

Unit 304 Worksheet 1

Unit 304: Contribute to the guest experience

Worksheet 1: Impact of kitchen operation on guest satisfaction (Tutor)

- 1. Give two examples for each of the following:
- a) customer needs
- b) customer expectations

Any of the following:

a) value for money, information, assistance, special requirements, dietary requirements

b) Level of service, perceived value for money, adequate seating, safe, hygienic environment, quality products, presentation.

2. Provide five examples of methods that can be used to gather satisfaction levels:

Any of the following:

- questionnaires
- verbal feedback (check backs)
- focus groups
- letters
- emails
- telephone calls
- reviews on social media
- influencer reviews
- mystery customers.

3. List four examples of guest issues that can impact on the kitchen:

Any of the following:

- communication breakdown between service staff and the kitchen
- customer special requirements dietary
- customer additional requests birthday cake
- customer complaints/dissatisfaction with the product
- customer complaints/dissatisfaction with the service.

4. Describe four benefits of positive guest satisfaction to the kitchen:

Any of the following:

- improved/maintained reputation leading to repeat business, new customers
- increased business resulting in higher revenue levels, making the business more successful
- increased staff morale, the staff feel positive about the business, have confidence in the products and are happy in their work
- staff turnover is reduced; staff are happy in their work so will want to be part of the business and will not be looking for alternative jobs
- reduced number of complaints from customers which will result in them returning and spreading the word.



5. State three ways a chef de partie can contribute to maximising guest satisfaction levels:

Any of the following:

- proactively supervising the team to identify/pre-empt any issues before they affect the
- customer
- carrying out checks on ingredients, preparation of dishes and presentation of dishes before being served
- meeting service deadlines for all dishes to avoid delays
- dealing with guest issues efficiently and effectively to minimise complaints
- producing a consistent quality of dishes and menu items to the correct standard
- ensuring the team are trained to meet the business standards and able to complete tasks efficiently.