

Unit 304: Contribute to the guest experience

Handout 1: Customer needs

Information – specific to the business e.g. menu prices, menu offerings, special offers, opening times, booking availability, style of cuisine, ingredient sources. All information must be accurate so as not to mislead or misinform the customer.

Assistance – personal assistance for people with a disability, support with language, advice on food and beverages, with directions and navigation to and from the establishment.

Value for money – people want to have the perception or experience of good value of product or services received in exchange for the money paid. This does not mean cheap but payment commensurate with the product received.

Special requirements – varied provisions of service for specialised client groups e.g. style of service. Specific menus or extras to meet customer requests e.g. for birthday celebrations, quiet dining area.

Dietary requirements – based on specific client needs, e.g.

- coeliac
- low fat
- diabetic
- vegetarian and vegan
- religious diets
- allergies.