

## Unit 203: Provide guest service

### Worksheet 2: Know the effect of customer service on hospitality establishments

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Explain what is meant by the term internal and external customer in the hospitality business:

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Identify three internal customers in the hospitality business:

1. 

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2. 

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3. 

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Identify three external customers in the hospitality business:

1. 

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2. 

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3. 

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Describe the importance of service excellence to the hospitality business:

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Recommend how you would ensure consistency in customer service excellence:

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Explain the benefits of customer service to the following stakeholders:

**The employee**

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**The business**

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**The guest**

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