

HOSP-1040: CUSTOMER SERVICE

Cuyahoga Community College

Viewing: HOSP-1040 : Customer Service

Board of Trustees:

May 2024

Academic Term:

Fall 2024

Subject Code

HOSP - Hospitality Management

Course Number:

1040

Title:

Customer Service

Catalog Description:

Theories and principles of guest service in hospitality industry. Discussions of basic skills and competencies needed in entry-level hospitality service positions as recommended by the National Restaurant Association and Educational Institute of American Hotel and Lodging Association. Field trips may be required. Industry experience at a community event or function may be required.

Credit Hour(s):

2

Lecture Hour(s):

2

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

MATH-0915 Basic Arithmetic and Pre-Algebra , or appropriate Math placement score; and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; or departmental approval.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):

Apply theories and principles of guest service when working in the hospitality industry.

Essential Learning Outcome Mapping:

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Objective(s):

1. Describe the elements and importance of excellent service to a successful operation.
2. Explain the service planning process and delivery systems.
3. Compare successful practices in service production versus industrial production.
4. Identify methods and benefits of using environmentally friendly practices in hospitality organizations.
5. Evaluate customer service in local hospitality establishments.
6. Produce a variety of napkin folds and properly set a table for dining.
7. Utilize correct serving methods in a restaurant environment.
8. Detect signs of intoxication and execute proper procedures for assisting intoxicated guests.
9. Discuss proper phone etiquette including the following: answering, transferring, and placing callers on hold.
10. Participate in a community service experience outside of the classroom.

11. Discuss customer service preferences and needs of different generations and cultures.
 12. Examine and compare theories of customer service.
 13. Define and correctly use vocabulary common to the hospitality industry.
 14. Identify effective communication and interpersonal skills as they relate to guest service.
 15. Explain the steps in resolving customer complaints in order to satisfy guests.
 16. Discuss the importance of guests' first impression and how good impressions are made.
 17. Define and compare external and internal customers.
 18. Identify teamwork skills and techniques and express the importance of teamwork in providing service.
 19. Discuss the role of management in providing customer service.
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Methods of Evaluation:

1. Participation in classroom exercises and evaluation of required skills
2. Tests
3. Written assignments
4. Special projects and portfolio assignments
5. Role play exercise
6. Guest speaker/field trip reviews
7. Review of assigned videos
8. Community service reflection assignments

Course Content Outline:

1. Qualifications of personnel
 - a. Appearance
 - b. Courtesy
 - c. Efficiency
 - d. Skill
 - e. Honesty and integrity
2. Service attitude
 - a. Professionalism
 - b. Behavior
 - c. Proper Communication
 - d. Problem solving
 - e. Persuasiveness
3. Managerial planning
 - a. Organization
 - b. Teamwork
 - c. Recruiting and training
 - d. Loyalty programs
4. Food service
 - a. Table set-up
 - b. Service styles
 - i. Generational considerations
 - ii. Cultural considerations
5. Front Office Operations
 - a. Use of communication tools
 - b. Concierge activities
 - c. Restaurant comparison

Resources

Paul Trimm. *Customer Service: Career Success Through Customer Service*. 6th. Pearson, July 14, 2021.

Dennis Reynolds, Imran Rahman, Clayton Barrons. *Introduction to Hospitality Management*. Wiley, June 2021.

John R. Walker. *The Restaurant: From Concept to Operation*. 9th. Wiley, November 2021.

Rick Grassi. *The Little Customer Service Book: A Common Sense Guide to Helping People*. Wiley, December 17, 2020.

Shep Hyken. *Be Amazing or Go Home: Seven Customer Service Habits that Create Confidence with Everyone*. Sound Wisdom, October 2 2019.

Joel Hoachuck. *Welcome to Waiters World: The Essential Guide to Serving Food and Drink*. Restaurant Service Press, November 24,2021.

Justin Winston Gosnell. *The Six Figure Server How to Maximize Your Money and Make a Killing in the Service Industry*. Independently Published, June 14, 2021.

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