

**EASB**<sup>TM</sup>

# INTERACT WITH GUESTS

Industry:

Tourism

Food & Beverage

(Operations Level)

[www.easb.edu.sg](http://www.easb.edu.sg)

## At A Glance:

### Unit Purpose:

On completion of this unit, learner will have the knowledge and application skills in interacting with guests and be able to apply them to the workplace. This includes:

- Maintaining professional appearance and attitude
- Providing quality service
- Addressing concerns

This unit is within the competency category of Sales and Marketing and is one of the modules leading to the CET certificates (by Workforce Singapore).

**Training Hours:** 16



### Learning Activities May Include:

Discussions, demonstrations, role play, presentations etc.



Competency Elements	Knowledge
<p>1. Maintain professional appearance and attitude</p>	<ul style="list-style-type: none"> <li>• Positive attitude</li> <li>• Behaviours and situations that trigger negative emotional responses</li> <li>• Social norms among various cultures</li> <li>• Importance of not stereotyping customers</li> <li>• Features of stereotypes that might cause offence</li> <li>• Personal grooming and hygiene and its importance</li> <li>• How to maintain poise and posture at work</li> <li>• Communication techniques</li> </ul>
<p>2. Provide quality service</p>	<ul style="list-style-type: none"> <li>• Importance of providing quality service</li> <li>• Value of customers</li> <li>• Types of customers, e.g., internal, external</li> <li>• Expectations of external and internal customers and other diverse groups of customers</li> <li>• Concept of moment of truth in relation to customer service</li> <li>• Role of service professional</li> <li>• Why guests complain and why they do not</li> <li>• Products and services offered by organisation</li> <li>• Communication techniques</li> </ul>
<p>3. . Address concerns</p>	<ul style="list-style-type: none"> <li>• Importance of addressing concerns</li> <li>• Problem-solving techniques</li> <li>• Reporting procedures</li> <li>• Communication techniques</li> </ul>

**Contact us today  
for more information!**

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***Learn. Innovate. Succeed.***

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