



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HOS1303 Managing Service Excellence**
 Trimester & Year : May - August 2018
 Lecturer/Examiner : Nor Hazwani Mohd Din
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (15 marks) : FIFTEEN (15) Multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (60 marks) : FIVE (5) Short answer questions. Answer all the questions. Write your answers in the Answer Booklet provided.**
 - 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 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.

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

PART B : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : **FIVE (5)** short answer questions. Answer all the questions.
Write your answers in the Answer Booklet(s) provided.

1. Explain **R.A.T.E.R** and give examples for every each of the components. (20 marks)
2. Discuss **FOUR (4)** characteristic that would appeal to a Convenience customer. (8 marks)
3. Explain the **SIX (6)** needs of internal customers. (12 marks)
4. Explain and give example of the ABC Concept in Universal customer service. (10 marks)
5. List down **FIVE (5)** differences between Managers and Leaders. (10 marks)

END OF PART B

PART C**: CASE STUDY SHORT ANSWER QUESTION (25 MARKS)****INSTRUCTION(S)**

: FOUR (4) short answer questions based on a case study. Write your answers in the Answer Booklet(s) provided.

SCENARIO: Telephone Customer Service

By: Ian Miller

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

In today's high-tech world, the one communication tool that remains a constant is the telephone

Hundreds of millions of telephone calls are made each and every day around the world and many of those calls are made by customers.

It is clear that the way these telephone calls are handled can make a huge difference to a company's relationship with its customers.

Using the telephone competently and courteously is essential to customer and client satisfaction. Poor telephone etiquette can have a disastrous effect on your telephone customer service - and bottom line.

Here are some tips for providing excellent telephone customer service:

Top 12 Tips for Telephone Customer Service

1. Preparation. Have a fair idea of what you are going to say in advance of your telephone call. Have a mental script you can fall back on if the conversation wavers.
2. Introduction. When we meet people face to face we often introduce ourselves with a handshake. On the phone we must do this verbally by greeting the customer genuine warmth.
3. Build rapport. Most callers want to speak with a human being not a machine. Be yourself and keep it friendly.
4. Speak Clearly. Making yourself understood is a key principle of effective telephone customer service.
5. Tone of Voice. A friendly but authoritative manner works well. Develop your own phone personality and vary your vocal pitch to avoid sending the caller to sleep.
6. Keep it Positive. Make a list of words that sound upbeat and use them. Avoid using negative words and phrases on the telephone such as: that's not possible, forget it, why didn't you, I don't know, never heard of it, it's against policy and no can do. Keep bureaucratic phrases and jargon out of the customer service conversation.
7. Listen. In some ways, listening to your customer is more important than speaking. Find out exactly what your customer wants before attending to their needs.

8. Putting callers' on-hold. If you have to leave the customer at any time, make sure you explain what, why and for how long. Offering to call the customer back demonstrates courtesy and a willingness to help.

9. Transferring calls. One thing that kills a customer relationship is being passed around from pillar to post - or worst still, getting lost inside a virtual switchboard. Ensure you know how your telephone customer service system works and always get the callers details before you transfer them, so you can call them back if need be.

10. Use Voicemail Effectively. Properly compose your voicemail before delivering it. Rehearse announcements before recording them on your phone.

11. Dealing with Difficult calls. Try to think why the caller is acting the way they are and do not take what people say to you as a personal insult. Don't lose your temper and keep your attention on the facts. Try to get your customer's agreement as a way forward to resolving the call.

12. Closing the call. Make sure you give assurance that any promises you have made will be fulfilled. Thank the caller and let them know their business is appreciated. Your ultimate aim should be that the caller remembers their telephone customer service experience in a positive way.

13. The Golden Rule. Always treat your customers exactly how you want to be treated yourself!

By following these telephone customer service tips not only will you communicate effectively with your customers - you will positively impact your company's bottom line.

1. Based on the scenario, why is preparation important for telephone customer service? (2 marks)
2. State **FOUR (4)** reasons of starting and ending a conversation well. (8 marks)
3. In telephone customer service, we have no chance to show our gestures and enthusiasm in helping the customer. Identify the ways to show our sincerity and enthusiasm to assist the customers using telephone conversation. (5 marks)
4. Dealing with difficult calls is one of the toughest challenges, especially when it is a complaints call. What are the ways to handle complaints through a telephone conversation? (10 marks)

END OF EXAM PAPER