



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DHM1308 Managing Service Excellence**

Semester & Year : January-April 2016

Lecturer/Examiner : Ms. Dewi Pratomo

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:

PART A (15 marks) : 15 multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

PART B (60 marks) : FOUR (4) Short answer questions.

PART C (25 marks) : FOUR (4) short answer questions based on a case study.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 7 (Including the cover page)

PART B : **SHORT ANSWER QUESTIONS (60 MARKS)**

INSTRUCTION(S) : **FOUR (4)** short answer questions based on a case study. Write your answer(s) in the space provided.

1. Explain and give an example of the ABC Concept in universal customer service (5 marks)
2. Explain and give an example of **TWO (2)** elements of Non-verbal Language. (10 marks)
3. Analyze **FOUR (4)** principles of the FISH Theory and give an example using a food and beverage outlet that implemented the theory (20 marks)
4. Explain **RATER** and give an example (25 marks)

END OF PART B

PART C**: CASE STUDY SHORT ANSWER QUESTIONS (25 MARKS)**

INSTRUCTION(S) : **FOUR (4)** short answer questions based on a case study. Write your answer(s) in the space provided.

CASE STUDY 1: Customer Service

Read the following case study and answer the questions that follow giving examples from the case study.

Customer service is essential in the hospitality industry. Below are the tips of ensuring good customer service through customer's feedback research.

1. Only Put Your Best People on the Front Line

Let's face it, not everyone is well-suited to interact with clients and provide great customer service. Unique personality traits are required – positive attitudes, great listening and problem solving skills – and only people who possess them should be in contact with your customers. Assign responsibility based on each employee's core competencies.

2. Know What Your Customers Want

Client feedback is one of the keys to successful business. Knowing what customers think about your products and services and making improvements, perhaps based on their suggestions, should be part of your strategy. Also, don't underestimate the value of negative feedback. Letting clients know and see you are taking their thoughts into consideration shows you truly care and increases the chances they will stick around to see those improvements. And you don't have to always go on gut feeling. Listen and keep records, track social media and email campaign activity. By taking sincere interest you'll find what works.

3. Think Relationships and Sales Will Follow

When business is slow and the sales team feels pressure to improve numbers it is easy to focus on new sales opportunities that arise and forget about developing true relationships with buyers. Customers can sense when a salesperson is impatient to close a sale and, even if they purchase now, they may think twice about returning. Concentrating on what's best for them, even if it means admitting one of your products doesn't fulfill a need, can make a more lasting impression.

4. Connect Without Overwhelming

An important aspect of keeping your customers is reminding them you are there when they need you. Keep in touch periodically when you have relevant news for them, just don't overdo it. Product updates, deals, improvements, and helpful tips for using your products in new ways are several types of applicable news. If you don't already have these materials consider developing a content marketing plan to support their development.

5. Track, Track and Track

Keeping records of your customers – purchase history, call notes, feedback, appointments – and tracking sales trends is vital to customer retention. This information helps you understand customers better and plan how to retain their business. Depending on your size and needs, consider either a contact management or customer relationship management (CRM) tool to track these relationships more effectively. One or two extra sales can often return your technology investment while giving sales managers and field reps a productivity advantage they need.

6. Be There 24/7

It's all about presence. Whether using social media, email or phone, organize your team so that they can answer customer questions or requests when they are out of the office and after business hours. Your team should be able to access client information remotely so they are able to provide whatever a customer needs ASAP. The recent boom in mobile devices is helping organizations be more connected and available to customers. Your organization should not be an exception.

7. Audit Customer Experience

Lastly, put yourself in your clients' position and make a list of all the ways their overall experience with you could be more satisfying. Something as simple as noting a specific customer likes their product to be delivered on Tuesdays can make a positive difference. Cater to your clients in ways that will make their lives easier and their experience more gratifying, and they'll gladly cater to making your business more successful!

The following **FOUR (4)** questions relate to the Customer Service Case Study. Use examples from the case study in all answers.

1. Discuss the best ways to maintain good customer service (7 Marks)
2. Describe the way of keeping track of customers' needs and wants and why it is important (3 marks)
3. Explain the reasons for being there for your customer. (5 Marks)
4. Analyze the importance of a customer's experience audit (10 Marks)

END OF EXAM PAPER