

Course Outline

COURSE: HTM 702 **DIVISION:** 90 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2017 **CURRICULUM APPROVAL DATE:** 09/26/2016

SHORT TITLE: EXCELLENCE GST SERVICE

LONG TITLE: Excellence in Guest Service

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
0	1	Lecture:	9	9
		Lab:	0	0
		Other:	0	0
		Total:	9	9

COURSE DESCRIPTION:

This course focuses on quality customer service in a hospitality business. Includes the benefit of high quality customer service, skills to engage the guest and effective strategies for handling dissatisfied customers. This course will prepare students to take the Certified Guest Service Professional (GSP) exam.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES

N - Non Credit

REPEATABILITY: R - Course may be repeated

Maximum of 99 times

SCHEDULE TYPES:

02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Describe the importance of customer service for external and internal customers and list the attributes necessary for delivering excellent customer service.

2. Analyze customers' needs and identify how to effectively contribute to customer satisfaction through face-to-face, telephone and electronic technology interaction.
3. Demonstrate superior customer service techniques including dealing with difficult customers.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

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3 Hours:

- 1) Defining Guest Service - Why it is Important
- 2) High Quality Guest/Customer Service - Soft Skills, Technical Skills, Gold Formula
- 3) Techniques for Delivering High Quality Guest/Customer Service - Responsiveness, Effective Communication, Delivery and Follow-Through, Above and Beyond Expectations
- 4) Four Points of Engaged Service - How to Build Effective Relationships, Establishing Rapport/Building Customer Loyalty

Student Performance Objectives: Describe the importance of high quality customer service in a hospitality business or customer oriented organization. Evaluate the effectiveness of a variety of customer service techniques. Discuss the Four Points of Engaged Service. Apply the information presented into class discussions and activities.

3 Hours:

- 5) Identifying Guest/Customer and Co-Workers Needs - Internal Customers, External Customers
- 6) Techniques to Surpass Guest/Customer Expectations - Empowerment, The Element of Surprise
- 7) Benefits of Consistent Guest Service - Guests, Property, Employees

Student Performance Objectives: Analyze the attributes necessary to provide excellent/high quality customer service. Explain the benefits of consistent guest service to the guest, the property and the employees. Assess customer needs and effectively apply good customer service skills to achieve customer satisfaction. Apply the information presented into class discussions and activities.

3 Hours:

- 8) Attributes of the High Quality Customer Service Employees - Qualities, Skills, Attitudes
- 9) Effective Strategies for Handling Dissatisfied Customers - Resolving the Problem/Issue, Turning the Situation Around, Service Recovery
- 10) Test Taking Strategies - Preparation and Tips, Overview of the Skills/Competencies, Review

Student Performance Objectives: Discuss the qualities, skills and attitudes required of the high quality customer service employee. Recognize and describe how to deal with difficult customers. Practice effective test taking strategies. Apply the information presented into class discussions and activities.

OUT OF CLASS ASSIGNMENTS:

6 hours

Complete the readings and customer service scenarios in the AHLEI Guest Service Gold Manual/Workbook.

6 hours

Complete the readings and customer service scenarios in the AHLEI Guest Service Gold Manual/Workbook. Homework suggestion: Recall a customer service interaction. This experience can take place in any business that provides products or services for consumers. Describe, in 1 - 2 pages, how the service provider delivered each element of GOLD service and discuss any recommendations they might suggest to the service provider to ensure they meet the expectations of GOLD service.

6 hours

Complete the readings and customer service scenarios in the AHLEI Guest Service Gold Manual/Workbook. Take the Guest Service Professional practice exam.

METHODS OF INSTRUCTION:

lecture, group activities, discussion, guest speakers

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 10.00 %

written homework

Problem-solving assignments

Percent of total grade: 30.00 %

customer service scenarios, role playing

Objective examinations

Percent of total grade: 30.00 %

multiple choice, true/false, matching

Other methods of evaluation

Percent of total grade: 30.00 %

REPRESENTATIVE TEXTBOOKS:

Required:

American Hotel and Lodging Educational Institute (AHLEI). Guest Service Gold Manual/Workbook. MI: AHLEI,2015.

This manual/workbook is provided by the organization that certifies guest service professionals. Employers are looking for certified employees.

Reading Level of Text, Grade: 10th Verified by: MS Word

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: J

Noncredit Category: J

Cooperative Education:

Program Status: 2 Stand-alone

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: A

In-Service: N

Occupational Course: C

Maximum Hours: 9

Minimum Hours: 9

Course Control Number:
Sports/Physical Education Course: N
Taxonomy of Program: 130700