

Unit 304: Contribute to the guest experience

Activity 1: Customer expectations

Working independently:

1. Think about the dining facilities offered for both learners and external customers at your centre. Design a questionnaire that will enable you to establish their needs and expectations to ensure they can be met.
2. Implement your questionnaire to gather responses.
3. Analyse the results of your questionnaires to ascertain a list of:
 - customer needs
 - customer expectations.
4. Share results with your peers to produce a comprehensive list of the results to suggest how customer expectations can be met.