

Training
Course

**Hospitality Customer Service
Management**



Course Plan

Introduction

The hospitality industry has significantly contributed to the global economy, by providing employment and aiding the economy. In this our current dispensation this industry has changed drastically now the competition is so much that customers have many choices to make, so what will make a hotel stand out is simply the company ability to satisfy their customers, so great customer service is the panacea for a thoroughly successful hotel business. The customer is the king for any business, so the responsibility depends on hotel managers to ensure that their service is well improved, so that they can get loyal customers. The first impression of any business is very important because good impressions will last in the mind of the customer, which intend will lead to repeat business. There is a Japanese proverb that said that the reputation of thousand years may be undermined by the conduct of one hour. There is no business that have never hard challenges with their customers but the company ability to handle customer complaints and resolved it amicably is a sign of a mature company and a company that care for the happiness and wellbeing of its both potential and loyal customers.

Course Objectives:

- ✓ The importance of hospitality first impression
- ✓ How to improve customer service in hotel industry
- ✓ The complete guide to hotel customer loyalty
- ✓ Handling hotel guest complaints
- ✓ Tips to teach employees to love and respect customers
- ✓ How to improve front office operations in hotel
- ✓ Customer service and anti-service
- ✓ Principles to understand customer service psychology
- ✓ Social media marketing for hotels and tips to boost your visibility

Who Should Attend?

Customers, travelers, hotel employees, hotel associations, managers, directors, CEO, hotel consultants, governments, students, policy makers, Investors, businessmen, event organizers etc.

Training Methods:

- ✓ Online Video material.
- ✓ Presentation.
- ✓ Live Interactive sessions.
- ✓ Course presenter will make extensive use of all tools that will be needed for the virtual environment.
- ✓ Questions & Answers



Course Outline:

Day One

Who We Are and What We Do

- Who Are Customers?
- What Is Customer Service?
- Who Are Customer Service Providers?

Day Two

Establishing Your Attitude

- Be In the Know
- Behavior that Turns-Off Customers
- What Can You Do Right Away To Improve Customer Service?
- Applying What You Have Learned

Day Three

Communication Skills

- Excellent Service through Effective Communication
- Listening Skills
- Verbal Communication Skills
- Non-verbal Communication Skills

Day Four

Identifying and Addressing Customer Needs

- Understanding the Customer's Situation
- Staying Outside the Box
- Meeting Basic Needs
- Going the Extra Mile

Day Five

Customer Service and Anti-Service

- What is anti-service
- A tale of two hotels
- Energy is contagious
- Pitching and candor
- Is automation anti-service
- Cancellation and anti-service

Training Details

Course Duration	5 Days
Pre-Schedule	24 – 28 Nov 2024
Venue	Cairo – Hilton Ramsis Hotel
Training Fees Per Person	KWD 1250 (One Thousand Two Hundred Fifty)
Course Fees Include	<ul style="list-style-type: none">✓ Tuition documentation✓ Curriculum and Training Handout✓ Five Star Lunch✓ Completion Certificates

