



SOUTH EASTERN EDUCATION AND LIBRARY BOARD

GCSE Leisure & Tourism

Unit 3: Customer Service

Student Learning Journal



UNIT 3: CUSTOMER SERVICE

STUDENT LEARNING JOURNAL

ORGANISATION

Name:	
Address:	
Tel:	Fax:
Web:	Email:
Contact Person:	

DESCRIPTION

Products/services:
Target customers:
Sector of ownership:

STUDENT: _____

BACKGROUND INFORMATION

Facilities:

What facilities does the organisation have?

Number of Employees: _____

Internal organisation: - Who reports to who etc?

Staff training - Does it occur? Who for? Who by? When?

CUSTOMER SERVICE SKILLS

During your work placement you may well have the opportunity to use your customer service skills in a wide range of situations. Indicate what you did in each of the situations outlined in the table below. Alternatively if you are not able to get direct experience of every situation listed below make notes on how staff deal with these situations. This can be found out through observing staff carrying out their duties or asking a specific member of staff how they would handle the situation.

SITUATION	HOW THIS SITUATION WAS HANDLED
PROVIDING INFORMATION	
GIVING ADVICE	
RECEIVING AND PASSING ON MESSAGES	
PROVIDING ASSISTANCE	
KEEPING RECORDS	
DEALING WITH PROBLEMS	
DEALING WITH DISSATISFIED CUSTOMERS	
OFFERING EXTRA SERVICES	

Give examples of where the organisation provides customer service through face-to-face contact and through indirect contact.

Face to Face Contact	Indirect Contact (e.g. telephone, writing)

Are staff in the organisation provided with training in customer service?

Yes/No
(Circle as appropriate)

When? _____

By Whom? _____

How useful did staff find the training in carrying out their duties?

GOOD CUSTOMER SERVICE

As part of your placement you are required to think about how effective customer service is within your host organisation. Most organisations are continuously trying to improve the quality of their customer service. During your placement make a note of examples of good customer service. As part of your evaluation of the organisation make suggestions on areas for improvement.

EXAMPLES OF GOOD CUSTOMER SERVICE - What works well and keeps customers happy?

-
-
-
-
-
-
-
-

SUGGESTIONS FOR IMPROVED CUSTOMER SERVICE - What things have you observed that might prevent customers from coming back? What suggestions can you make to ensure this does not happen?

-
-
-
-
-
-
-
-

CUSTOMER RECORDS

List the different situations for which the organisation keeps customer records. You may need to gather information from a range of different departments (e.g. admin, reception etc) within your host organisation. Ask your supervisor to identify who within the organisation is the best person to talk too to gather this information.

Type of record	What is the record used for?	How does this record help to provide good customer service?	Method of keeping record, e.g. file, card index, database

Does all staff have access to records?

Which staff can make changes to existing customer records?

How does the organisation ensure that customer records are correct and up-to-date?

What kind of information or customer records would be considered to be confidential?

Carry out the following activities and keep copies for your evidence -

1. Collect examples of record cards/sheets/files etc.
2. Create a customer record that can be used by the organisation
3. Alter an existing customer record with correct/up-to-date information

CUSTOMER NEEDS

MEETING THE NEEDS OF DIFFERENT CUSTOMERS

Customers with a range of different needs will use your host organisation e.g. disabled visitors and people with young children. Find out how staff deal directly with each of the different types of customers listed below. Remember to also collect any evidence through taking photos or gathering relevant leaflets (e.g. swim times for mothers & babies, conference facilities for business people etc).

Type of Customer	What sort of needs do they have? How can staff meet these needs?
INDIVIDUALS	
GROUPS	
PEOPLE OF DIFFERENT AGES	
PEOPLE FROM DIFFERENT CULTURES	
NON-ENGLISH SPEAKERS	
PEOPLE WITH SPECIFIC NEEDS	
BUSINESS MEN AND WOMEN	

List here any additional evidence (e.g. photos, leaflets) that you have managed to collect

-
-
-

COMMUNICATING WITH CUSTOMERS

During your placement keep a note of situations when you have had to communicate with customers. Your work supervisor should evaluate your (verbal) communication skills using a scale of 1-5, with 1 being very poor, 2 poor, 3 satisfactory, 4 Good and 5 Excellent. Fill in the details below and ask your supervisor to complete the grid and write comments underneath.

BRIEF DESCRIPTION OF THE SITUATION THAT YOU HANDLED:

TYPE OF CUSTOMER: _____

Assessors Opinions

	Supervisors Assessment				
	1	2	3	4	5
Language					
Pitch & tone of voice					
Pauses and silences (Listening effectively)					
Body language					
Listen and respond					
Work accurately					
Asks appropriate questions					

Tick as appropriate

Assessors Comments

- What were the student's strengths?

- What were the student's weaknesses?

- How could student have improved performance?

Signed _____

Position in the organisation

DEALING WITH CUSTOMER COMPLAINTS

Does the organisation have a policy for dealing with complaints?

YES/NO

What is the organisation's policy for dealing with written complaints?

What is the organisation's policy for dealing with verbal complaints?

How does the organisation prepare its staff to deal with complaints?

Make a note of the relevant evidence you have collected (e.g.: customer complaint cards)

-
-
-
-

DEALING WITH COMPLAINTS

The previous section asked you to find out what the organisation's policies are for dealing with customer complaints. You are now asked to give specific examples of how the organisation dealt with different complaints from a range of customers, both internal and external.

Assess and comment on level of customer service – use personal views, those of other staff and those of customers



<p><u>Situation 1</u></p> <p>Complaint</p> <p>Who dealt with complaint</p> <p>Response</p>		
<p><u>Situation 2</u></p> <p>Complaint</p> <p>Who dealt with complaint</p> <p>Response</p>		
<p><u>Situation 3</u></p> <p>Complaint</p> <p>Who dealt with complaint</p> <p>Response</p>		



What was good



What could be improved

How do staff rate customer service in the organisation?

Use a scale of 1-5, with 1 being Very Poor, 2 Poor, 3 Satisfactory, 4 Good and 5 Excellent.

1 Overall how do you rate Customer Service in this organisation?

1 2 3 4 5

2 In your opinion how well does your organisation do the following:

Provide information	1	2	3	4	5
Give advice	1	2	3	4	5
Receive and pass on messages	1	2	3	4	5
Keep records	1	2	3	4	5
Provide assistance	1	2	3	4	5
Deal with problems	1	2	3	4	5
Deal with dissatisfied customers	1	2	3	4	5
Offer extra services	1	2	3	4	5

3 Does the level of Customer Service offered by your colleagues help:

Make this a more pleasant place to work	1	2	3	4	5
Create happier and more efficient workforce	1	2	3	4	5
Give improved job satisfaction	1	2	3	4	5
Allow improved chances of promotion in the organisation	1	2	3	4	5

4 As a customer of your own organisation how do you rate the service you receive?

1 2 3 4 5

How do external customers rate the customer service?

- 1 Have you used this facility/organisation before? Yes/No
- If yes how often? Regularly/ Occasionally.
- 2 Did the organisation make you feel welcome? Yes/No
- 3 How would you rate the standard of customer service you received?
Very good/satisfactory/poor
- 4 Do you have any specific requirements? Yes/No
- 5 How well do you feel the organisation met your needs? Very well/to your satisfaction/poorly
- 6 Do you feel any aspects of your experience could have been improved?
Yes/No
- If yes can you be specific? _____

- 7 Would the level of customer service you received encourage you to use this organisation again?
Yes/No

CUSTOMER SERVICE POLICY

Outline the organisation's policy on customer service

In your opinion, how well is this policy put into practice?

HANDLING A CUSTOMER COMPLAINT

NAME OF STUDENT _____

NATURE OF COMPLAINT _____

TYPE OF CUSTOMER _____

	1	2	3	4	5
Listen carefully to the customer					
Apologise in general terms for any inconvenience caused					
Let the customer know that the matter will be fully investigated and, if possible, put right					
Try to see the problem from the customer's point of view					
Keep calm and not argue with the customer					
Find a solution to the problem					
Agree the solution with the customer					
Make sure that what you promised to do gets done					

Tick as appropriate

Assessors Comments

- strengths

- weaknesses

- how could student have improved performance?

Signed: _____

Date: _____

LEISURE AND TOURISM - CUSTOMER SERVICE

Overview of key terms / Learning Objectives

Situations in which CS is provided:

- Providing information
- Giving advice
- Receiving and passing on messages
- Keeping records
- Providing assistance
- Dealing with problems
- Dealing with dissatisfied customers
- Offering extra services

Types of customers:

- Internal
- Individuals
- Groups
- People of different ages
- People from different cultures
- Non-English speakers
- People with specific needs
- Business men and women

Dealing with complaints:

- Listen carefully to the customer
- Apologise in general terms for any inconvenience caused
- Let the customer know that the matter will be fully investigated and, if possible, put right
- Try to see the problem from the customer's point of view
- Keep calm and not argue with the customer
- Find a solution to the problem
- Agree the solution with the customer
- Make sure that what you promised to do gets done

Benefits of good customer service:

- Increased sales
- Satisfied customers
- More customers through repeat business and recommendations
- Better public image
- Edge of over competitors

Benefits of good customer service to the staff:

- More pleasant place to work
- Happier and more efficient workforce
- Improved job satisfaction
- Improved chances of promotion