Unit 4 Assignment – Customer Service in Travel and Tourism

Introduction

This assignment is made up of 3 tasks which, when successfully completed, are designed to give you sufficient evidence to meet the Pass (P), Merit (M) and Distinction (D) grading criteria for the unit. If you have carried out the activities and read the case studies throughout this unit in the accompanying textbook, you will already have done a lot of work towards completing the tasks for this assignment.

Scenario

In your first job since finishing your travel and tourism course, you are working for Cheryl White, a customer service specialist who advises some of the biggest UK travel and tourism companies on how to get the best out of their staff. She has been called in by a major cruise line to help re-launch its customer service plan, following lots of complaints from customers.

Task 1

Cheryl has been asked to make a presentation to all cruise line staff and would like you to research and produce the presentation for her. It must include:

a. An explanation of the importance of providing excellent customer service in travel and tourism organisations (P1). You must include examples of at least two travel and tourism organisations in your presentation. These examples could be generated from visits, case studies in textbooks, guest talks, videos, websites of travel and tourism organisations, or a mixture of these sources.

b. A description of customer service provision in travel and tourism organisations to meet the individual needs of different types of customers (P2). These must include internal customers, individuals and groups. Your work must relate to at least two travel and tourism organisations (these can be the same as those used in Task 1a).

c. An assessment of how customer service provision meets specific customer needs in the two travel and tourism organisations (M1). You should include a judgment on the effectiveness of the provision.

d. Recommendations for how one of your chosen travel and tourism organisations can improve its customer service provision to meet specific customer needs (D1). Examples of improvements could be changes to products offered, new procedures to improve the speed and efficiency of service, enhanced company image, etc.

This task is designed to provide evidence for P1, P2, M1 and D1.

Task 2

Cheryl would like you to produce a Customer Service Training Guide to be given to all staff working for the cruise line. Your booklet must:
Describe the customer service skills required to meet customer needs in travel and tourism contexts (P3). Your booklet should cover communication skills, presentation, teamwork, business skills, selling skills and the skills needed to handle complaints. Your description must include relevant travel and tourism examples.

This task is designed to provide evidence for P3.

**Task 3**

Cheryl wants to show the senior managers of the cruise line how customer service and selling skills should be delivered in a practical sense and has asked you to be a ‘guinea pig’ by demonstrating effective customer service and selling skills in action. This could be through simulated role plays or in real-life situations – you should agree this with your tutor, who will also allocate other members of your group to take part. To complete the task you will need to:

a. Demonstrate customer service skills in the following travel and tourism situations (P4):

**Situation 1:** You are an Overseas Representative in the Algarve working for Travel Up Holidays. Mr and Mrs Green have contacted you to complain about the dirty state that they found their hotel room in when they arrived in resort this morning for their 10-night holiday. With a partner, you are asked to role play this scenario, dealing with the complaint and completing the Customer Service Report Form on page 20 appropriately.

**Situation 2:** You work in your local Tourist Information Centre and have received a voicemail message from a Mr Leadbetter from Belfast who is looking for accommodation for 3 nights in a 4-star hotel close to the railway station. You are to call Mr Leadbetter with details of 2 or 3 possible hotels, providing all the information he may need, e.g. location, facilities, price, etc.

**Situation 3:** You are a Travel Consultant and have been asked by your supervisor to handle the following face-to-face enquiry in your agency – you should role play this scenario with other members of your group. Jim and Audrey Hill have always dreamed of a cruising holiday and now have the time and money to be able to enjoy one, having both just retired from work. They like the idea of a Mediterranean cruise, but don’t want to be away from their Manchester home for more than three weeks. A traditional cruise with plenty of entertainment and like-minded people would suit them best. They are fairly flexible on timing and could go away any time in May/June or September/October. They have a total budget of £4,500 between them to cover all costs and want the best double cabin within this budget. They are looking for a fly-cruise from Manchester Airport. Find a cruise package that meets their requirements.

b. Deal independently with customers in the above situations (M2).

c. Demonstrate selling skills in the following travel and tourism situation (P5):

**Situation:** Working in pairs, role play the scenario of a member of the public being sold a skiing holiday to the French Alps, with you taking the role of the travel agent and your partner the client. You should show evidence of building rapport, establishing customer needs and expectations, showing product knowledge (including some features and benefits) and demonstrating some skills to overcome objections and close the sale.

d. Demonstrate effective selling skills in the above situation (M3).
e. Demonstrate good product knowledge, customer service and selling skills to provide a consistently high standard of customer service in all the above Task 3 situations (D2).

This task is designed to provide evidence for P4, P5, M2, M3 and D2.

Customer Service Report Form

Tour operator .............................................................. Resort ..............................................................
Customer name ............................................................. Booking reference ............................................
Accommodation ............................................................. UK departure date ...........................................
Room number ............................................................. Date of complaint .............................................
Rep’s name .................................................................
Customer’s home address ..........................................................
........................................................................ Postcode ..............................................
Telephone number .......................................................... Mobile .........................................................

Details of the complaint or issue (to be completed by customer or rep)
..................................................................................
..................................................................................
..................................................................................

Summary of actions taken to resolve the issue
..................................................................................
..................................................................................
..................................................................................

Signed (customer) ...........................................Signed (rep) .............................................

Date .................................................................

Copy sent to hotel Yes/No
Copy sent to resort office Yes/No
Copy sent to UK head office Yes/No