

Unit 304: Contribute to the guest experience

Handout 2: Customer expectations

Relationships exist between the dining experience and the customer need. For special occasions a customer may spend more money than they would otherwise. These needs vary considerably even based on the circumstances e.g. holidays may mean that more time is spent at breakfast. Key considerations are:

- **Level of need** – when going out the customer choice will be influenced by circumstance
 - Are they just hungry? Do they want a quick and easy meal?
 - Do they have extra time to enjoy the meal? Do they want to be pampered?
 - Do they want to impress another person?
 - Is it an important business lunch?
- **Expectation** – customer choices are made based on their requirements
 - Do they expect a quick and simple meal and fast service?
 - Do they expect special attention and highly sophisticated dishes?
 - Do they expect a well-designed restaurant with ambience?
- **Perceptions** – customer perceptions are subjective
 - Tastes and judgements about food and beverages vary
 - Perceptions of what constitutes good or bad service vary
 - Design and ambience of an establishment are subjective.
- **Value and worth** – when going out the customer expect value for money
 - This is closely linked to perceptions as some consider large serving sizes as value, not necessarily the quality of the meat, sauce and service.
 - The value is often perceived based on the whole experience.
 - All provisions have to interlink as some shortfalls may be made up in other areas e.g. An over-cooked steak is dealt with effectively by the wait staff and the client is happy.
 - Value is linked to the product offered and its alignment to price e.g. A \$3.00 cup of coffee is fine in a takeaway container, in a hotel it should be served in quality crockery albeit higher price.
- **Reputation** – customer choices are often based on the reputation of the enterprise
 - Official recognition such as awards
 - Word-of-mouth promotions e.g. local tourism information or hotel recommendation

- Media coverage.
- **Consistency and standards** – customer expect constant provisions of food and service
 - Venue is in good order and presents professionally
 - Service and food provisions are at the expected level and price point
 - On repeat visits the product is at the same level.