

National Taiwan University
College of Management
Department of International Business

COURSE SYLLABUS

Spring 2008

CUSTOMER SERVICE MANAGEMENT IN THE HOSPITALITY INDUSTRY

Instructor: Ronnie Yeh, Ph.D.

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Office: N/A

Meeting Times: Th & Fri, 12:20 - 5:20pm

Office Hours: 5:20-6:20pm Thursday.

Meeting Location: TBA

or by appointment

Phone: N/A

Textbook: Ford & Heaton (2000) Managing the Guest Experience in Hospitality. Delmar.

Course Objectives:

- *Define customer service management and guest relations as related to the hospitality foodservice and hotel industry.
- *Discuss the importance of quality service management in the hospitality foodservice and hotel industry.
- *Differentiate between service and products.
- *Describe customer/guest perception of value in the products and service offered by hospitality companies.
- *Elaborate on historical and current trends in customer service management.
- *Differentiate between customer/guest expectations and satisfaction.
- *Describe the relationship between customer expectations and satisfaction.
- *Explain factors related to the promotion of customer satisfaction.
- *Define “moments of truth.”
- *List examples of moments of truth in a guest’s stay at a restaurant or hotel.
- *Discuss techniques in the delivery of customer service.
- *Discuss issues related to providing service to a diverse customer base (multicultural, disabled, age related, etc.).
- *Elaborate on customer/guest relationship management.
- *Identify factors to consider when determining the value of a loyal guest and the costs of guest dissatisfaction.
- *Discuss marketing strategies for enhancing customer/guest relations.
- *Explain the value of perceiving employees as internal customers in the hospitality foodservice and hotel industries.
- *Discuss the impact of employee satisfaction and dissatisfaction on customer service and guest

relations.

- *Outline leadership skills needed to effectively promote and deliver quality service.
- *Discuss interpersonal skills utilized in managing customer service and guest relations.
- *Explain the relationship between the hiring and training process and quality service in the hospitality foodservice and hotel industry.
- *Explain how managers can empower employees to meet the needs of guests and customers.
- *Discuss the use of team building and staff coaching in managing the quality of customer service.
- *Apply methods for assessing the quality of customer service and guest relations in various commercial and community settings.
- *Elaborate on the use of continuous quality improvement techniques in managing customer service in the foodservice and lodging industries.
- *Develop an action plan for improving customer service and guest relations.
- *Describe the importance of organizational commitment in achieving an effective service strategy.

Exam Policies:

- Tests must be taken on scheduled dates. Alternate dates can be arranged only if the student has family emergency, illness, or any legitimate reason. The instructor will request the proof of absence.
- Materials for tests will be taken from both lectures and texts.
- All students must take the Final Exam at the specified date and time as listed in the Course Schedule. It is the responsibility of the student to note the correct time, date and location of the Final Exam.

In-Class Assignments- 50 points

These assignments will be administered as needed in class for better comprehension of material. These will include such things as in-class activities, in-class discussions, or quizzes.

Weekly Issue Discussion- 100 points

Each class session your group will bring to class a **one page** TYPED summary of an article or issue your group have read or listened to the current week. These **customer service issues** must be hospitality related. **It is important to provide your group comments.** Please attach the article or cite the reference where your group obtained the information. These issues will be discussed in class. Points will be assigned for participation in this discussion.

Theme for Hospitality (5 typed pages, double spaced-APA style) - 100 points

Each group will present information on creating a theme for hotel, restaurant, country club, **or** any other hospitality business. The theme must be innovative and creative to provide a so called *service environment* or *setting* for a unique and positive guest experience (see chapters 1 & 3).

A unique theme, *decoration, food, server, service delivery system, etc.*, can give your customers a new,

different, and positive experience that will encourage them to return for future business and to inform others about it.

A theme can be Jail, U.N. Hotel, Toilet Setting, etc. Your group will need to elaborate and explain in details as to how the theme is done and operated in the presentation and paper.

This project can turn into a practical and feasible idea for your future business.

Note. A group presentation date will be assigned in the beginning of the semester, and the written report will be due on the presentation date.

Field Experience Paper -50 points

"Customer Service Field Experience"

Your assignment during the semester is to patronize a full-service restaurant or stay at a full-service hotel. Your assignment will be to write about **your experience as a customer**. I recommend you take notes during the experience as details often fade over time. Take notice and address in your paper particulars about the service you received. Points addressed should include (but not be limited to):

- What about the service did you like? What made you feel good as a customer enough to recommend this establishment to your friends? List at least three points that you liked.
- What about the service did you dislike? What made you feel bad or uncomfortable as a customer enough that it might cause you to think twice about returning to this establishment? List at least three points that you disliked.
- Did the service associate refer to you by name?
- As a customer, what was your overall impression? Will you return? Was the service at the level you would expect for the price paid? Please provide:

* Name of Establishment

* Date, Day of week, Time

* Name of Service Associate(s)

* Business Level at the time you visited the establishment. Your paper should be 2-3 pages in length and double-spaced. Again, your paper should be written from the customer's point of view. Your paper is **due June 20** at the beginning of class. Papers turned in late will have one grade deducted for each day late.

Exams- 200 points

Midterm – 100 points

Final – 100 points

Bonus points

Involvement: attend some kind of extra-class activity relative to the hospitality industry. Student associations and outside activities are acceptable upon the instructor's approval. The students must

submit a **one page typed** summary at the end of the activity regarding the learning experience.

Class Participation

Class participation is expected at all class sessions. *Your participation in discussions and activities is an important component of this course.* If for any reason you anticipate missing a class or leaving a class earlier for a legitimate reason, you must notify the instructor well in advanced so adjustments can be taken into account. **20** points for each absence will be deducted from total course score. Higher grades cannot be expected unless the student has actively participated in class.

Assignment Policies

All assignments will be given a due date and must be turned in at the beginning of class on the due date. Assignments turned in late will be penalized one full letter grade for each day they are late unless you notify the instructor well in advanced so adjustments can be taken into account.

It is recommended that you find a “buddy” within the classroom. This is a fellow student in the class that you can contact if you will be absent and wish to notify the instructor, or if you are absent and need to inquire about class information. A class list with phone numbers may be created and distributed.

Withdrawal Policy:

Refer to the current schedule of classes for withdrawal policy and dates.

General Regulations and Procedures:

Refer to the “General Regulations and Procedures” in the Catalog.

Disability Accommodation:

It is the student’s responsibility to notify the instructor in advance of the need for accommodation of a disability or of the expected dates of predictable excused absences.

Course Grading: 90-100% A, 80-89% B, 70-79% C, 60-69% D, 59-0% F

COURSE OUTLINE

This is a tentative outline and subject to change. It is the student's responsibility to note the changes as announced in class.

5/29 Discuss syllabus and course expectations, & Chapter 1, 2

5/30 Chapter 3, 4, & Current Issue

6/5 Chapter 5, 6, Current Issue, & Test Review

6/6 Chapter 7, 8, Video Presentation, & Current Issue

6/12 Midterm Exam, Chapter 9, & Current Issue

6/13 10, 11, Current Issue, & Group Presentation 1

6/19 Chapter 12, 13, & Current Issue

6/20 Chapter 14, Group Presentation 2, Current Issue, Test Review, & **Field Experience Project Due & Seminar**

6/26 Group Presentation 3, 4, 5, 6, 7, & Current Issue

6/27 Group Presentation 8, Current Issue, & Final Exam