

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.