

## Unit 203: Provide guest service

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

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

External customer – someone who use a business's product or services but is not part of the organisation. In hospitality, for example, an external customer is an individual who enters your business (guest) and pays for a product or service provided.

Internal customers are those people who are part of the organisations staff, they provide the supports and service to the external customer and guest

**Identify three internal customers in the hospitality business:**

- team members and staff
- supervisors
- managers

**Identify three external customers in the hospitality business:**

Examples of different categories of external customers within hospitality include:

- existing guests
- new guests
- potential guests

**Describe the importance of service excellence to the hospitality business:**

Strive for service excellence, creating that competitive edge. Truly focusing upon your guest needs and expectations.

**Recommend how you would ensure consistency in customer service excellence:**

- standards of performance – with a view to achieving consistency requires a business to:
- identify contact points and interaction opportunities
- devise standards of performance (SOPs) to guide how service should be delivered across all the identified interactions
- train and coach employees on how to deliver those SOPs
- devise mechanisms to continuously improve.

**Explain the benefits of customer service to the following stakeholders:**

#### **The employee –**

Internal customer service provides a better environment to work in, better relationships with other members of staff, better communication and reduced levels of stress, ultimately better job satisfaction.

**The business –**

Customer satisfaction can provide hospitality businesses with major competitive advantages, which can directly lead to increase in profitability and growth.

**The guest –**

Experience is one of the most important factors affecting positive customer behaviour such as loyalty and personal recommendation.