

Domain	FRONT OFFICE OPERATIONS	Unit ID: 553
Title:	Manage quality customer service in a hospitality establishment	
Level: 5		Credits: 5

Purpose

This unit standard specifies the competency required to manage customer service in a hospitality establishment. It includes developing an approach to providing quality customer service, managing the delivery of quality customer service and developing approaches for improving customer service. This unit standard is intended for those who work as managers in the hospitality and tourism industry.

Special Notes

1. Entry information

Prerequisite:

- Unit 42 *Follow workplace health, safety and hygiene procedures in a hospitality establishment* or demonstrated equivalent knowledge and skills.
2. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which hospitality operations are carried out.
 3. All inspection, operation and maintenance procedures associated with the use of tools and equipment shall comply with establishment procedures and manufacturer's instructions.
 4. *Safe working practices* include day to day observation of safety policies and procedures, legislative requirements and professional requirements.
 5. '*Specifications*' refers to any, or all of the following: manufacturer's specifications and recommendations, establishment specific requirements.
 6. Regulations and legislation relevant to this unit standard include the following:
 - Labour Act, 15 of 2004
 - Companies Act of 2004
 - Namibia Tourism Board Act, 21 of 2000
 - Occupational Health and Safety Regulations No.18, 1997 and all subsequent amendments to any of the above.

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national

assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website www.nta.com.na

Elements and Performance Criteria

Element 1: Manage the delivery of quality service

Performance Criteria

- 1.1 Customer service standards and expectations are communicated clearly to staff in line with establishment procedures.
- 1.2 Access to information on service standards and delivery are provided to staff in line with establishment procedures.
- 1.3 Coaching is used to develop staff to deal with customer service issues and to take responsibility for service outcomes in line with establishment procedures.
- 1.4 Customer service in the workplace is monitored to ensure standards are met in line with establishment policies and procedures.

Element 2: Improve customer service

Range

Informal and formal research on customer needs may include but is not limited to talking to customers, qualitative or quantitative research, seeking feedback from service delivery colleagues, analysis of competitive environment, analysis of industry and market trends.

Changes in internal and external environments impacting on customer service may include management changes, organisational re-structures, introduction of new equipment, recruitment practices, technological changes affecting service delivery, changes in the competitive environment, economic climate, trends in customer preferences, advent of E-business.

Customer service issues and standards may relate to response times, service guarantees, pricing guarantees, product quality, document presentation standards, personal presentation standards, complaint management.

Performance Criteria

- 2.1 Opportunities are provided for customers and colleagues to provide feedback on products and services in line with establishment procedures.
- 2.2 Feedback from customers is sought on an ongoing basis and used to improve performance where applicable in line with establishment procedures.

- 2.3 Information on customer needs, expectations and satisfaction levels is obtained, using both informal and formal research in line with establishment procedures.
- 2.4 Opportunities are provided for colleagues to participate in the customer service planning process in line with establishment procedures.
- 2.5 Customer service problems are identified and adjustments are made to standards, systems and procedures to ensure continued service quality in line with establishment procedures.
- 2.6 Changes in the establishment's internal and external environments are reviewed and findings are incorporated into planning for improved customer service in line with establishment procedures.
- 2.7 Standards and plans are developed to address key customer service issues in line with establishment procedures.
- 2.8 New approaches to customer service are communicated to all those involved in service delivery within appropriate timeframes in line with establishment procedures.

Registration Data

Subfield:	Hospitality and Tourism
Date first registered:	13 November 2008
Date this version registered:	13 November 2008
Anticipated review:	2017
Body responsible for review:	Namibia Training Authority