doesn't care about the disabled if they don't cater for them so by meeting there needs it is encouraging more customers.

OAPs

The OAPs need their needs to be met also. Cobwebs do this by helping them to their seat, making sure they are comfortable, checking to see if there okay. Cobwebs also provide smaller portions for OAPs, as they don't tend to eat the full adult portions. Cobwebs deduct some of the money from there bill, this meet their needs because they only have to pay for the amount they eat not the full price which would be unfair if they did because they didn't eat the adult sized portion and therefore shouldn't have to pay the full amount, this is why cobwebs does this.

Business men/women

Have newspapers they can read. Open early (9am) so they can pop in before they go to work, they have breakfast club on Tuesdays and serve breakfast till 10am in the

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AOT.3

week so they can have one before they go to work. They have lunches, which are either a light snack, a 2-course lunch or anything from the menu. The food is always cooked fresh and bought out as quick as possible, this would meet business men/women needs as they don't have that long on their lunch breaks.

Young couples

Cobwebs restaurant also meets the needs of all these customers by always asking if there are all alright and the food is alright, also ask them if they need anything else and is they do get it for them as quick as possible. Cobwebs benefit from doing this by encouraging customers to come again.

If all of internal customers needs are met then the organisation will run smoothly, this is because the managers, supervisors, share holders etc will all be satisfied and will do the best they can to ensure they put 110% into the business because if there needs are met then they will want to meet the customers needs also and this will bring more customers to the organisation and it will increase profit but also the organisation will have a good reputation. Also the organisation will have a happy and efficient work force if there needs are being met.

However if internal customers needs are not met then the organisation will start going down hill, this is because if the internal customers are not happy then they won't make an effort in the organisation and won't even try to meet the needs of the external customers. This will cause loss of customers because they won't want to come back if the internal customers don't provide good customer service, which they won't if there needs aren't met. Loss of customers will lead to loss of profit as the organisation won't be getting much money if customers are going else where. Also the reputation will go down hill because it will get around through 'word of mouth'. This is why it is very important that any organisation meets the needs of the internal customers because these are the ones that have to make sure the external customers needs are met.

If all external customers needs are met it will gain more customers because people will want to go to the organisation if that organisation is known to meet every customers needs. The organisation will benefit if there external customers needs are met because the organisation will gain more customers, which means increased sales in the organisation. Also if the external customers visit the organisation and there needs are met they will continue coming so the organisation will gain regular customers.

However if the external customers needs are not met this could be a problem for the organisation because customers will go elsewhere, loss of profit will also occur, the organisation will have more competition, this is because if there customers are going else where then the organisation have to try and get there customers back instead of them going to another organisation. If the customers go elsewhere they will have loss of sales. Not only that but they will have more complaints because the external customers won't be pleased that there needs are not being met, therefore they may complain more.

CONCLUSIONS
ACT. 3

A02

Customer service
Coursework



Situation 1 (good)

A family of 3 came in, who were very fussy. Firstly they don't like where I seat them so I move them to a table they feel more comfortable at. One was vegetarian and didn't like what our vegetarian for today was so we cooked her something else. And the other two customers wanted meals but didn't like some things. Throughout we all stayed calm and met there needs by providing them with everything they asked for.

Customer: hello, we haven't booked but were wondering if you had any spare tables.

Me (member of staff): yes certainly over here, if you would just like to follow me

Customer: okay thank you

Me (member of staff): would you like to order any drinks?

Customer: I am very sorry but we are not comfortable at this table it's to cold because it's very close to the door, so we were wondering if we could move to the table in the corner over there if that's possible

Me (member of staff): yes certainly, sorry didn't realise

Customer: thanks a lot and yes we would like to order some drinks

(Customer moves to the other table)

Me (member of staff): what drinks would you like?

Customer: could we please have two apple juices and a coffee with crème please

Me (member of staff): okay

(I go and make the drinks)

Me (member of staff): here are your drinks

Customer: thank you

Me (member of staff): are you ready to order

Customer: oh no we haven't looked at the menu yet

Me (member of staff): okay I will come back to take your order

Customer: ok thank you

(5 minutes later)

Me (member of staff): are you ready to order?

Customer: yes what is your vegetarian

Me (member of staff): it's vegetable bake

Customer: oh I'm vegetarian but I don't like vegetable bake, is there anything else.

Me (member of staff): I can go and ask the chef if he can cook something else for you

Customer: that would be great thank you

(I go and ask the chef)

Me (member of staff): would vegetable lasagne be okay

Customer: yes that would be fine thank you very much

Me (member of staff): that's okay, what other meals would you like

Customer: could we have one roast dinner with pork

Me (member of staff): yes

Customer: but in the vegetables could I not have any carrots please

Me (member of staff): yes we won't put ^{any} ~~any~~ in for you

Customer: and have peas if that possible

Me (member of staff): yes I'll get the chef to cook some for you

Customer: thank you, could we also have one quiche and chips

Me (member of staff): okay

Customer: but I don't want a side portion of salad could I just have cucumber and tomatoes?

Me (member of staff): yes that's fine

Customer: thank you and I think that's it.

Me (member of staff): okay it won't be too long

Customer: okay

(15 minutes later)

Me (member of staff): here are your meals

(Passed the correct meals to the customers)

Customer: thank you

Me (member of staff): your welcome, would you like any sauces?

Customer: could I have mint sauce for mine and could I have tomato ketchup for mine please

Me (member of staff): yes

(went to get the sauces)

Me (member of staff): here you are

Customer: thank you

Me (member of staff): would you like anything else

Customer: no thank you

Me (member of staff): okay just call me over if you would like anything else

Customer: yes thanks a lot

(5 minutes later)

Me (member of staff): is everything okay for you

Customer: yes thank you

Me (member of staff): good

Customer: actually please could I have apple sauce instead of mint please because I don't like it

Me (member of staff): yes that's fine ill just go and get it for you

Customer: thank you

Me (member of staff): here you are

Customer: please could I have another apple juice because I've finished my drink

Me (member of staff): yes

(Went to get apple juice)

Me (member of staff): here you are, would you like any think else

Customer: no that's it thank you very much

(10 minutes later)

Me (member of staff): have you finished?

Customer: yes

Me (member of staff): was everything okay for you?

Customer: yes, that was lovely, thank you

Me (member of staff): would you like a sweet?

Customer: no were very full up thank you

Me (member of staff): okay would you like any coffees?

Customer: no thank you can we just have the bill please

Me (member of staff): yes ill bring that over in a minute for you

(Bring bill over)

Me (member of staff): here is your bill

Customer: thank you

(The customers come to the till to pay)

Me (member of staff): hope you enjoyed your meals and hope to see you again soon

Customer: yes we'll definitely come again

Me (member of staff): thanks then, bye

Customer: yes thank you very much, see you again, bye

The customers left feeling satisfied and left a £7 tip and thank the staff very much for the good customer service they received and the lovely meal they had.

Self Evaluation |

Situation

..A family of 3 came in who were very fussy. Firstly, they didn't like where they were seated then the ~~other~~ vegetarian customer didn't like the meal that day. And the other customers didn't like some food that came with the meal...

What I did well

..when they weren't comfortable in their seats I moved them to a different table away from the door, so they were more comfortable. The vegetarian customer didn't like vegetable bake, so I asked the chef to cook something else. The other two customers didn't like carrots etc so I asked the chef not to put any in for them. Throughout I kept calm, met their needs by providing them everything they asked for and they left feeling satisfied and left £7 tip.

What didn't go so well and I could improve on

..I could of ask if that table was alright for them before seating them there. I could of also.....
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Witness Statement 1

Student Name [REDACTED]	Date
Programme AOZ	
Unit Title	Unit Number AOZ
<p>Which part(s) of the unit have been met?</p> <ul style="list-style-type: none"> • provided good customer service • Met customer's needs 	
<p>Scenario A family of 3 came in who were very fussy. They don't like where they were seated they don't like food and asks for bits to be taken off. we stayed calm and met there needs</p>	
<p>The family of 3 came in, we seated them on a table near the door, but they were not pleased so Frankie moved them to a table in the corner where they would be more comfortable. one of the customers was a veg, but didn't like the veg dish that day, Frankie went to the kitchen to see if the chef could cook something else, which he could. Then the other two customers didn't like some bits that was on their meal, Frankie told the chef, so he didn't include the food they didn't like. Throughout Frankie providing them with everything they wanted and ensured there needs were met. They lefted feeling satisfied.</p>	
<p>Name of the organisation where the skills were demonstrated</p> <p>[REDACTED]</p>	
<p>Witness' Name</p> <p>[REDACTED]</p>	
<p>Witness Position</p> <p>[REDACTED]</p>	
<p>Witness Signature</p> <p>[REDACTED]</p>	
<p>Students Signature</p> <p>[REDACTED]</p>	

Situation 2 (bad)

Waited ages for their order to be taken, waited ages for food and was wrong order so they had to wait even longer for the correct food to arrive, the customers were very impatient but it was because we were busy that day and was short staffed.

Me (member of staff): good afternoon

Customer: hi, we booked table for 11

Me (member of staff): okay, what's the name?

Customer: Harris

Me (member of staff): yes right over hear, follow me

Customer: okay thank you

(20 minutes later)

Customer: excuse me can some one please take our order we've been sat here 20 minutes and our order still hasn't been taken.

Me (member of staff): oh sorry I'll be right with you

(go over to table)

Customer: about time

Me (member of staff): sorry about wait, what can I get you?

Customer: right, 1 chicken, bacon and cheese melt, 1 bean and cheese jacket potato, 1 gammon and chips and 1 roast dinner

Me (member of staff): roast dinner with pork, beef, lamb or chicken?

Customer: beef please

Me (member of staff): anything else?

Customer: yes a bottle of dry white wine please

Me (member of staff): ok thank you

Customer: thanks

(25 minutes later)

Me (member of staff): here is your bottle of wine

Customer: it took long enough didn't it we've been waiting ages for that I even forgot we ordered it

Me (member of staff): I m very sorry

Customer: yes well I am not very happy about it, I would of thought our food would be here by now, we've been waiting long enough.

(15 minutes later)

Customer: the food is still not here can you go and see where it is?

Me (member of staff): yes I'll go and check.

(I went to the kitchen to check)

Me (member of staff): it shouldn't be much longer now

Customer: you mean it is not ready yet

Me (member of staff): not yet I am very sorry, we are very busy and are short staffed that's why it's taking a while

Customer: taking a while! It's nearly been 40 minutes!

Me (member of staff): I no I do apologise

Customer: I have a right mind to walk out of here because I don't see why I and my family are expected to wait any longer

Me (member of staff): it should be here very shortly

(5 minutes later)

Me (member of staff): I am very sorry about the long wait, it was because we are very shorted staff today, I am very sorry for your long wait and can assure you it won't happy again.

Customer: well ok I'm just going to enjoy my meal now ive waited so long for it!

Me (member of staff): Here are your meals, 1 roast dinner; would you like any sauces with that?

Customer: umm mint sauce please

Me (member of staff): gammon and chips

Customer: yes here thank you

Me (member of staff): 1 cheese baguette and 1 chicken and cheese baguette

Customer: no we asked for a bean and cheese jacket and a chicken, bacon and cheese melt

Me (member of staff): oh sorry I'll take these back for the chef to do again I am very sorry about this

Customer: well we've waited long enough for the food, and it we've got to wait even longer for our food! I won't be coming here again!

Me (member of staff): I am very sorry about the incorrect food and the long wait. I will take the food back and get the chef to re cook the correct order straight away

Customer: well my wife and sister have waited nearly an hour for this food and its wrong so they've got to wait even longer!

Me (member of staff): i am very sorry I'll get him to do it right away, so it'll be her in les than 5 minutes

Customer: right, suppose that will do.

Me (member of staff): I am very sorry for any inconvenience and will refund your meals and pay for them to apologise for the long wait and the mess up of your order.

(Went to get other meals)

Me (member of staff): here are you meals and again I am very sorry

Customer: thank you

(10 minutes later)

Me (member of staff): was everything okay for you?

Customer: well the food was nice that's the good thing. But can I speak to the manager please because I am not happy with how long it took for the meals to come because me and my family had to wait nearly an hour for the food and two of the meals were even wrong, I am not happy about this, it's never happened anywhere before.

Me (member of staff): I'm sorry this has never happened here before we only had 3 members of staff in and didn't realise how busy it was.

Customer: where's the manager

Me (member of staff): I'm afraid the manager isn't here today

Me (member of staff): I am very sorry about the inconvenience that was caused; I can assure you it won't happen again.

Customer: how can you be so sure?

Me (member of staff): because we were never short staff, but unfortunately today we were. To apologise for the inconvenience we will pay for two of the meals one half of cobwebs to apologise.

Customer: well thank you

Me (member of staff): that's okay and it won't be happy again

Customer: okay thank you

Me (member of staff): okay bye, sorry again

Customer: it's okay, bye

The customer had two free meals on behalf of cobwebs to apologise for the wait and the mess up of that table's order. And left feeling satisfied because I tried to deal with the complaint as well as I could. And while the customer was angry, I stayed calm at all times, which made the customer calm down.

Self Evaluation 2

Situation 2

..waited ages.. for.. their.. order.. to.. be.. taken,..
..waited.. ages.. for.. food.. to.. come.. but.. was
..wrong.. order.. so.. they.. had.. to.. wait.. longer..
..The.. customers.. were.. very.. impatience..
..but.. it.. was.. because.. we.. were.. busy
and.. staff.. stayed.. that.. day.....







What I did well

..I.. apologised..... for..... the..... mess..... up..... of..... the
..order..... and..... the..... long..... wait..... and..... assured
..them..... it..... was..... only..... because..... we
..were..... busy..... and..... short..... staffed..... and..... it
..won't..... happen..... again..... I..... also..... stayed.....
..calm..... while..... they..... were..... angry..... and
..I..... dealt..... with..... it..... the..... best..... way..... I
..could..... I..... also..... offered..... ~~them~~..... to..... pay
..for..... two..... meals..... on..... behalf..... of..... others
they..... left..... feeling..... Satisfied.....

What didn't go so well and I could improve on

..The..... mess..... up..... of..... the..... orders..... I..... should..... of.....
..double..... checked..... with..... the..... chef..... he..... knew
..what..... food..... was..... for..... what..... table..... I
..should..... of..... warned..... them..... it..... may..... be
..a..... while..... because..... we..... were..... short.....
..staff..... and..... busy..... because..... then..... they
..would..... of..... expected..... to..... wait..... longer.....
.....
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.....

Witness Statement **2**

Student Name 	Date
Programme AOZ	
Unit Title	Unit Number AOZ
Which part(s) of the unit have been met? • dealt with complaint by providing high level of customer service	
Scenario waited ages for order to be taken and was wrong order. so had to wait longer for correct food, the customers were impatient but it was because we were short staff and busy that day. The customers came in and frankie took them to their seat. The customers waited ages for food to come order to be taken and for food to arrive, but it was the wrong order, so had to wait longer, the customers were impatient so frankie apologised and ensured them it wouldn't be too long. Frankie also apologised for the wrong order and the long wait and explained it was because we were very busy and we were short staffed, and assured them it was a one off and won't happen again, after I assured them they didn't want to see the manager. Frankie also offered them two free meals on behalf of colleagues to apologise for the inconvenience, they ate their meals and left feeling satisfied.	
Name of the organisation where the skills were demonstrated 	
Witness' Name 	
Witness Position 	
Witness Signature 	
Students Signature 	

Situation 3 (good)

A family of 8 came in. 2 children, 1 OAP, 1 baby, 4 adults. I always asked if everything was okay and asked if they needed anything else and got them what they asked for. The customer service was good and the food was fast, fresh, warm and they were satisfied with there Sunday lunch. However it was a very busy day so after everyone's order had been taken I had to go into the kitchen to help, so the food gets out quicker to the customers.

Customer: we booked a table of 8 for half 12

Me (member of staff): what is the name?

Customer: Morris

Me (member of staff): oh yes over here table 9

Customer: thank you

Me (member of staff): I'll be over in a minute to take your order

Customer: okay that's fine

Me (member of staff): here's two booster seats

Customer: that's great thank you

Me (member of staff): and here's two children menus

Customer: thank you

Me (member of staff): you ready to order any drinks

Customer: yes could we have some milk for the baby, two orange juices for the children but in plastic cups please?

Me (member of staff): yes that's fine

Customer: also do you have gin and tonix because it's not on the drinks menu

Me (member of staff): I can do that for you if you'd like?

Customer: yes that would be great, thank you very much

Me (member of staff): I'll just go and do them for you while you have a look at the menu

Customer: okay thank you

(5 minutes later)

Me (member of staff): here are your drinks

Customer: thank you

Me (member of staff): are you ready to order or would you like me to come back

Customer: no it's okay we're ready to order

Me (member of staff): okay what would you like?

Customer: could we have 4 starters?

Me (member of staff): yeah

Customer: ummm 4 soup please and could you bring two warm rolls for the little children as well please

Me (member of staff): yes that's fine. Ready to order main courses

Customer: yes I think so could we have 2 children's lamb please

Me (member of staff): yes that's fine

Customer: also could we have a small pork because she can't eat very much

Me (member of staff): yeah sure

Customer: then two adults lamb and two chicken

Me (member of staff): ok

Customer: but without the sauce could we have gravy instead?

Me (member of staff): ok I'll ask the chef to do that for you

Customer: thank you

Me (member of staff): anything else

Customer: could you just bring a spare plate for the baby and he can have some of ours

Me (member of staff): yeah ok

Customer: that's it then thank you

Me (member of staff): ok it might be a while because we're very busy today

Customer: ok that's fine no worries

(Went out go and help I the kitchen to get the meals to the tables quicker because it was very busy)

(15 minutes later went to take food to table)

Me (member of staff): here is your food

Customer: thank you very much

Me (member of staff): and here is a spare plate for the little one

Customer: that's great than you

Me (member of staff): here's some extra vegetables as well

Customer: thank you very much

Me (member of staff): would you like any sauces or extra gravy?

Customer: yes could we have apple sauce and mint sauce please, oh and some extra gravy

Me (member of staff): yes I'll just go and get them for you

Customer: also we would like some extra roasts if that's okay?

Me (member of staff): yes that's fine, I'll just go and get some for you

Me (member of staff): here you are

Customer: thanks

Me (member of staff): is there anything else you would like?

Customer: no I think that's it thank you very much

Me (member of staff): its okay, just give me a shout if there is anything else you would like

Customer: okay thanks

(7 minutes later)

Me (member of staff): is everything okay

Customer: yes superb thank you

Me (member of staff): would you like any more drinks or anything

Customer: no its okay thanks for asking though

(3 minutes later)

Customer: excuse me

Me (member of staff): yes

Customer: could we have a jug of water please

Me (member of staff): yes certainly, I'll just go and get that for you

Me (member of staff): here you are

Customer: thank you

Me (member of staff): and here's 5 glasses and 3 plastic ones for the children

Customer: thank you

Me (member of staff): your welcome

(10 minutes later went to clear plates)

Me (member of staff): was everything okay for you

Customer: yes it was a lovely meal and thank you very much for your good customer service and the quick service although you were busy

Me (member of staff): no problem

Customer: we'll definitely be coming back again

Me (member of staff): good, would you like a sweet

Customer: no thank you can't eat another thing

Me (member of staff): okay would you like any coffees or another drink

Customer: no thank you if we could just get the bill

Me (member of staff): ok sure I'll go and get that

Me (member of staff): here you are

Customer: thank you

(Customers paid for meal)

Customer: thanks again

Me (member of staff): its okay I'm glad you enjoyed your meals

Customer: we did and thanks for your help

Me (member of staff): it's okay see you again soon

Customer: yes thank you, bye

The customers left satisfied with the good customer service, the quick service and the lovely warm food and left a 5 pound tip and are coming again soon.

Self Evaluation

Situation 3

A family of 8 came in. I provided them quick service, good customer service and catered for their needs and went to help out in the kitchen when they needed me to get the food to the customers quicker.







What I did well

As soon as they walk through the door, I took them to their seats, I took their order quickly, so they didn't have to wait long for food. I was polite and helpful throughout. I took their drinks and meals quickly. I provided them with booster seats, children's menus and a drink which was nice on the menu and served the meals how they asked e.g. separate gravy and made sure chef knew this. I always asked if they needed anything else and if everything was ok.

What didn't go so well and I could improve on

Could of helped out in the kitchen more instead of only helping when they asked.

Witness Statement 3

Student Name 	Date
Programme A02	
Unit Title 	Unit Number A02
Which part(s) of the unit have been met? <ul style="list-style-type: none"> • Good customer service • Met all the customers needs 	
Scenario <p>A family of 8 came in. Provided them quick service, good customer service and catered for their needs</p> <p>The family of 8 came in, Frankie took them to their seats and took their order. Frankie was polite and helpful. The drinks and food come quickly, so they didn't have to wait long. Everything they needed, she provided them. Frankie provided them with booster seats and childrens menus, made them a drink, which wasn't on the menu, served the meals how they asked e.g. separate gravy, she always asked if they were alright and needed anything else. They left feeling satisfied, as all their needs had been met. After they said to Frankie that they would definitely come again and left a tip. And provided help when needed</p>	
Name of the organisation where the skills were demonstrated 	
Witness' Name 	
Witness Position 	
Witness Signature 	
Students Signature 	

Situation 4

A couple comes in for a romantic meal on Valentine's Day. We cater for their every need and make their night special and romantic by providing candles, music in the background, delicious food and a gift for the lady at the end of their meal. The couple appreciate the staff at Cobwebs' effort and leave a 5 pound tip.

Customer: hello we've booked a table for this evening

Me (member of staff): what's the name

Customer: Ellis

Me (member of staff): oh yes over here, your table is ready

Customer: this is lovely with the music, candles and red balloons thank you for your effort

Me (member of staff): it's okay, hope you enjoy your evening

Customer: thank you

(let them sit down and look at the menu and drinks menu)

Me (member of staff): would you like any drinks

Customer: yes please could we have two glasses of red wine?

Me (member of staff): yes sure I'll go and do them for you now

(I go and make the drinks, while they choose they look at the menu)

Me (member of staff): here are your drinks

Customer: thank you very much

Me (member of staff): are you ready to order your meals?

Customer: yes for starters we would like one prawn platter, Marie Rose and one soup

Me (member of staff): okay would you like your bread with white or granary bread?

Customer: ummm granary please

Me (member of staff): okay and main courses?

Customer: two salmons please they sound delicious

Me (member of staff): okay they won't be to long

Customer: ok thank you

Me (member of staff): is there anything you would like while you are waiting for your meals

Customer: every things great thank you

(change the music to another romantic, peaceful song)

(10 minutes later)

Me (member of staff): here are your two meals

Customer: thank you it looks delicious

Me (member of staff): would you like anything else

Customer: yes could we please have a bottle of house red wine

Me (member of staff): yes I will just go and get that for you

Customer: thanks

Me (member of staff): here you are

(Pour the wine into their glasses)

Customer: thank you

Me (member of staff): is everything okay, would you like anything else

Customer: no every thing is perfect, thank you. We appreciate the effort you have put in to make our night special thank you

Me (member of staff): it's okay hope you enjoy your meal

Customer: thank you

(10 minutes later)

Me (member of staff): is everything okay for you

Customer: yes thank you, thanks for asking

(10 minutes later go to clear the plates)

Me (member of staff): was that okay for you

Customer: yes absolutely delicious

Me (member of staff): good, would you like a sweet from the cabinet, we have specials on for tonight

Customer: there's too many to choose from, but I think we'll go for the chocolate gateau

Me (member of staff): would you like crème with that

Customer: yes please

Me (member of staff): okay I'll go and get those for you

(Go and get the customers sweets)

Me (member of staff): here are your sweets

Customer: thank you

(5 minutes later go to clear plates and take a rose and a surprise gift for the lady as a special treat for valentines day)

Me (member of staff): here is a rose for you

Customer: oh thank you very much that's very kind of you

Me (member of staff): that okay hope you enjoyed your evening

Customer: yes we did we had a lovely evening and the meal was gorgeous

Me (member of staff): good I'm glad you enjoyed it

Customer: could we just have our bill now please we best be off

(Go get their bill)

Me (member of staff): here you are

Customer: thank you

(Customers take bill to counter to pay)

Customer: here you are and keep the change because you deserve a big tip for the effort you all put in to make our evening special.

Me (member of staff): oh thank you and that's quite alright and you can take the balloons if you'd like

Customer: oh yes thank you!

Me (member of staff): it's okay see you again soon I hope

Customer: yes you will and thanks again it was appreciated bye

The customers left feeling very satisfied and left a five pound tip to show there appreciation because we ensured that there needs were met and made sure there evening was special by providing music, balloons and candles on the tables and a rose for the lady.

Self Evaluation

Situation

A couple came in for a romantic meal on valentines day. we cater for them every need and provided candles, music, delicious food and a gift for lady at the end of night. And throughout provided good customer service.

What I did well

I was helpful throughout, provided quick service and good customer service throughout to ensure there evening was special. Also setting the atmosphere e.g. music, candles, gift etc. made it more special for them. Took the lady a gift which she appreciated very much. I was polite and friendly and they left satisfied.

What didn't go so well and I could improve on

I could of checked more often to see if everything was okay because I only asked twice

Witness Statement

Student Name [REDACTED]	Date
Programme A02	
Unit Title	Unit Number A02
Which part(s) of the unit have been met? <ul style="list-style-type: none"> • Provided excellent customer service • Met the needs of the customers 	
Scenario A couple came in for a romantic meal on Valentines day. provided them with candles, music, gifts etc. Met there needs by providing quick & excellent customer service.	
The couple came in, Frankie took them to their seats and asked if they would like any drinks. They thanked her for the effort coz she had put in from the music to the decorations. she's quick with there orders, she always asked if they were okay, she poured the wine they asked for in the glasses, which was good customer service, Throughout she was friendly, helpful and polite towards the customers, which made there night more special. At the end she took the lady her gift, which the customer appreciated and the customer thanked her and left satisfied and left Frankie a five pound tip to say thank you.	
Name of the organisation where the skills were demonstrated [REDACTED]	
Witness' Name [REDACTED]	
Witness Position [REDACTED]	
Witness Signature [REDACTED]	
Students Signature [REDACTED]	

A03

Customer service
Coursework



A03

Organisations use different ways to monitor the success of their customer service that they provide for the internal and external customers. Organisations have to monitor this because they can ensure that they are meeting the needs of their customers.

At cobwebs they feel that great customer service is one of the most important things to make any organisations successful. Cobwebs try to provide good customer service like big organisations such as Alton towers, although Alton towers are meeting the needs of a wider audience, people all over the world, whereas Cobwebs just have local customers but they like to ensure they can get as many customers as possible.

By providing the best customer service the staff should have personal skills that are appropriate says Timothy P. Bonomo who wrote customer service, which was about better customer service, such as appropriate language, positive body language, listening skills, clear telephone skills, self confidence and selling skills, which Cobwebs does. Also be presentable because then you present yourself better and staff at cobwebs will make a better impression to there customers also this will have a direct influence on their own job satisfaction and the future success of the organisation that employs them. Cobwebs do this by ensuring there staff have their hair tied back, no Jewellery and a smart uniform wore by all members of staff, and this impresses the customers also because they know they are coming into a pleasant restaurant if the staff look clean and presentable.

RESEARCH
28.3

By monitoring feedback from both customers and staff, an organisation is able to adapt its products and/or services to changing customer needs says Allan Woods, Lesley Hebron, Sally Bradley, the author of customer service book. Organisation use methods to find out if customers are happy with the standard of customer service that they receive from that organisation. These include informal feedback from customers/staff, which is general chat with the customers after the meal; weather its them commenting on the food or just the staff having a relationship with the customers, this is good organisation do this because the customers feel comfortable within the organisation if the staff are being easy to get along with.

RESEARCH
A03.3

Organisations do surveys of customers, staff and non-users, which is a good way to monitor the effectiveness of customer service says Penni McLean-Conner, another author of a customer service book. Organisation do survey on customers to see what they would like in that organisation, also to see if there needs are being met. Organisation do surveys on staff to see if they are satisfied with what they have to do within the working area. And the staff might have good ideas, which might make the organisation better. The staff might also be able to identify weaknesses within the organisation, which the organisation hasn't picked up on, but from the member of staff they can do something about the weakness to make the organisation better. Also the staff might have hand on relation with the customers, therefore will know customers needs, from a different angle. From a survey it would benefit the organisation as they could change these things. Organisations would also do survey of non-users, which are people outside of the organisation who don't use the organisation, surveys could show what people would want in that organisation.

RESEARCH
A03.3

Organisations use suggestion boxes this is where customers write down suggestions and put them in the box that is available for them within the organisation, this is a

good way to see what customers would like within the organisation and if the organisation like the sound of some of the suggestions they can consider using them.

Focus groups is another method that organisations use this is a good market research technique it is where 8 to 12 market participants are gathered in one room for a discussion under the leadership of the boss. They discuss any problem that may of occurred and this gives the people and opportunity to speak out loud.

Also observation, Observation basically means watching something and taking note of anything it does. In most organisations it is the boss observing everything the staff does.

IDE
METHODS USED

Cobwebs uses some of the methods that are used by other organisations such as suggestion box for there customers to write suggestions and put them in the box, the good thing about this is that Cobwebs can monitor what customer would like to see within the organisation if they consider the suggestions it will make the organisation better because they are listening and considering their customers suggestions not just there staffs. However the bad thing about this is that Cobwebs may feel that they have to consider the suggestion the customer has made because other wise that customer needs and suggestion hasn't been met. Although Cobwebs can't meet all there customers even if they do try there best because if one of the suggestions is very expensive and Cobwebs doesn't think its relative then they can't possible just consider it just for that customer.

Cobwebs also provide informal feedback from customers/staff. After the meals Cobwebs goes round to the tables and ask if everything was okay and normally the customers comment on the food then have a easy chat with the staff. Cobwebs like there customers to have an informal chat with the staff, this is because they like to staff to have a close relationship with there customers, this is also a way they get regulars. It is good Cobwebs chat to their customer because it would make them feel more comfortable and they would appreciate that cobwebs staff are making an effort with their customers.

RECOMMENDATIONS

What cobwebs could do that other organisations do is surveys. They could do survey of customers to see what they like and dislike about the organisation and if they have any improvements. Cobwebs could see form the surveys and they will know what there customers thing, which is good but if the surveys came back and the customers weren't pleased with Cobwebs and they were meeting that customers need then Cobwebs would have to try and do something about this and if they didn't then they would loose customers. They could do surveys for the staff, this would be good because they could see what there staff are happy with and what there staff is not so happy with and could change it. Also do surveys for non-users because then Cobwebs could find out what they would like, this is good because if a non-users did the survey they might consider going to Cobwebs if they think that what they suggested Cobwebs do, they might actually do it and they would go to the restaurant to see.

Cobwebs boss tries to observe what the staff are doing correctly and what they aren't doing as good. But what cobwebs could do is observations, the boss sets out principals, which staff are expected to meet, the staff are taught how to answer phone properly, how to take bookings, how to take orders, provide the correct customer service etc, by using observations the boss can check and make notes of the staff to

see if they are doing it correctly or not, making notes would be better than just checking round because then the boss can make sure they don't forget to tell the member of staff if they are doing something wrong. And if there not it can be changed. This would improve the staff's knowledge within that organisation and overall it would make the organisation better.

External customers

It is very important Cobwebs meet the needs of the external customers, as these are the paying customers. Without the external customers there would be no business that is why excellent customer service is required.

The ways Cobwebs monitor the success of their customer service is by having a complaints book, comments book, training there staff how to use the telephone etc and train there staff to have good listening skills, polite etc.

Cobwebs have a complaints book to look at the success of there customer service because if there isn't any complaints left in there than cobwebs know that there meeting the needs of the customers and what they are doing is correct. However if there are quite a few complaints left in there then cobwebs will have to look further into the problem and try and sort the problem out. This is good because they are looking at what the customers wants or solving something that could make their organisation better. Although the complaint books there for people to complain, a lot of people don't put forward there complaints as they feel nothing will be done about it so it will be a waste of there time. However, cobwebs do, do something about it and wants people to put there complaints forward if they have one because then the organisation can put right the problems and the organisation will be better because there will be fewer problems because they would of dealt with them. A complaints book is a good way to monitor the effectiveness of Cobwebs customer service. However the negative thing about a complaints book is that some people might be afraid to complain, therefore won't but Cobwebs like people to write what they think, as they can see what is being complained about and sort it out. But some customers might not want to hurt the staffs feelings or the anonymous ones might not see the point because they might not thing something will be done about it and if its anonymous then cobwebs can't get in touch with that customers, so this is a negative thing about the complaints book. Formal

Cobwebs also have a comments book; this is where customers can write a comment in here after they've been to Cobwebs. This is a good way because the customers don't have to write who the comment is from so if they want to write a bad comment they can because the staff wont no its them who wrote it, this is good for some customers as they like to keep there complaints or concerns anonymous. This will give cobwebs a rough idea of what the customers aren't happy with and they can put that right. If the customers leave good comments then Cobwebs will know what the customers are happy with.

When a bad comment is made customer either in the complaints book or the comments book Cobwebs do there very best to change it and make it right. If a customer who complains leaves their number, name or address then cobwebs should get in touch with that customer to apologise about the complaint which they had just

IDENTIFYING
METHODS USED
AND EVALUATED

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METHODS USED

made and also to let them know that the complaint has been dealt with and explain how they dealt with it, this is good because then the customer will know cobwebs care about what there customer concerns are and do consider to do something about it, this might also make the customer want to come back if they know that their complaint has been dealt with.

Another way Cobwebs monitor the effectiveness of their organisation is profit. They check this at the end of every day then again at the end of every week to see how much profit they got that week. If they made less profit then the following weeks they will know something's wrong and need to check why that is but if they've made more or the same amount as the other weeks they will know that they are doing well and there customer service is keeping there customers. What Cobwebs could do is make is instead of just looking at the profit lost or the profit gained they could make a record of the profit each week on a database, this would be good because they can monitor it better if its on the computer each week.

A good thing that big organisations do to monitor the effectiveness of their customer service is questionnaires and internet resources. Questionnaires would be good to use if they mentioned questions about what people think is good and bad because then Cobwebs will know what bad things there are that need to be improved and what good things there are.

This happens in big organisations such as Alton towers, these organisation do this so Cobwebs could consider doing this also because although Cobwebs is not as big as the organisations that use these things to monitor the effectiveness the can monitor there customer service with the customers they do have to make them a popular restaurant.

Internal customers

Cobwebs don't only provide good customer service to the external customers but the internal customers to. It is important to provide good customer service to the internal customers, as these are the people that provide good customer service to the eternal customers.

By providing good customer service to the internal customers it will create a good working environment and a nice atmosphere in the work place. it will also bring a goes relationship towards the staff and the manager.

To monitor the effectiveness of the customer service they provide to the staff they can see by how many employees they have and how long they have worked at that organisation for. If staff come and go every month then Cobwebs would know that they are not providing good customer service to the employees but because the staff stay and have worked at Cobwebs for a long time they know that they are doing something right and they must be providing the internal customers with good customer service too.

They provide their internal customers the training they need. This is meeting the needs of both internal and external customers because if internal customers are confident they know what they are doing they will give good customer service to the external customers and the external customers will benefit from this as they are the ones who will be receiving such excellent customer service from the staff.

They train their staff so they are 99% sure what they are doing, for example if the member of staff is a waitress at Cobwebs the manager will tell them exactly what to do, where everything is and train them on the till so they are confident they know what to do. They also train the member of staff clear telephone skills for when they answer the phone, this is important the staff learn this because if they answered the phone rude or speak so it's hard for the customer to understand the customer on the phone will not be impressed and may complain. So it's important to have clear telephone skills. Also good selling skills for example if a customer wasn't sure what some of the food is on the menu the staff at Cobwebs have to be able to know what the food is so they can tell the customer and sell the food by telling them how good it is. To monitor the effectiveness of the training they give to the internal customer is by the complaints if nobody has complained about them they know that the staff are giving good customer service and aren't doing anything wrong.

They also train their staff a range of personal skills to make them better in the job and therefore will therefore give good customer service because they know what they are doing. Such as positive body language, this is good because a customer could complain if they think the member of staff is giving negative body language. Listening skills because if a customer wants to talk to the member of staff about a requirement they would like or a complaint etc then the member of staff at Cobwebs must listen to what the customer has to say because they customers would get impatient and angry if the member of staff wasn't listening. Appropriate language because they are talking to paying customers so therefore Cobwebs has to make sure that they are polite and don't use inappropriate language.

By training their staff as to what they have to do it will make them feel confident, which is a positive thing because if they are confident they will feel confident giving good customer service. If they weren't confident that could be an issue, as they wouldn't feel confident enough to provide good customer service to the customers because they wouldn't know what they are doing.

What they could do

What Cobwebs could do to monitor the effectiveness of the customer service they're giving to the internal customers is use appraisals. This is where the members of staff have meetings with their manager and discuss what they enjoy, what they don't enjoy and how they think they are doing. This gives the staff and manager a chance to bond and get to know each other and can see if they are providing the staff good customer service if not this is the chance for the internal customer to say. Also if there's any problems this is a way the staff at Cobwebs could tell the manager and the manager could fix it.

Or Cobwebs could hold meetings for the internal customers to have a chat with the manager to discuss what they are and aren't happy with and it can be fixed. This will also provide close relationships within the work force and if an internal customer doesn't think they are getting good customer service they can mention it and that can be dealt with.

EVALUATING
METHODS FOR
INTERNAL
CUSTOMERS.

RECOMMENDATIONS

A04

Customer service
Coursework



A04

Most organisations like Cobwebs continually monitor the quality of the customer service the organisation provide. This is because they have to make sure they are meeting the needs of their customers and meeting their expectations to ensure they come back. Cobwebs are a friendly environment therefore the staff provide friendly service. Cobwebs are a cosy restaurant and makes people feel at home, which is what people like because they feel comfortable eating there. they treat both regular and local customers with respect and meet all there needs because the locals will then become regulars if they meet there needs.

Strengths

- ✓ Great value for money
- ✓ Reliability
- ✓ High standards
- ✓ Health and safety
- ✓ Provides complaints book and comments book
- ✓ Hygiene
- ✓ Quick service – maintain this level, even if there busy
- ✓ Customer policy

Great value for money

One thing customers likes about cobwebs is that it is good value for money. On Sundays they offer 3 course lunches for only £12.95, which is very good value for money, as the portions are big and delicious. Also the meals and snacks are at a reasonable price and are worth every bit of money. It is an affordable place to eat this is why it I very popular.

EVALUATION
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SERVICE PRINCIPLES

Reliability

A strength about cobwebs is that is it very reliable restaurant. When they promise the customer something they mean what they say and don't let the customer down. They write down the orders on a piece of paper to take to the chef so they don't mess up the orders and as soon as a customer books they write it in the book straight away before the member of staff forgets. Customers can also rely on Cobwebs to be open because it's open 7 days a week. Cobwebs also have the same menus so if customers only go because of the food, they can rely on Cobwebs to have the same menus.

High standards ✓

One of cobwebs strengths is there high standards. This is good because then staff can work up to the high standards. Also new employees will know what standard they are expected to work to. But if the staff doesn't reach these standards then the manager will have to have a word to see why they are not meeting the expectations.

Health and safety

At cobwebs they ensure there customers and staff are safe. They ensure there customers are safe by always checking up on them and if an OAP comes in a member of staff takes them to their table. Also there's enough room around the restaurant so there's nothing in the way to cause accidents. They ensure that there staffs health and safety is met by making sure they have no jewellery on, this is so they don't chock themselves or get in the way when they are busy working. Also the female staff at cobwebs has to wear tights, this is because when dealing with hot water it may splash onto the staff legs and burn but if the staff have tights on it won't burn. Also the female staff have to have there hair tied back this is to keep it out the way and no jewellery on. All the female staff where the same uniform, this is so it looks neat and tidy, which will give the restaurant a good name also the customers will be able to tell the difference between the customers and the staff.

✓ Providing a complaints and comments book

This is a strength because this gives the customers an opportunity to write in the comments book the good and bad things and in the complaint book, their complaints. Cobwebs monitor there feedback, if it's a good thing they continue doing it, however if it's a negative thing they do there best to try and put it right to prevent that customer from leaving another complaint or a bad comment.

✓ Hygiene

Cobwebs make sure that their staff has hygiene. This is why all staff have to have there hair tied up not just for there safety but also because of hygiene because there hair could go in the food and customers will think the staff are very hygienic if there hairs tied up instead of all over the place.

Quick service

What customers love most about cobwebs Is that the service is always quick. Even if they are very busy one ay the service is always quick. In the week during lunch time, Cobwebs get a lot of business people come in for lunch and its normally the same every week this is because they can rely on Cobwebs quick service and if they go there during there lunch break they will know that they will be out within an hour in time to go back to work. They always maintain that level, even if there busy.

Customer policy

Cobwebs customer policy is 'customer always right'. If a customer complain or isn't happy about something and even if they are wrong, Cobwebs staff never argue against what the customer says because it will make them unsatisfied and angry., which Cobwebs doesn't want

Weaknesses and improvements

- ✓ Could have a website to encourage more people to come
- ✓ More advertising around town
- ✓ No suggestion box

EVALUATION
OF CUSTOMER
SERVICE PRINCIPLES

IMPROVEMENTS

- ✓ No praise book
- ✓ Not very big

Cobwebs only attract local people from Evesham to the restaurant, which isn't very good because they should try and attract people from villages not just Evesham. And because the restaurant is down an alley way so a lot of people doesn't no it's there, they need to make themselves more obvious by having a website so people can view what the have to offer there customers and see what days they can book.

Also because it's down an alley way not many people know its there, so it's not as busy as what it could be. They could improve this by advertising there restaurant around town so people know about it.

Although Cobwebs is a successful organisation there are a few improvements they could do to make their restaurant even better. A lot of organisations have a suggestion box, this is so they can see what there customers want to see and don't want to see within that organisation. Cobwebs don't do this but if they did have a suggestion box, customers could write in suggestions, this would be good because cobwebs could consider the suggestions and maybe include them in the restaurant.

They could also have a praise book so when customers are about to pay if they are very pleased about the chefs cooking or a certain member of staffs good customer service, the customer could tell the person who is near the praise book to write it in. This would be good if Cobwebs done this because then when the manager looks at the praise book she can see which staff are doing well and pleasing the customers.

Cobwebs have quite a lot of big families booking tables especially special occasions e.g. people birthdays, mother's day, Christmas eve and day etc. and this makes the restaurant a bit cramped as it isn't that big and the people who have booked a table for two can't have a peaceful mean as they can hear everything the big families are saying. What cobwebs should do to improve this is have two sittings one sitting for the big tables and a sitting later for the smaller tables e.g. tables of 2 or 3 people. This would be a good improvement as the big families won't have to feel bad about being loud and the smaller tables can have an enjoyable peaceful lunch or dinner.

Most organisations ensure they provide good customer service because with good customer service it will improve the organisation because of:

✓ Increased sales, with good customer service they will gain more service and therefore they will gain more profit and increase sales. And by Cobwebs proving excellent customer service it will mean that there ales in the restaurant will increase as more customers are walking through the door.

✓ More customers, with good customer service, this will make people want to come to the organisation as they like the way they get treated. At cobwebs the customer service they give not only makes that customer want to come back because they are satisfied but also it will bring in more un use customer through 'word of mouth'

✓ Improved public image and an edge over the competition, if organisations standards of customer service are high, there public image would be excellent therefore they wouldn't find there competition a problem. This is also why Cobwebs makes there

SUGGESTIONS
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IMPROVEMENTS

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customer service high because with a high standard it will get around and there public image will improve and people will want to come to Cobwebs instead of any other restaurant, this is good because they won't be worried about their competition and instead of spending time trying to beat their competition some organisations get in the habit of Cobwebs can just spend time on pleasing their customers, which is the most important thing they can do.

Also by providing excellent customer service, the organisation can ensure it has:

- A happy and efficient workforce, by the organisation providing excellent customer service not only to the customers but to the staff as well the workforce will be satisfied so therefore they will be happy and will be capable to provide good customer to the customers. This is why Cobwebs think it is important to meet the needs of the staff as well because if their needs are not met then they won't be able to meet the customers needs and their workforce won't be as efficient, this is why it is important Cobwebs meet the needs of their internal and external customers.

- Satisfied customers, if organisations satisfy customers they will want to come back again as their needs are being met so therefore they will be satisfied. Unsatisfied customers means loss of customers, which most organisations such as Cobwebs would want to avoid by providing a high standard of customer service.

However there are a lot of consequences that an organisation can face if standards of customer service are below acceptable. For example if Cobwebs didn't meet the standards of good customer service these include:

✓ Loss of customers; because customers won't want to come back to Cobwebs if the customer service is poor, therefore gradually they will be losing customers, which they can't afford to do because they like to keep as many customers as possible, this is why it is important for them to keep their customer service up to the best standard possible.

✓ Poor public image; this wouldn't be good for Cobweb because they would get themselves a bad reputation and therefore customers won't want to come to the restaurant.

✓ Unhappy and less efficient workforce if the customer service isn't good, which could be a problem as this would lead the staff wanting to leave if they are not happy also if they are not efficient they won't be good at their job, which means they won't be providing good customer service either.

✓ Loss of customer loyalty; as customers won't want to come to the restaurant customer loyalty will be going down the drain as Cobwebs won't be able to rely and depend on their customers.

✓ Also without good customer service there will be dissatisfied customers who will want to go elsewhere where their needs will be met. And Cobwebs wouldn't want their customers to go elsewhere this is why they have to satisfy every customer's needs.

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GOOD CUST.
SERVICE

CONSEQUENCES
OF BAD
CUST. SERVICE

Providing excellent customer service is one of the most popular things in an organisation such as Cobwebs because without it then organisation wouldn't be able to run smoothly because the customers would want to find somewhere else to eat if Cobwebs didn't meet their needs. This is why Cobwebs do their up most best to ensure that every customer and every member of staff is happy and their needs are met, to prevent these problems from occurring.

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