

**BMGM4003- Customer experience & service skills placement LEVEL 4 – Reflective portfolio
(1500 words)**

Student Name	Antonache Lidia
Student ID Number	2025569
Lecturer Name	Jayne Griffith Parry

You are required to complete a reflective portfolio to capture the learning experience and knowledge you have acquired within your culinary skills experience. You need to complete four sections as set out in this document, each section must contain 325 words and so your writing must be relevant to allow you to display the knowledge that you have gained.

In each section reflect on:

What **new skills/knowledge** you have acquired

How will you **apply your knowledge in the future?**

What are your **reflections** on the subject?

Why is this **topic important within the industry?**

Provide **evidence of further reading**. Include a minimum of 3 references per section.

This is the placement development record and is designed for the student to reflect on (not describe) their learning experience to critically review their development.

Students should focus on their:

- Vocational Development
- Self-Development
- Academic Development

The Development Record Should Include:

A brief general overview of the overall placement. This should review the experience in terms of the placement objectives and the student's learning outcomes. Students may wish to provide evidence of

achievement of the aims put forward in their action plan and learning agreement. Particular attention should be paid to issues regarding self, vocational and academic development as well as highlighting 'lost' opportunities.

The portfolio aims to provide a self-reflection of your progress and to review the work that you have undertaken, applying evidence of developing the following key skills criteria:

- Self-management and development
- Task management
- Applying initiative to workplace problems
- Communication
- Application of knowledge Assessment Criteria

Students will be assessed on their ability to critically evaluate their performance and development as well as their reflective analysis of the overall learning experience, outcome achievements, key skills development, application of theory in practice, identification of lost opportunities, and future career development/skills application.

This record should not be descriptive in nature but reflective, analytical, and critical. Your placement module lecturer will meet with you bi-weekly to review your progress and regularly meet with your kitchen supervisor to ensure you are progressing through your tasks and acquiring the support you need to be successful in the department rotation.

Upon completion of your placement, you will be required to upload your completed portfolio to the Turnitin link provided in Moodle. Timely submission will be expected as per university guidelines and the required dates will be posted on the Turnitin Link.

A generic overview of overall placement

(This section does not achieve any marks but allows you to give a general overview of your experience to allow for more focused writing within the next four sections.)

Section 1

- Give examples of how you have contributed to a positive customer experience.

People return to a restaurant when they believe they are treated with respect, value, and affection, which is the foundation of the restaurant business. Customer experience improvement has emerged as a top management priority. Customers today connect with businesses through a wide range of contact points across several channels and media, which leads to more complicated customer journeys and a growing focus on the customer experience (Lemon and Verhoef, 2016).

Since I've spent a lot of time in the restaurant business, it was my duty to develop top-notch customer service skills, which, by the

grace of God, I've managed to do. The atmosphere, friendly customer service, and little yet thoughtful presents all contribute to a pleasant client experience. I've developed my abilities so I can advise clients on their orders and what would be best for them. My bargaining, preservation, and rapid decision-making abilities have all improved as a result of these activities. Success in the knowledge-based economy increasingly requires the development of soft skills (Kic-Drgas, 2018). I need to have these soft skills if I want to succeed in any field, including hospitality. My experience in this field has taught me the importance of honesty, accountability, and building consumer trust. This essential chapter demonstrates how to develop relationships with consumers by providing an excellent customer experience. I've learned how to present foods such that they reflect my gratitude for their business. Through this activity, my academic learning has also been enhanced. Without soft skills, it is difficult to provide a positive customer experience, and this training has made it easier for me to combine my work and my customers' needs.

Numerous studies have demonstrated that true value is not found in the product or service itself but rather in the thoughts of current and future clients (Nobar, and Rostamzadeh, 2018). Any company that wishes to succeed with a strong brand image and client appreciation must provide a positive customer experience. The customer's view of the service—which should be of the highest caliber—really determines the success of the firm. Positive customer experience is something that should be achieved with smart work, consistency, and focus on the customer.

Reference list (minimum of 3 please) – please use the e Harvarreferencingng system

- Kic-Drgas, J., (2018). Development of soft skills as a part of an LSP course. *E-mentor*, (2 (74)), pp.27-36.
- Lemon, K.N. and Verhoef, P.C., (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), pp.69-96.
- Nobar, H.B.K. and Rostamzadeh, R., (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from the hotel industry. *Journal of Business Economics and Management*, 19(2), pp.417-430.

Section 2

- Give examples of how you have received guest feedback and dealt with this.

One of the various ways to understand consumers' actual opinions of the food or service is through their feedback. Feedback from customers might occasionally include questions regarding the setting or eatery. Service providers often enhance their service quality and, as a result, their customer satisfaction as a major strategy to remain competitive, keep their current clients, and draw in new ones (Nunkoo et al, 2020). Customer feedback helps to modify business with customer help and suggestions. So, every business appreciates customer feedback for their benefit.

As I've been working in the restaurant industry, consumer input is essential in this industry. I frequently deal with consumer feedback, which may be both favorable and negative. Positive client feedback is always a blessing to us since it means we have been able to provide for their needs and that they are valued for our hospitality. Online service developments have made it possible to build interactive "engagement platforms" where users may share resources and jointly produce value (Carlson et al, 2018). Numerous avenues for customer input have been implemented into our restaurant, including traditional customer feedback forms and internet media. On an online media platform, people are more likely to provide feedback, and they commonly utilize Facebook, Reddit, and major booking sites as platforms. We express our gratitude to the consumers for their time and how much they mean to us through our positive comments. Positive but unfavorable feedback is a little trickier because we aren't yet able to resolve the problem. So, we get in touch with the consumer, listen to their complaints about us, and promise to fix the issue. We occasionally notify people about fabricated complaints, provide discounts for legitimate complaints, and ask them to remove unfavorable reviews.

Customer feedback is very much important in the hospitality industry as negative feedback could crush the business while positive feedback could boost the business to a higher level. Manufacturers must solicit insightful client feedback on the offered goods and ancillary services to contend with the fierce competition and the wide range of customer viewpoints (Mourtzis et al, 2018).

Reference list (minimum of 3 please) – please use the Harvreferencingng system

- Carlson, J., Rahman, M., Voola, R. and De Vries, N., (2018). Customer engagement behaviors in social media: capturing innovation opportunities. *Journal of Services Marketing*.
- Mourtzis, D., Vlachou, E., Zogopoulos, V., Gupta, R.K., Belkadi, F., Debbache, A. and Bernard, A., (2018). Customer feedback gathering and management tools for product-service system design. *Procedia Cirp*, 67, pp.577-582.
- Nunkoo, R., Teeroovengadum, V., Ringle, C.M. and Sunnassee, V., (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 91, p.102414.

Section 3

- Describe the range of service skills you have developed – how did meeting guests make you feel? What did you learn from colleagues and diners alike?

Skills including hard and soft are always appreciated in any industry. Learning them takes time and patience but the final fruit is sweet when received. Numerous studies have shown that exceptional performance is positively correlated with a person's general

intellectual capacity. It is also well-recognized that becoming an expert in a field requires tens of thousands of hours of concentrated practice (Vaci et al, 2019). Therefore, it was in the first work that I acquired the abilities essential to my professional development.

One of the many perks of my profession that I appreciate the most is getting to meet visitors. I meet so many new people this way, and we get to know one another via brief yet important exchanges. I have gained knowledge of critical thinking, quick reaction, communication, and bargaining abilities through these encounters. I've been able to grow and become my best self because of the platform. Even yet, the hospitality business needs these abilities more than any other. As a server at a restaurant, I have learned practical lessons from my co-workers and customers who have a strong commitment to their jobs and go above and beyond to assist others. Personnel management needs to consider if and how peers contribute to on-the-job learning, as well as the expenses involved (Papay et al, 2020). I have acted on this statement and prioritized peer learning. This has helped me in learning new things in the workplace and helping others with my knowledge skills.

It is amazing how much I have learned throughout the years and how much better I am now thanks to my co-workers and this training. I'm now seeing the results of all the effort I've put into this work and this course. My employment has been very beneficial to me, and I enjoy talking to clients and exchanging ideas. Customer interaction, in my opinion, enables a firm to remain competitive by delivering high-quality service and hospitality that draw in and keep consumers (Varadarajan, 2020).

Reference list (minimum of 3 please) – please use the Harvard referencing system

Papay, J.P., Taylor, E.S., Tyler, J.H. and Laski, M.E., (2020). Learning job skills from colleagues at work: Evidence from a field experiment using teacher performance data. *American Economic Journal: Economic Policy*, 12(1), pp.359-88.

Vaci, N., Edelsbrunner, P., Stern, E., Neubauer, A., Bilalić, M. and Grabner, R.H., (2019). The joint influence of intelligence and practice on skill development throughout the life span. *Proceedings of the National Academy of Sciences*, 116(37), pp.18363-18369.

Varadarajan, R., (2020). Customer information resources advantage, marketing strategy and business performance: A market resources based view. *Industrial Marketing Management*, 89, pp.89-97.

Section 4

- How did you make service better- what would you need to develop to make your service excellent?

Superior service is at the core of the restaurant industry. A thorough customer review of a specific service's compliance with their expectations and level of satisfaction may be used to define service quality (Pakurár et al, 2019). Our restaurant's primary goal is to deliver high-quality service since customer happiness is our primary source of revenue, and only high-quality service can contribute to that.

In the beginning, it was challenging for me to provide excellent and quality service to the clients, but as time went on, I was able to understand the technical procedures, and since then, customer reviews have shown that I am providing decent service. The availability of internet delivery service technology for the restaurant sector allows the industry, which is in a saturated market, to raise efficiency, strengthen client relationships, and expand its market (Suhartanto et al, 2019). It was an ongoing process that helped the company raise the bar for quality and draw in more clients. We valued the customer's input, examined it, and learned some crucial information regarding the caliber of the service. The firm was able to identify the newest trends that fit with the atmosphere of the restaurant thanks to the internet trend. Accepting change and cognitive feedback is the first thing that is required for service improvement. It provides lots of opportunities to shop around and choose the greatest choice for the company.

One of the most important things that should be prioritized for any firm is excellence in service quality. I've learned that through this course. However, the restaurant has offered some very vital information regarding how essential customer service is to any business. The provision of high-quality service is essential for success in the service sector. In the current climate of fierce competition, maintaining and enhancing service quality is crucial for increasing productivity and sales (Meesala and Paul, 2018). Enhancing service quality should be given priority and it should be maintained properly. I am very much optimistic that if the service quality is good enough, a business will be better than others.

Reference list (minimum of 3 please) – please use the Harvard referencing system

Meesala, A. and Paul, J., (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, pp.261-269.

Pakurár, M., Haddad, H., Nagy, J., Popp, J. and Oláh, J., (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability*, 11(4), p.1113.

Suhartanto, D., Helmi Ali, M., Tan, K.H., Sjahroeddin, F. and Kusdibyo, L., (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of food service business research*, 22(1), pp.81-97.