



National Unit Specification

General information

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Unit code: J1NV 45

Superclass: NA

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Unit purpose

The unit is designed to give learners an understanding of the importance of customer care in the hospitality industry and how this contributes to the success of an organisation.

This unit will develop the knowledge and skills that are essential to provide a high level of customer service in the hospitality industry. Communication techniques and ways of establishing good relationships with customers are covered.

This unit will also help learners to understand the impact of personal behaviour on customer service.

This unit is mandatory in the National Certificate (NC) in Hospitality Operations at SCQF level 5. It can also be delivered as a stand-alone unit.

On completion of this unit, learners may wish to progress to the National Unit *Customer Care Excellence in Hospitality* at SCQF level 6.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Identify the principles of customer care and describe their importance in the hospitality industry.
- 2 Describe the impact of personal behaviour on customer care.
- 3 Apply customer care skills in a hospitality environment.

National Unit Specification: General information (cont)

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Credit points and level

1 National Unit credit at SCQF level 5 (6 SCQF credit points at SCQF level 5)

Recommended entry to the unit

While entry is at the discretion of the centre, learners will benefit from having attained:

- ◆ A course or unit in Hospitality at SCQF level 4 or equivalent

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Core Skill component	Critical Thinking at SCQF level 4 Working Co-operatively with Others at SCQF level 4
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There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

Context for delivery

If this unit is delivered as part of the group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

National Unit Specification: Statement of standards

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Identify the principles of customer care and describe their importance in the hospitality industry.

Performance criteria

- (a) Identify the principles of customer care
- (b) Describe the importance of customer care in the hospitality industry
- (c) Identify types of customer and establish their needs and expectations
- (d) Describe ways in which good customer relationships are developed and maintained

Outcome 2

Describe the impact of personal behaviour on customer care.

Performance criteria

- (a) Describe the importance of brand standards and organisational standards
- (b) Describe the impact of positive and negative personal behaviour on customer care
- (c) Identify ways of promoting a professional image within and outside of the organisation
- (d) Describe the importance of feedback to improve service in line with brand and organisational standards

Outcome 3

Apply customer care skills in a hospitality environment.

Performance criteria

- (a) Follow the organisation's standards to promote customers care
- (b) Use effective communication techniques to respond to customers' needs
- (c) Maintain a helpful attitude throughout the interaction
- (d) Handle customer incidents and/or dissatisfaction in an appropriate manner
- (e) Conclude the interaction positively

National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Evidence is required to demonstrate that learners have achieved all outcomes and performance criteria.

Outcome 1 and 2

Learners are required to provide written or oral evidence on a single assessment occasion. The evidence must include:

- ◆ Identification of the principles of customer care
- ◆ A description of the importance of good customer care in the hospitality industry
- ◆ Identification of internal and external customers, their needs and expectations
- ◆ A description of how customer relationships are developed and maintained
- ◆ A description of the importance of brand standards and organisational standards
- ◆ A description of the impact of positive and negative personal behaviour on customer care, to include face-to-face interaction and one other interaction
- ◆ Identification of ways of promoting a professional image both within and outside of the organisation
- ◆ A description of the importance of feedback to improve service in line with brand and organisational standards

Evidence should be generated in open-book, controlled conditions. If learners respond orally, the lecturer/teacher must complete an assessor checklist.

Outcome 3

Learners are required to demonstrate by practical activity that they are able to:

- ◆ Follow the organisation's standards to promote good customers care
- ◆ Use effective communication techniques to respond to customers' needs
- ◆ Maintain a helpful attitude throughout the interaction
- ◆ Handle customer incidents or dissatisfaction in an appropriate manner
- ◆ Conclude the interaction positively

For Outcome 3 learners must demonstrate their application of customer care skills in a realistic working environment, and in different customer care scenarios.

To ensure coverage of all performance criteria, learners should be observed over a maximum of two occasions. Where there is no naturally occurring evidence for handling customer incidents/dissatisfaction, questioning can be used to supplement the performance evidence.

Activities should be carried out under supervised conditions and an assessor observation checklist should be completed for each learner.



National Unit Support Notes

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Unit support notes are offered as guidance and are not mandatory.

While the exact time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this unit

The unit may be delivered as part of the NC in Hospitality Operations at SCQF level 5 or as a free standing unit. It is important to contextualise the content to make it as relevant as possible to the needs of the learners.

The unit is intended for learners who wish to develop an understanding of the importance of good customer care and how this contributes to the success of hospitality organisations.

Outcome 1

This outcome covers the principles of customer care. This should include:

- ◆ An overview of customer care
- ◆ The importance of customer care to organisations within the hospitality industry
- ◆ The costs of not providing good customer care
- ◆ An investigation of the different types of customers (internal/external) and their needs and expectations should be investigated
- ◆ Discussions on the ways in which customer relationships are developed and maintained, including good knowledge of products and services

Outcome 2

This outcome is intended to enable learners to explore the impact of personal behaviour on customer care. The following should also be covered:

- ◆ How positive behaviour contributes to the success of an organisation
- ◆ An investigation into the impact of positive and negative personal behaviour on customer care, both on-line and face-to-face
- ◆ The importance of brand standards and organisational values
- ◆ Consideration of ways of promoting a professional image, both within and outside of the organisation
- ◆ The need for continuous improvement
- ◆ Emphasis of the ways of gathering feedback and the importance of this in line with brand and organisational standards

National Unit Support Notes (cont)

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Outcome 3

In preparation for the practical activities for this outcome, the following should be included:

- ◆ Exploration of effective communication techniques
- ◆ The importance of good communication skills in the service delivery to customers
- ◆ The organisational standards for promoting customer care, including the standard for handling dissatisfied customers
- ◆ Examination of the possible reasons for customer complaints and the importance of addressing them appropriately

Guidance on approaches to delivery of this unit

It is recommended that this unit is taught and assessed alongside the unit, *Food and Beverage Operations* at SCQF level 5. The unit may also be taught as a free standing unit.

Delivery of this unit should focus the importance of good customer care in the hospitality industry and how this contributes to the success of an organisation.

A range of delivery techniques can be used, such as:

- ◆ Group discussion
- ◆ Practical activities
- ◆ Exercises
- ◆ The use of videos
- ◆ Guest speakers

Learners should be encouraged to share any experience they have of the hospitality industry.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcomes 1 and 2 may be assessed through short answer questions. The assessment should take place in open-book controlled conditions on a single occasion.

Assessment of Outcome 3 should take place in a hospitality workplace, or a realistic working environment. It may be possible to link this assessment with the unit *Food and Beverage Operations* at SCQF level 5. If necessary supplementary questions may be used for performance evidence that does not occur naturally during the practical activity.

National Unit Support Notes (cont)

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential skills

Communication: Oral Communication at SCQF level 4

For Outcome 3 learners will take part in practical activities where they will apply their communication and customer care skills in a hospitality environment. They will be required to answer questions and respond appropriately to customer needs, therefore, they will be demonstrating the Core Skill component of Oral Communication at SCQF level 4.

Problem Solving: Critical Thinking at SCQF level 4

For all outcomes, learners are required to gather information, in order to identify customer care principles and establish the requirements of different groups of customers. Learners will also explore various factors involved in providing high levels of customer care in the hospitality, such as:

- ◆ The development of customer relationships
- ◆ The impact of personal behaviour
- ◆ Brand and organisational standards
- ◆ Communication techniques
- ◆ How to deal with customer dissatisfaction

In doing so, learners will be demonstrating the Core Skill component of Critical Thinking at SCQF level 4.

Problem Solving: Planning and Organising at SCQF level 4

For Outcome 3, learners are required to take part in up to two practical activities in a hospitality environment, where they will interact with customers. In preparation for these activities, learners will establish the organisational standards (eg, dress standard/uniform); identify communication techniques for handling different situations, etc. When carrying out the activities, learners will adapt their communication techniques as appropriate to each situation in order to conclude interactions in a positive manner. Therefore they will be demonstrating the Core Skill component of Planning and Organising at SCQF level 4.

National Unit Support Notes (cont)

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

Working with Others: Working Co-operatively with Others at SCQF level 4

For Outcome 3, learners are required to take part in up to two practical activities in a hospitality environment, where they will interact with customers. This will involve using effective communication techniques, maintaining a helpful attitude throughout and concluding the interaction in a positive manner. Therefore, they will be demonstrating the Core Skill component of Working Co-operatively with Others at SCQF level 4.

The Critical Thinking component of Problem Solving at SCQF level 4 and Working Co-operatively with Others component of Working with Others at SCQF level 4 are embedded in this unit. When a learner achieves these units, their Core Skills profile will also be updated to include these components.

History of changes to unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking at SCQF Level 4 and Working Co-operatively with Others at SCQF level 4 embedded.	17/5/19

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General information for learners

Unit title: Developing Customer Care in Hospitality (SCQF level 5)

The unit is designed to give you an understanding of the importance of customer care in the hospitality industry and how this contributes to the success of an organisation.

This unit will develop the knowledge and skills that are essential to provide a high level of customer service in the hospitality industry. Communication techniques and ways of establishing good relationships with customers are covered.

This unit will also help you to understand the impact of personal behaviour on customer service.

The assessments for this unit will test your understanding of the principles of customer care and the importance of good customer care in the hospitality industry. You will also have the opportunity to show that you can apply customer care skills in practical situations.

Completion of this unit will also enable you to develop the following Core Skills components:

- ◆ *Communication*: Oral Communication at SCQF level 4
- ◆ *Problem Solving*: Critical Thinking at SCQF level 4
- ◆ *Problem Solving*: Planning and Organising at SCQF level 4
- ◆ *Working with Others*: Working Co-operatively with Others at SCQF level 4

On completion of this unit, you may wish to progress to the National Unit *Customer Care Excellence in Hospitality* at SCQF level 6

The Critical Thinking component of Problem Solving at SCQF level 4 and Working Co-operatively with Others component of Working with Others at SCQF level 4 are embedded in this unit. When a learner achieves these units, their Core Skills profile will also be updated to include these components.