MANAGING THE GUEST EXPERIENCE

UNIT CODE: TO/OS/TG/CC/01/5/A

UNIT DESCRIPTION

This unit covers competencies required to manage a positive guest experience. It involves welcoming and identifying guests' needs, offering service to guest and handling guests' queries. It also involves handling guests' special needs, guest feedback and any arising complaints/conflicts.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace function.	These are assessable statements which specify the required level of performance for each of the elements. ***Bold and italicized terms are elaborated in the Range.***
1. Welcome the guest	1.1 Guests are greeted according to standards. 1.2 Verbal and ***non-verbal communication*** skills are synchronized and applied in accordance with standards. 1.3 Enquiry of guests' details is made as per guest standards. 1.4 Guests are registered as per guest standards. 1.5 Guests' details are recorded as per workplace policy.
2. Identify and meet guests' urgent needs	2.1 Inquire and establish guests' need based on information provided. 2.2 Guests' needs are prioritized based on urgency. 2.3 Guests' urgent needs are addressed. 2.4 ***Special guests'*** needs are met as per guest quality standards.
3. Offer required guests' service	3.1 Guests' needs are promptly attended to in line with standards. 3.2 Guests' complaints are attended to as per guest quality standards. 3.2 Rapport is established and maintained with customer to enable efficient service delivery. 3.3 Opportunity to enhance quality of service is taken as per workplace policy. 3.4 Guest feedback summary is prepared and disseminated as per workplace policy.

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4. Implement a loyalty programme	4.1 Guests' feedback is collected, analyzed and shared as per guest standards 4.2 Guests' database is maintained as per guest standards. 4.3 Guests' are followed up for future business.

RANGE OF VARIABLES

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
1. Non-verbal communication	May include but not limited to: • Body language • Dress and accessories • Gestures and mannerisms • Voice tonality and volume • Use of space • Culturally specific communication customs and practices
2. Interpersonal skills	May include but not limited to: • Interactive communication • Public relation • Good working attitude • Sincerity • Pleasant disposition • Effective communication skills
3. Special guests	May include but not limited to: • Those with a disability • Those with special cultural or language needs • Unaccompanied children • Parents with young children

	• Pregnant women

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit of competency.

Required Skills
The individual needs to demonstrate the following skills:
- Communication skills
- People skills
- Time management
- Work culture
- Telephone handling skills
- Complaints handling skills
- Conflict resolution skills
- Negotiation skills
- Analytical skills
- Problem solving
- Critical thinking

Required Knowledge
The individual needs to demonstrate knowledge of:
- Communication
- Telephone etiquette
- Guest relations
- Loyalty programme development procedures
- Attributes of guest relations staff
- Conflict resolution techniques
- Negotiation techniques
- Problem solving process
- Safety and security procedures
- Inquiry techniques

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Welcomed guests courteously 1.2 Identified guests needs accurately 1.3 Attended to guests' needs promptly 1.4 Established and maintained rapport with guest 1.5 Enhance quality of service to guests 1.6 Complied with industry practices and procedures 1.7 Used interactive communication with guests and colleagues 1.8 Complied with occupational, health and safety practices 1.9 Promoted public relation 1.10 Demonstrated familiarity with company facilities, products and services 1.11 Demonstrated ability to work effectively with others 1.12 Applied telephone etiquette 1.13 Handled customer complaints within limit of individual responsibility
2. Assessment Resource Implications	The following resources should be provided 2.1 A functional hotel, Tourism Operator, food and beverage front of house operation. 2.2 An institution with a functional hotel.
3. Methods of Assessment	Competency in this unit must be assessed through 1.1 Written tests 1.2 Observation 1.3 Oral tests 1.4 Interviewed 1.5 Third party report
4. Context of Assessment	4.1 Assessment may be done in the workplace or in a simulated workplace setting (assessment centers) 4.2 Assessment activities are carried out through CDACC's accredited assessment center
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.