National Unit Specification

General information

Unit title: Customer Care Excellence in Hospitality (SCQF level 6)

Unit code: J1NW 46

Superclass:	NA
Publication date:	May 2019
Source:	Scottish Qualifications Authority
Version:	02

Unit purpose

This unit is designed to enable learners to develop the knowledge and understanding of leading a team to provide excellent customer care and how this contributes to the success of hospitality organisations.

Learners will investigate a range of communication methods used by hospitality organisations to establish good relationships with customers. The importance of gathering, recording and acting on customer feedback is also covered.

This unit is mandatory in the National Progression Award (NPA) in Hospitality at SCQF level 6 and the National Certificate (NC) in Hospitality Operations at SCQF level 6. It can also be delivered as a stand-alone unit.

Outcomes

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

1   Investigate communication methods used in the hospitality industry.
2   Explain the impact of social media on the achievement of customer care excellence.
3   Apply customer care skills in a team leading role.

Credit points and level

1 National Unit credit at SCQF level 6 (6 SCQF credit point at SCQF level 6)

National Unit Specification: General information (cont)

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Recommended entry to the unit

Entry is at the discretion of the centre, however learners would benefit from having attained:

♦ A course or unit in Customer Care at SCQF level 5 or equivalent
♦ A course or unit in Hospitality at SCQF level 5 or equivalent

Core Skills

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill   Problem Solving at SCQF level 5

Core Skill component   Working Co-operatively with Others at SCQF level 5

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

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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

Investigate communication methods used in the hospitality industry.

Performance criteria

(a) Describe a range of communication methods used in the hospitality industry
(b) Explain the importance of effective customer communication when leading a team
(c) Describe ways of gathering feedback and the importance of recording and acting on it

Outcome 2

Explain the impact of social media on the achievement of customer excellence.

Performance criteria

(a) Explain the impact of social media on the hospitality industry
(b) Identify how social media can be used to enhance the customer experience

Outcome 3

Apply customer care skills in a team leading role.

Performance criteria

(a) Plan and organise the work of a team to deliver excellent customer care
(b) Support team members in the delivery of excellent customer care
(c) Recognise and deal with sensitive issues
(d) Evaluate customer feedback and suggest ways for improvement

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 — knowledge evidence

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

♦   A description of a minimum of four communication methods used in the hospitality industry
♦   An explanation of the importance of effective customer communication when leading a team
♦   A description of different ways of gathering feedback and the importance of recording and acting on it
♦   An explanation of the impact of social media on the achievement of customer care excellence
♦   Four examples of how social media can be used to enhance the customer experience

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

Outcome 3 — performance evidence

Learners are required to demonstrate their knowledge and skills by practical activity on a minimum of one occasion. Evidence is required to demonstrate that learners are able to:

♦   Plan and organise the work of a small team to deliver excellent customer care
♦   Support team members in the delivery of excellent customer care
♦   Recognise and deal with sensitive issues
♦   Evaluate customer feedback and suggest ways for improvement

Outcome 3 should be assessed through observing learners in a realistic working environment. Learners must be observed on at least one occasion and an observation checklist completed by the lecturer/teacher for each learner.

Questioning may be used to supplement the performance evidence if the observation does not fully cover the requirements of the outcome.

National Unit Support Notes

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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 NPA in Hospitality at SCQF level 6 or the NC in Hospitality Operations at SCQF level 6 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 their knowledge and understanding of leading a team to provide excellent customer care and how this contributes to the success of hospitality organisations. Having a passion for customer service and sharing this with colleagues should be emphasised.

The importance of leading by example, setting achievable objectives, giving support and guidance to team members to encourage them to provide excellent customer service should be discussed.

Learners should be directed to investigate a wide range of communication methods used by different hospitality organisations to establish good relationships with their customers. The importance of gathering, recording and acting on customer feedback should be discussed.

The impact of poor, average and excellent customer care on hospitality business should also be discussed. Learners could be encouraged to review their own experience of the level of customer care they have received as a customer at different hospitality organisations. How this made them feel — would they share good/bad experiences with friends, etc?

Outcome 1

This outcome covers communication methods used in the hospitality industry and should include:

♦   The use of verbal communication
♦   Non-verbal communication
♦   Telephone communication
♦   Written and electronic communication, including social media
♦   The importance of effective communication when leading a team (eg, team briefings and meetings)
♦   Ways of gathering, recording and acting on feedback (both traditional methods and social media)

National Unit Support Notes (cont)

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Outcome 2

This outcome is intended to enable learners to examine current social media trends and the impact on these have on the hospitality industry. Learners should be encouraged to explore how social media can be used to enhance the customer experience.

The consequences to the organisation of effective and ineffective use of social media should also be discussed.

Outcome 3

Preparation for the practical activities for this outcome should include the following:

♦ The importance of planning and organising the work of the team to deliver excellent customer care, such as:
 — Setting achievable objectives
 — Showing respect and acknowledging others view point explore
♦ The importance of team work
♦ How to support and motivate team members to deliver excellent customer service
♦ How to deal with sensitive issues
♦ How to gather, evaluate and act on customer feedback in order to improve customer care

Guidance on approaches to delivery of this unit

Delivery of this unit could be integrated with the units *Food and Beverage Operations* at SCQF level 6 and *Leading a Hospitality Team* at SCQF level 6.

The emphasis of this unit should be about leading a team to provide excellent customer care and using effective communication methods to establish good relationships with customers. The gathering, recording and acting on customer feedback should also be highlighted.

A wide range of techniques can be employed to deliver this unit, such as:

♦ Group discussion
♦ Role plays
♦ Practical activities
♦ Exercises
♦ The use of videos
♦ Guest speakers

Learner should be encouraged to source information relating to current hospitality practices and standards through the use of the internet, magazines or journals.

National Unit Support Notes (cont)

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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 could be assessed holistically; this could be done in a variety of ways for example:

♦ Restricted response questions and/or a portfolio of evidence produced by the learner
♦ A case study with questions
♦ Production of a report following research on a hospitality company/organisation known to the learner

Assessment of Outcome 3 should take place in a hospitality workplace, or a realistic working environment. It may be possible to integrate the assessment of this outcome with the assessments for the practical assignments in units *Food and Beverage Operations* at SCQF level 6 and *Leading a Hospitality Team* at SCQF level 6. If necessary, questioning may be used to supplement performance evidence that does not occur naturally during the practical activity.

Lecturers/teachers should to complete an observational checklist for each learner.

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 5

For Outcome 3 learners will take part in a practical activity where they will apply their communication, team leading and customer care skills in a hospitality environment. They will be required to lead and support a team to deliver customer service, including respecting and acknowledging contributions from others. In doing so, they will be demonstrating the Core Skill component of Oral Communication at SCQF level 5.

National Unit Support Notes (cont)

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Problem Solving: **Critical Thinking at SCQF level 5**

For all outcomes, learners will identify and assess the relevance of a range of factors involved in the delivery of excellent customer service, for example:

♦ Different communication techniques and the importance of effective communication
♦ How to gather, evaluate and act on customer feedback
♦ The impact of social media on hospitality organisations
♦ Leading and supporting a team to deliver customer care

In doing so, learners will be demonstrating the Core Skill component of Critical Thinking at SCQF level 5

Problem Solving: **Planning and Organising at SCQF level 5**

For Outcome 3, learners are required to take part in a practical activity where they will lead and support a team in a hospitality environment to deliver excellent customer service.

In preparation for this activity, learners will plan and organise the work of a team. When carrying out the activity, learners will provide support to team members and gather feedback from customers. Therefore, they will demonstrating the Core Skill component of Planning and Organising at SCQF level 5.

Problem Solving: **Reviewing and Evaluating at SCQF level 4**

For Outcome 3, as learners are required to gather and evaluate customer feedback and make suggestions for improvements to the delivery of customer care, they will be demonstrating the Core Skill component of Reviewing and Evaluating at SCQF level 4.

Working with Others: **Working Co-operatively with Others at SCQF level 5**

For Outcome 3, learners are required to take part in a practical activity where they will lead and support a team in a hospitality environment to deliver excellent customer service. This will involve using effective communication techniques, providing support to team members, recognising and dealing with sensitive situations. Therefore, they will be demonstrating the Core Skill component of Working Co-operatively with Others at SCQF level 5.

This Unit has the Core Skill of Problem Solving SCQF level 5 is embedded in this unit. When a learner achieves the unit, their Core Skills profile will also be updated to include this Core Skill.

The Working Co-operatively with Others component of Working with Others at SCQF level 5 is embedded in this unit. When a learner achieves the unit, their Core Skills profile will also be updated to include this component.

History of changes to unit

Version	Description of change	Date
02	Core Skill Problem Solving at SCQF level 5 embedded. Core Skill Component Working Cooperatively with Others at SCQF level 5 embedded	17/5/19

Additional copies of this unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for learners

Unit title: Customer Care Excellence in Hospitality (SCQF level 6)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This unit is designed to enable you to develop the knowledge and understanding of leading a team to provide excellent customer care and how this contributes to the success of hospitality organisations.

You will investigate a range of communication methods used by hospitality organisations to establish good relationships with customers. The importance of gathering, recording and acting on customer feedback to aid continual improvement is also covered.

The unit covers leading by example, setting achievable objectives, giving support and guidance to the team to encourage them to provide excellent customer service. It is about having a passion for customer service and sharing this with your colleagues.

You would normally be expected to have achieved one of the following before undertaking this unit:

♦ Units in Customer Care and/or Hospitality at SCQF level 5 or equivalent
♦ Relevant work experience

You may be assessed in a variety of ways, such as answering questions and/or building a portfolio of evidence to demonstrate your knowledge and understanding of the theory elements in this unit. Alternatively, you may be required research a hospitality company and produce a report on your findings.

You will also take part in a practical activity where your lecturer/teacher will assess your communication, team leading and customer service skills in a hospitality environment.

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

♦ *Communication*: Oral Communication at SCQF level 5
♦ *Problem Solving*: Critical Thinking at SCQF level 5
♦ *Problem Solving*: Planning and Organising at SCQF level 5
♦ *Problem Solving*: Reviewing and Evaluation at SCQF level 4
♦ *Working with Others*: Working Co-operatively with Others at SCQF level 5

This Unit has the Core Skill of Problem Solving SCQF level 5 is embedded in this unit. When a learner achieves the unit, their Core Skills profile will also be updated to include this Core Skill.

The Work Co-operatively with Others component of Working with Others at SCQF level 5 is embedded in this unit. When a learner achieves the unit, their Core Skills profile will also be updated to include this component.