

Customer Service Techniques

Directions:

1. In a group of three or four, discuss customer service techniques in the following areas:
 - Restaurant services
 - Lodging services
 - Travel and tourism services
2. Choose a particular subject area of service and develop a pamphlet outlining policies and procedures for customer service techniques such as:
 - Common greeting procedures
 - Technology used to enhance the customer's experience
 - Offering multiple methods of payment
 - Customer loyalty programs
 - Providing concierge services to make suggestions for other hospitality/tourism industry services
3. The pamphlet should include the necessary services, products, organizational policies and staff training needed in order to achieve the highest level of customer satisfaction.
4. The pamphlet should provide suggestions to serve the following groups of guests:
 - Senior travelers
 - Children
 - Travelers with disabled conditions
 - Very important persons
5. Present the pamphlet to the class, allowing students to discuss improvements which could be made in order to achieve the highest level of customer satisfaction.