

Reflective portfolio

by Muhammad Naveed Jawed

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Placement coordinator: Antoinette Milne

**Reflective portfolio: Reflective portfolio of
practical tasks**

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Acknowledgment of AI Usage:

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Introduction.

This reflective portfolio demonstrates my journey and exploration during my work placement at Halwa Poori House, a well-known popular restaurant famous for its authentic Pakistani and North Indian breakfast. I initiated this placement with specific objectives: to build efficient communication skills, excel my customer service abilities, acquire insight into the restaurant industry, and, eventually equipped myself for a career in excellent customer service management. This portfolio will portray my experiences across six key elements, allowing me to critically evaluate my growth, development, and preparedness for future roles in the service industry.

Element 1: First Impressions

The first thing that comes into guests' mind is that **weather this associate with take care of him or her** (Hospitality professional B ILL Q UISENG) First impressions are thought stimulative in the restaurant industry, shaping a customer's entire experience. **A dissatisfaction of guest may occur due to unhelpful staff, cramped conditions or lack of available choices** (Cousins, J, & Weekes, S 2020, Food and Beverage Service, November 2024). I learned that initial contact sets the standard for the customer's visit and that even minor gestures—such as welcoming customers with a friendly smile—restore their trust and escalate to make them feel comfortable.

The **maximum** it takes 7 seconds to develop a first impression," felt very true during my work experience at Halwa Poori House. Customers immediately sense the quality of service through body language, tone, and demeanour. I gauged that customers who received a warm welcome from staff were more comfortable, make great order choice, and usually spent more time at the restaurant, enhancing both their experience and our business outcomes.

I would like to reflect my experience during my work placement at halwa poori house as it's breakfast oriented place it open early in the morning 8 o'clock , and available for people who works at night shifts , one good experience was a group of 6 guests walked in really hungry and demanded food at the earliest.

I introduced them to myself and suggested them to address me with my personal name to build relation and bond that encourages them to develop understanding of having affiliation with the restaurant. **by this little exercise I shaped a good first impression in their minds about the server and restaurant both** I welcomed them warmly and nod my head in affirmation , took their order and to appear before

them in every 5 minutes as I knew what they ordered will take about 20 to 30 minutes. I served them with the drinks and salads on the house, then after 5 minutes again appeared with the papadums and serve them with the papadums as their papadums were about to finish I again appeared in front of them asking them if they would like to watch live cricket match, as I observed that they are interested in cricket, turned on television, the state of hunger was then diverted in the cricket match and before they would ask about their food I served them, as they were still hungry and I observed the most satisfied customers are the most hungry customers.

They were happy with the efficient efforts.

In greeting encounters, first impressions of attitude and personality are quickly formed and might decide further relational decisions, such as the likelihood and frequency of subsequent encounters (Cafaro, A., Vilhjálmsdóttir, H.H. and Bickmore, T. (2016) pp. 1–40). In hospitality sector, research suggests this notion of prompt, impactful impressions, with studies showing that positive initial interactions can lead to repeat business and high customer satisfaction.

Over 60% of customers base their overall satisfaction on the initial greeting and service received within the first few minutes of their visit. I further improve this impression, I adopted a practice of maintaining eye contact, expressing gratitude, and being attentive to customers' needs right from their entry into the restaurant.

Element 2: Wine Knowledge

Food and wine pairings (F&WP) entail the development of skills to identify 'the key elements in food and wine [F&W] that will directly impact pairing them ...' (Harrington, Citation2007, p. 4).

Although Halwa Poori House does not serve wine, I realized the importance of understanding our menu thoroughly and communicating its value to customers. As their customer base is mostly Muslim community who feel reluctant to enjoy dining experience if alcohols are served so I rather do something parallel to wine knowledge in restaurants that do serve wine.

Developing knowledge about ingredients, preparation styles, and popular dishes became crucial. I examine the menu and discuss with the chef to understand the cultural origins and ingredients of each item. This knowledge empowered me to confidently explain dishes to customers, particularly those unfamiliar with South Asian cuisine, by suggesting complementary pairings (e.g., pairing halwa with poori or Lassi (which comes in 3 different flavours for a complete experience and same pairing masala chai with omelette paratha).

If I were to consider a hypothetical wine list, I would recommend Pairing it with our traditional dishes by including options that complement the spices and Flavours on our menu. For example, pairing a crisp, semi-dry white wine with lighter dishes like chicken yakhni pilau (which is cooked rice and chicken with

chicken broth) or a bold red with more robust, spicy dishes (like brain masala, Lamb madras and Chicken vindaloo would enhance the customer's dining experience.  14

This approach demonstrates my ability to think critically about enhancing the menu, which would allow me to make informed suggestions to management if given the opportunity.

Some of the wine pairing suggestions would be Durif with lamb Madras, as Madras is heavily spiced and Durif (petite Syrah) makes intensely fruity, full bodied wines (<https://www.bbcgoodfood.com>).

palak paneer (spinach with cheese cubes) can be well paired with [German Riesling Kabinett](#) because of residual sugar (www.wineenthusiast.com)

Element 3: Customer Communication Skills

Customers are back bone of any business. If you develop strong interpersonal skills , you can retain your customers and encourage them to become loyal to your business, once they are loyal they will become your advocate, they will promote and recommends your business (business.gov.au, 18 jan 2024) in this work placement effective communication with customer is one of the most valuable skill I learned because there is a diverse range of customers.  15

One example on importance of communication I would like to reflect was the incident when a family of 17 walked in for breakfast , (again I welcome them with a friendly smile, made them settle and with my gut feeling i made a guess what will they order , and communicated in the kitchen to start preparing what I anticipated) I started describing the dishes they should order and at the same time also suggested them what to order as they were ordering more  16 required I suggested them to reduce , which help the to build trust). At first it looked overwhelming task but with the help of clear communication with the customer and kitchen staff I manage to serve a large group of customers effectively.  17

At the start of my placement, I often felt nervous when dealing with complicated customers or when defining dishes. However, by some time and experience, I became confident.

I learned to listen actively to customer, their inquiries, understand their needs, and respond with clarity. Good Customer communication is a revenue generator (helpscout.com 2024).

For instance, some customers would inquire about specific allergens and food intolerances, and I learned to manage these situations with patience and clarity, confirming with the kitchen if needed to assure accurate information.

For example one of the customer was arguing about the pre-cooked food , without denying anything I just kept listening to him very politely and heard him until he finished because I knew half of the complaint will be resolved if customer proves himself right after listening to him I said " sir you are absolutely right and please allow me to help you with your dish ", I took the dish back in the kitchen asked chef to

prepare a fresh dish , and presented to customer with smile and apology , and that act made customer feels more valuable and satisfied .

After this incident I got an understanding that active listening and communicating with customers is the key of service business.

It's the host responsibility to determine that what kind of communication is required in different situation, sometime customers expect mor friendly and casual communication and sometimes customer looks forward for very professional communication.  18

Generally, I get positive feedback from customers and colleagues, customer often appreciate my attentiveness and good communication skills.

To be successful, business development representative one must learn to pivot and build value in a variety of customer conversations (Elizabeth (McLeod) Lotardo and Lisa Earle McLeod , 2018)

Element 4: Reflections

The research has defined reflection as a process of new thought stimulation od already existing knowledge and experience (Taylor, Shaunna, p.269-284)

My placement at Halwa Poori House profoundly changed my perspective on the Restaurant industry. I understood that customer service is to create an experience that resonates with the customer not just serving food.  19

Halwa Poori House has delivered authentic Pakistani food. It's a practical example of how ethnic food affects the customer through synaesthetic nostalgic remembrance, and the significance of taste acquired through the habitus on the restaurant, (Widdows, A.M.C.-K. (2016))

Although food consumption is often an intrinsically social experience, relatively little research has examined how individuals experience and understand how food consumption relates to feelings of nostalgia, food and mood (Simpson, K., Angus, D.J. and Lee, M.F. (2024)) It will be unfair if I do not reflect on nostalgic affect from food, because 90% of customers claims that halwa poori house helps them keep remembering their childhood memories and experience from back home.

The basic skill one must have is the ability to motivate, encourage and inspire people around you (*My career has been extremely rewarding yet challenging* (2023)). The hospitality industry is challenging yet rewarding, in which patience, resilience and empathy is key of success Observing experienced staff manage busy hours with calmness and consistency taught me that high-quality service marks from a combination of positive attitude, skills, and composure.

This placement has also taught me about the importance of teamwork. There were times when the kitchen was overburdened, or we had a sudden inflow of customers, and I observed how essential clear communication and cooperation were to execute smooth operations. As a result, I now make it a point to offer help proactively, collaborate closely with the kitchen staff, and remain calm under pressure.

Element 5: Leading to the Future

Looking forward, this placement has reinforced my wish to pursue a career in customer service in restaurant. The skills I acquired—particularly in customer interaction, product knowledge, and team collaboration—are valuable skills in this field. My experience has taught me that efficient customer service demands more than just technical skills; it requires empathy, cultural sensitivity, and the ability to communicate clearly under all circumstances.

I aim to further enhance my leadership abilities to facilitate a more diversified environment in future roles. To reach my career objective, I realize that I need to excel in areas such as conflict resolution and managing high-stress situations. I plan to undertake additional training in conflict management, as it will enable me to handle complex customer issues and support my team more effectively.

Conclusion

In summary, my placement at Halwa Poori House has been a thought-provoking experience that encourage me to grow both professionally and personally. I have exercised critical insights into the importance of first impressions, product knowledge, and effective communication in creating an efficient customer experience. These learnings have not only escalated towards learning but also built my aspirations in the service industry. Looking forward, I feel confident that the skills I have acquired will serve as a solid impact for a successful career in customer service management. This portfolio reflects my commitment to continued growth and improvement, with each element marking a step forward in my journey toward becoming a skilled, empathetic, and effective service professional.

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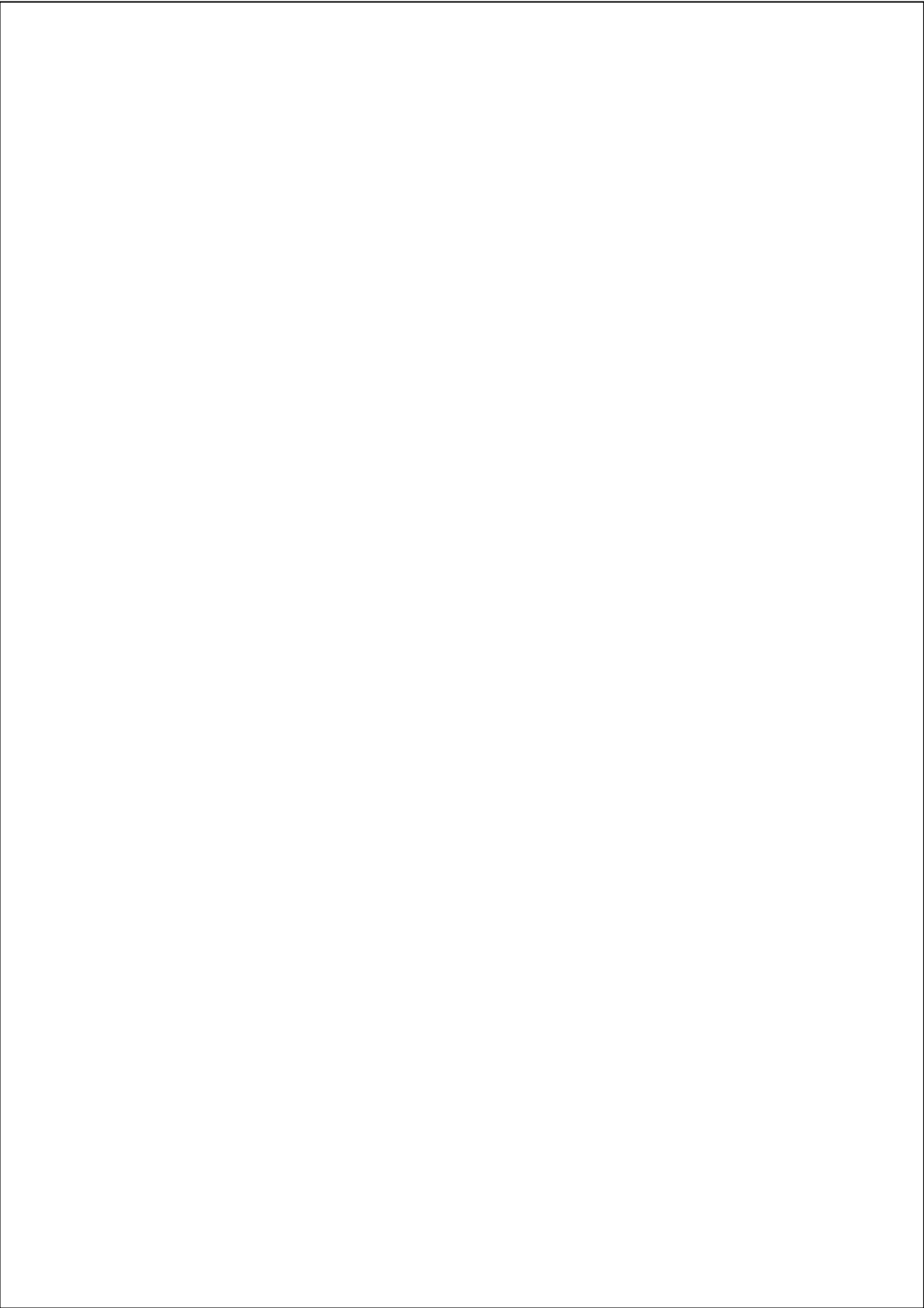
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Reflective portfolio

GRADEMARK REPORT

FINAL GRADE

50/100

GENERAL COMMENTS

This paper has been IV'd by Jessica Newport as second marker who agrees with the mark and comments made by Antoinette Milne as first marker.

PAGE 1

PAGE 2



Comment 1

Please check the spelling of weather (whether) and grammar.



Comment 2

It is important to include an in-text citation to support this statement.



Comment 3

It is important to include an in-text citation to support this statement.



Comment 4

Please see the Module Handbook re: maxim.



Comment 5

This is quite a long sentence and it can be helpful to use shorter sentences, for increased clarity. Remember to capitalise Halwa Poori House and to check the grammar.



Comment 6

It is important to provide evidence as to how you knew they had felt a good first impression (for example, they may have smiled back, they may have made a comment etc.).

PAGE 3



Comment 7

It is important to include a full-stop here.



Comment 8

Remember to check the grammar and to shorten sentences, for increased clarity.



Comment 9

It is important to provide some evidence of how you knew they were happy.



Comment 10

Please refer to The Harvard Reference Guide for in-text citations.



Comment 11

It is important to include an in-text citation to support this statement.



Comment 12

It is important to include an in-text citation to support this statement.



Comment 13

It isn't necessary to have Flavors capitalised and in British English, it is flavours, rather than flavors.

PAGE 4



Comment 14

These are good suggestions and it can be helpful to provide reasons why these pairings are suitable (by discussing food & wine pairing principles/guidelines, for example).



Comment 15

This is quite a long sentence and it can be helpful to use shorter sentences for increased clarity.



Comment 16

It is important to briefly explain this (in other words, is this what they would like to order or what you think they should order, for example).



Comment 17

This is quite a long sentence and it can be helpful to use shorter sentences for increased clarity. Also, please review the grammar.

PAGE 5



Comment 18

This is quite a long sentence and it is important to use shorter sentences for increase clarity.



Comment 19

It is important to include a comma after customer, for increased clarity.

PAGE 6

PAGE 7

PAGE 8

PAGE 9

GRADING FORM: BMGM5003 CUSTOMER EXPERIENCE

MUHAMMAD NAVEED JAWED

50

LITERATURE ENGAGEMENT /10



It is important to include in-text citations for several statements to support them (please see in-text comments). Please refer to The Harvard Reference Guide for in-text citations. You have provided 14 references and 20 are required. Please review The Harvard Reference Guide.

4

KNOWLEDGE & UNDERSTANDING /30



You have demonstrated knowledge and understanding. More detail can enhance this (please see in-text comments). You have made appropriate wine pairing suggestions and it can be helpful to provide reasons why these pairings are suitable (by discussing food & wine pairing principles/guidelines, for example).

16

COGNITIVE & INTELLECTUAL /10



You have demonstrated some critical evaluation and analysis and it is important to provide evidence for some of your statements (please see in-text comments).

5

PRACTICAL APPLICATION /25



You have linked some theory to practice and reflected on challenges and solutions. More identification of theories supported by research and linked to practice can enhance the practical application.

14

TRANSFERABLE SKILLS /25



Please review the grammar used in several places (please see in-text comments). Some of the sentences are quite long and it can be helpful to use shorter sentences, for increased clarity. Your presentation was informative with plenty of detail. Remember to be aware of the 15 minute timing (and to try to not go over). Overall, well done.

11