

Unit: Hospitality and Tourism

Lesson 3: A Service to All

Grade Level 10-12

Time to Complete: Two 50 minute periods plus time to give dinner presentations

National Content Standards

- 10.0 Integrate knowledge, skills, and practices required for careers in hospitality, tourism, and recreation.
- 10.3 Apply concepts of service to meet customer expectations.

Objectives

Upon completion of this unit, students will be able to:

- Explain concepts related to customer service
- Understand the restaurant service as a whole, not just the kitchen and the dining room.
- Set goals, create menus, arrange tablescapes, prepare meals, and serve meals to high-class restaurant standards.

Introduction

This lesson is about customer service. **Customer service** provides the total customer experience when that customer visits a business. Customer service relates to customer satisfaction. **Customer satisfaction** is the positive feelings customers have about a business when that business meets the needs and wants of that customer. Poor customer satisfaction leads to a customer that does not return to that business. The goal of every business, in the hospitality and tourism industries and all other industries, is to give good customer service which leads to high levels of customer satisfaction, which leads to the customer's recurrent visiting of the business. When a customer has a good experience with a business, they spread the news about that business, on average telling 2-3 people; however, when a customer has a bad experience, he/she on average tells 7-10 people. Also, with the high use of the World Wide Web, both good news and bad news about businesses travels extra fast and extra far. According to Montana Super Host Trainer, Nancy Walker, with the use of the Web, bad press travels beyond the 7-10 people to an infinite amount of people, while 80% of business traffic comes from return customers.

As said in lesson 1, the H & T industry meets the needs of people with kindness and goodwill while they are away from their homes. The industry cannot meet these needs with poor customer service. Learning good customer service skills, helps all people to do their jobs better, because ultimately all jobs and careers rely on customers. There will be emphasis on the food and beverage industry in this lesson plan, however, the skills needed to run a restaurant and provide good customer service are the same skills that are needed in any H & T business.

Here is some information about customer service:

- Basic customer services starts with eye contact, eye contact relays to the customer that your attention is with them, add a smile to that and you relay respect for the customer and the readiness to help them with anything they need.
- Posture is also very important, do not hunch over or stare at the floor, you should always look alert and ready for action.
- When possible, call customers by name, it will make them feel more comfortable and important to you.
- Be well groomed, nothing you do for a customer will be any good if you are wearing dirty clothes, have messed up hair, or you just look out of place.
- Presentation is a very important to customer service, including table presentation, dining room, atmosphere, bathroom cleanliness, and first impressions with staff.
- Food needs to be served at the correct times and in a timely matter,

- When not serving customers, talk to your them. Not only about the food and drink but about their day, vacation, etc.
- Customer service involves direct contact and communication with customers, if you are in the “front of the house” however there are also customer service jobs in the “back of the house” that do not involved direct contact and communication with customers. People must match their role within customer service with their personality and comfort level. If you are not a “people person” the back may be a better spot for you than the front. (more on the front & back of the house in a minute)
- One saying in the service business is, “The customer is always right.” This means, when a dissatisfied customer comes to you with a problem you must work to make that customer feel validated and walk away feeling heard, and feeling like the problem has been corrected. This may mean asking the manager to help with the situation. Managers have more power to make amends than anyone else in the business. A good way of doing this is to say, “I hear you are unhappy. Let me find my manager who will be happy to help you remedy this situation. Thank you for sharing your concerns. My manager will be right with you.”

The following is all the different jobs that a restaurant has to offer and the responsibilities of those positions. Every person working in a restaurant is directly linked to customer satisfaction. These reasons are listed below the job descriptions. The restaurant and all H & T businesses have both a front of house and back of house;

Front of House refers to the area in a hospitality business that the customers see. In a restaurant, the front of the house includes the entrance, waiting area, and the dining room. The front of the house is responsible for six major functions: Seating guests, selling food, communicating food orders, serving customers, bussing tables and obtaining payment from customers. These people work in the front of the house.

Back of House refers to the part of the restaurant that the customers don't usually see. This includes; the kitchen, receiving and storage areas, and business offices.

H&T Jobs at a Restaurant

General Manager-The person responsible for the overall operation of the restaurant. Often, the owner is the general manager. The general manager is accountable for the entire restaurant, including the back and the front of the house. The general manager supervises every one including the restaurant manager, assistant manager, and the executive chef. Some other responsibilities of the general manager are: Safety and sanitation, Quality and consistency, Guest and Employ relations, Human resources, and some times accounting.

Front of House Positions:

Restaurant Manager-The person responsible for every thing that goes on in the front of the house, in some situations the restaurant manager and the General Manager is the same person. Some of these responsibilities are hiring front of house staff, training and supervising that staff. Also the restaurant manager is responsible for guest relations, front of house cleanliness, cash management, and coordination with the back of the house. Also manager needs to deal with all customer complaints that can not be handled by servers. So over all the manager keeps every thing running smoothly to ensure happy customers; your number one goal.

Hosts- The person responsible for managing the flow of customers into the dining area, and making sure the service is evenly distributed over the service staff. The host is in charge of making the customers have a great first personal impression.

Servers-They have three responsibilities, they are representatives of the restaurant, the sell the dining experience, and third delivery of the dining experience. In addition in many restaurants they are responsible for money collection. This means they need to get and keep the customers comfortable at their tables. This means you need to deliver food and drinks in a timely matter and then with in a few minute period ask how the food and drinks are all with out being annoying, this is learned by doing.

Bussers-They assistant to the servers, and are one of the most important employees at a restaurant. The busser is responsible for clearing and cleaning tables, then also for resetting those tables. Many people see this job as not important, but it is just as important as the chef, you can not serve food with out clean dining area and clean dishes.

Back of House Positions:

Executive Chef-is the top manager of the kitchen. The executive chef is responsible for nine things: coordinating kitchen activities, directing the kitchen staff's training and work, planning menus, creating recipes, setting and enforcing nutritional requirements, setting and enforcing safety and sanitation standards, participating in the preparation and presentation of menu items, ensuring that quality standards are maintained, and the purchase of food and equipment.

Sous-Chef-is second in command in the kitchen, his main responsibility is to make sure that the food is prepared, portioned, garnished, and presented according to the executive chef's wishes. The sous-chef may also take the place of the executive chef if they are absent.

Chef-is a professional cook with considerable amount of training and experience and prepares the food.

Cooks-is a person with not as much training as a chef and prepares food at more casual restaurants.

Stewards-are in charge of the dish washing, pots washing, and clean up. They are also normally in charge of ordering new china and flat ware, plus general kitchen cleanliness.

Dishwashers-wash dishes and makes sure every thing is sanitary so that people are safe from food borne illness. Many people see this job as not important, but it is just as important as the chef, you can not serve food with out clean dinning area and clean dishes.

Obviously the names and responsibilities of the front and back of house positions are different in other H & T businesses. Remember front of the house is what customers see and back of the house is what they do not see. Here are a few examples:

- Hotel
 - Front of house - receptionist, bell boy, and managers
 - Back of house - house keepers, maintenance crews, and accountants
- Raft company
 - Front of house – raft guides, transportation drivers
 - Back of house – accountants, owners, boat repair crew, maintenance
- Hunting and Fishing guide service
 - Front of house – guides, reservation contact, receptionist, wait staff, hostess, transportation person
 - Back of house – guides (scouting, packing, preparing), house keeping, camp set up crew
- Travel Agent office
 - Front of house – travel agent, receptionist
 - Back of house – travel researcher person, travel agent contacts (air lines, hotels, and restaurants)

Body

This lesson is designed to be taught with the use of a PowerPoint presentation.

Anticipatory set:

To get students into the customer service and customer roll, start with this activity:

- Set up different place settings at each table before students arrive and ask them when they get there to look at all the tables and see if they can pick which one is correct and see if they can tell you why.
- Here is a web site that has the basic place setting information:
<http://www.umsl.edu/services/spevents/PDFs/basic.pdf>

Announce to the class that they are going to learn about customer service and how it relates to all parts of the restaurant.

Use power point provided.

Authentic Assessment

The students get into groups of four to five students and create their own restaurant.

The students will have to serve one dinner to other students, faculty, and any other guests.

If making the dinner is not possible. The students could make up a menu and do a mock presentation of restaurant customer service, or do the planning and just turn in the notebook.

Dinner Presentation Group Project

Summary: The students get into groups of four to five and create their own restaurant. The students will have to serve a dinner to other students, faculty, and any other guests. Have students think of a kind of restaurant that maybe is not in their town, or maybe a restaurant that is their favorite.

This dinner presentation will consist of:

Making and presenting the dinner and a note book outlining the planning, financing, tablescape and final evaluation of the dinner.

The project note book with four sections should include:

Planning: Including objectives, job descriptions for each member, and how the dinner envisioned by the students.

Financial Info: An estimated budget must be signed off by the teacher. In the final note book there needs to be a total budget, a break down of each entrée cost and the total cost per meal, all receipts must be included.

Tablescape: Planned drawings for tablescapes and dish setting; may include extra pictures of actual final presentation.

Evaluation: Each student must evaluate him or her self by writing a page paper on what they learned and what different jobs were done through out the whole process. Also a team evaluation of each team member must be turned in to the teacher from each group member.

The note book is due a week after the students have presented and cooked their dinner.

Dinner Project Rubric	Points Possible	Points Awarded
Group work/Peer Review	25	
Dinner Presentation	50	
Note Book	50	
Self evaluation	25	
Total Points	150	