

## Unit 203: Provide guest service

### Worksheet 1: Know how effective communication is used to benefit a hospitality establishment (Tutor)

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#### Describe non-verbal communication and how it can betray your verbal message:

Non-verbal communication includes such things as tone of voice, voice quality, making eye contact with the person to whom you are talking, paying attention when somebody else talks, body position, distance from the person, and body movement. It is easy to say one thing but to communicate the opposite with your non-verbal communication.

#### Identify three different examples of written communication commonly used when dealing with guests:

We encounter written communication through letters, memos, reports, job applications and resumes, marketing literature, notices on staff noticeboards boards, employee handbooks, promotional signs, meal orders, membership application forms, float balance sheets.

#### Explain what is meant by effective listening:

To be an active/effective listener, you must deliberately resist this tendency to let your mind wander. Not only will you remember more of what the speaker is saying, but the speaker will feel that you are listening.

#### List three principles of effective communication (any of the following)

- effective listening
- tone of voice
- clarity of message
- accuracy of message
- understanding of needs
- language used
- cultural expectations.

#### Explain the benefits of effective communication:

Effective communication takes work but, if you get it right, the team will be more productive and less stressed, contributing to team building, increased employee morale, increased customer satisfaction and increased productivity including any or the following:

- better understanding
- increased sales / happy customers
- fewer complaints
- numbers of compliments
- repeat business/brand loyalty
- reduced staff turnover
- job satisfaction and staff motivation.

**List three ways of overcoming barriers to effective communication (any of the following):**

- communicate only what needs to be, don't over complicate
- avoid slang
- be aware of cultural difference
- stay open minded.

**Explain why being aware of cultural differences contributes towards effective communication:**

Melting pot reality means you need to be extremely aware of inter-cultural communication issues. For example, not everyone in your company might speak English well, they may have a different religious belief and cultural upbringing. To overcome this language barrier, keep messages simple and to the point so everyone can understand them.