

Odyssey_essay_Raluca_Geprgia na_Chiparus_Zosan

by Raluca Georgiana Chiparus Zosan

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Essay and detailed training

Module: Specialist Placement: Leading Staff Development-BMGM6003

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Lecturer: Antoinette Milne

Introduction

Odyssey by Anasma is located in Trentham Shopping Village, Stoke-on-Trent. The Odyssey is one of the three restaurants in Anasma restaurants, which include Greek Eatery and the Greek Bakery. It is a slight deviation from traditional Greek-themed restaurants, featuring dishes inspired by Mediterranean cuisine. The main focus of the restaurants is providing brunch and breakfast with a wide variety of dishes from croissants, pies, breakfast platters, sandwiches, pizza, chicken wings and numerous varieties of beverages.

Sandy (2025) highlights that training programs are effective in advancing employees' key skills such as communication, critical thinking, problem solving and motivation. Employee training is important in improving service quality and the overall organisational performance and productivity. Tanković et al. (2021) highlight that employees need to develop effective communication-verbal and non-verbal, to enhance effective service delivery. The lack of effective communication skills leads to breakdown of the restaurant's operational workflow, interpersonal conflicts and poor service delivery.

Uslu and Eren (2020) highlight that hotels and restaurants must maintain the consistency of their service quality. Customers are drawn to a high standard of service quality, which encompasses various aspects such as the quality of food, hygiene, and the overall atmosphere of the restaurant. The five dimensions of service quality are influenced by the courtesy, communication skills, and competence of the staff. Notably, customers in the hospitality sector tend to be satisfied with high service quality, which positively impacts their intention to visit, loyalty, and the brand's image.

Anasma identified five key issues at Odyssey that need immediate attention through training.

First, front-of-house (FOH) staff require training in both verbal and non-verbal communication skills. Second, the onboarding or orientation process lacks a structured approach to customer communication, necessitating a more organised training method. Third, the waiters and servers would benefit from improved communication training. Finally, the staff needs a refresher course on food and wine pairing, as well as presentation techniques.

Objectives of the Training Session\ 5

- i. **Improve customer communication among Odyssey waiters.**  6
- ii. Enhance professional etiquette among servers.
- iii. Improve servers' ability to provide personalised services.
- iv. Improve communication in the upselling of food and wine pairings

The Content of the Training Session\ 7

Understanding the different spheres of service delivery

According to Olawuyi and Kleynhans (2025), various service dimensions are evaluated using the SERVQUAL model. This model measures service quality through five key dimensions: tangibility, reliability, assurance, empathy, and responsiveness. The authors assert that service quality reflects the customer's perception of these aspects during their assessment of whether a restaurant or hotel has met, exceeded, or fallen short of expectations. Established by Parasuraman and his colleagues, the **SERVQUAL model** gauges service levels based on these five pillars.



Olawuyi and Kleynhans (2025) explain that reliability pertains to the dependability of a restaurant's services, while responsiveness refers to the ability to quickly address guest concerns and deliver services efficiently. Tangibility relates to the physical attributes of the restaurant, such as technology, ambience, and layout—elements that can be seen or touched. Empathy involves the approachability and understanding of the staff, and assurance reflects their knowledge of the menu and services, as well as their competence and courteousness. All these components must work in harmony to achieve guest satisfaction.

Improving employee communication skills to achieve guest satisfaction

Mosaic (2021) emphasises certain behaviours that waitstaff should avoid when communicating with guests. These include using an unprofessional tone, such as referring to patrons as "dude" or "pal." Additionally, guests should not be uninformed about the restaurant's offerings, while staff should refrain from interrupting guests during order placement or when they express concerns. It

is also crucial for servers to pay full attention to customer requests and needs. Muda and Rashid (2021) offer valuable guidance for waitstaff in fostering effective communication during service delivery. They stress the importance of staff being respectful and courteous when greeting guests, maintaining a friendly and professional demeanour. Furthermore, it is essential for staff to accurately take orders, communicate wait times clearly, provide tailored service, make relevant recommendations, and demonstrate a willingness to assist guests.

Enhancing professional etiquette in service delivery

Islam and Kirillova (2020) highlight that professional etiquette in customer service in hospitality also refers to the non-verbal behaviour or communication around guests. These behaviours encompass four dimensions: Kinetics, proxemics, physical appearance and paralanguage. Islam and Kirillova (2020) highlight that kinetics relate to the staff's body language or behavior such as maintain eye contact or smile. Proxemics relates to how close or how far away is the staff from the guest because it might cause communication breakdown or violation of guest's personal space; physical appearance relates to the cleanliness, hygiene, jewelry, perfume and uniform of the staff; and paralanguage relates to the tonal characteristics of the staff.

Recommending Personalised Services to Guests

Gabarda-Mallorquí et al. (2022) emphasise that to offer personalised services to guests, it is essential to first profile and segment them. This involves gaining insight into whether the guest is visiting for leisure, adventure, or business purposes. Understanding these factors aids staff in identifying what motivates or influences each guest's choices. A common approach in guest profiling is distinguishing between new and repeat visitors. Wang et al. (2023) note that online booking systems gather valuable guest information, which can enhance understanding of their preferences. Importantly, fostering this understanding often occurs through polite and friendly conversations. Additionally, part of personalised communication includes addressing customers' dietary preferences. Mohammadi et al. (2023) highlight that guests usually possess special dietary needs, which should be considered for customer satisfaction. The guest's dietary needs can range from vegan, halal foods, lactose-free and non-alcoholic drinks based on the customer's medical, lifestyle and religious reasons. Leite-Pereira et al. (2023) highlight that waiters should politely ask the guest their dietary preferences and have deep knowledge of the menu to understand the ingredients used in the meals. Ultimately, providing guests with special dietary needs is effective

in enhancing the restaurant's sustainability, customer satisfaction and performance. Christina et al. (2024) highlight that communicating the personalised menu offering is important in improving guest satisfaction. Fasius et al. (2025) highlight that to provide personalised menu offerings, the staff must have menu knowledge to understand the menu variety, ingredients and the description of the foods. Qiao et al. (2025) connect the idea of understanding the guest before recommending food offerings. The final aspect of recommending personalised services is through multicultural communication. Dauti et al. (2025) highlight that communication breakdown tends to happen where there are differences in language. Basalamah et al (2021) highlight that staff should learn multicultural communication skills, such as being keen on non-verbal cues and tone in speech. Importantly, Basalamah et al. (2021) note that there is a need to respect other cultures and the differences in cultures.

Yang et al. (2024) highlight that providing personalised communication is important in meeting the customer's needs and preferences, which serve to improve the guests' dining experience and intention to revisit. Hassan et al. (2025) note that personalised communication is important and it shapes the guests' purchasing intentions to visit the hotel or restaurant. Agabi (2024) highlights that personalised communication improves guest satisfaction, which leads to loyalty and customer retention. Finally, Hiezl and Gyurácz-Németh (2021) highlight that the satisfaction that comes from personalised communication helps enhance the restaurant brand image and its financial performance.

Communicating Food and Wine Pairings

Sheridan and Dressler (2025) highlight that improving food and wine pairings is important in enhancing the sales of wines in restaurants. Further, there is wine information such as the brand of the wine, the region it is produced in, the labelling, and previous customer experience are important aspects when presenting the wine to the customer. Kustos et al. (2020) highlight that communication of wine pairings entails the visual aspects of the wine presentation. The staff must have some basic information and skills in wine and food pairings. Allen (2020) provides a very basic aspect of wine elements and flavour components of meals. For example, the wine components mean the wine could be Sugary, et, acidic, fruity, have tannins, or have alcohol. On the other hand, the food could be fatty, acidic, salty, sweet, bitter, or have texture. Allen (2020) highlights that there are different ways to pair food with the wine depending on the customer's

goals: to enhance the flavour or tone it down. For example, cheese platters go very well with rosé/ while acidic foods pair nicely with acidic wines.

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Importance of Food and Wine Pairings

Spence (2020) highlights that food and wine pairing are effective internal marketing strategies that enhance wine sales. Kustos et al. (2021) highlight that communicating wine and food pairing is important in increasing customer engagement and ultimately customer satisfaction. In addition, communicating wine pairings prepares the guest, thus improving guest expectations. Finally, communicating wine pairings is important in enhancing guests' satisfaction, which leads to customer loyalty.

1. 15

Presentation Techniques

My Training Technique

For my presentation, I used a workshop to train my colleagues on improving services through effective communication. Sabbaghian and Moyny (2023) highlight that a workshop is an interactive and structured learning session where the trainer interacts with the learners using various learning interventions, such as discussion. The training session was between me, the teacher and my colleagues as my learners. Forsetlund et al. (2021) highlight that workshops are important because they provide continuous learning that improves specific employee skills and learn new knowledge. My workshop was interactive because, as I trained the employees, I allowed the group to respond, ask questions and asked them questions to elicit their participation. For example, I asked them what the ideal food and wine pairing the from our menu after teaching them about communicating wine and food pairings.

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Staff Performance Analysis

After completing my presentation, I had my colleagues create an action plan. Each employee was required to develop a weekly improvement plan, focusing on aspects of communication they wished to enhance based on my training. For instance, waitstaff expressed a desire to improve their skills in recommending food and wine pairings.

As part of the performance analysis, I asked the staff to conduct a self-assessment of their weekly action plans. According to Etalong (2020), self-assessment is a performance evaluation technique that allows employees to evaluate their own performance against established guidelines. This method is effective for understanding new skills acquired and the overall effectiveness of the training session.

At the end of each week, staff members are expected to conduct a brief self-assessment of the skills they practised, identifying any challenges they faced, their strengths, and areas for improvement.

Staff Performance Criteria

Facq (2020) emphasises that staff performance criteria are used to evaluate an employee's performance. These criteria may include job knowledge, which pertains to the employee's understanding of their responsibilities and roles; quality of work, which addresses the accuracy of their output; teamwork, which involves effective collaboration and cooperation with others; and dependability, which reflects the staff's ability to follow instructions and reliably meet expectations. Following my training session, the performance criteria will focus on job knowledge to assess whether staff are knowledgeable about communication skills that enhance guest satisfaction.

Conclusion

I conducted a workshop that focused on improving communication skills for effective service delivery. The training session covered various topics, including understanding the different aspects of service delivery, enhancing employee communication skills to ensure guest satisfaction, improving professional etiquette, recommending personalised services to guests, and discussing food and wine pairings.

As part of the action plan following the training, I will develop a weekly improvement plan. Additionally, I will evaluate the staff's performance using job knowledge criteria, which will include self-assessment methods for a comprehensive evaluation.

Training Pack



Enhancing Communication in Service: Training Guide

Time	Activity
10:00-10:15	Opening Remarks and Introduction
10:15-10:30	Objectives of the Program i. Improve customer communication among Odyssey waiters. ii. Enhance professional etiquette among servers. iii. Improve servers' ability to provide personalized services. iv. Improve communication in upselling of food and wine pairings
10:30-10:40	Break
	Key Areas under Investigation
10:40-11:20	✓ Understanding the different spheres of service delivery - o SERVQUAL framework ✓ Improving employee communication skills to achieve guest satisfaction - o Do's of Communication - o Don'ts of Communication ✓ Enhancing professional etiquette in service delivery - o Kinetics - o Physical Appearance - o Paralanguage - o Proxemics ✓ Recommending personalized services to guests - o Understanding Guest - o Dietary Preferences - o Menu Offering - o Multicultural communication ✓ Communicating food and wine pairings. - o Basic food and wine pairing - o Communicating
11:20-11:30	Conclusion and Question and Answer Session

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GRADEMARK REPORT

FINAL GRADE

57 /100

GENERAL COMMENTS

This paper has been accessed and marked by a second marker (Jess Newport), who agrees with the mark provided by Antoinette Milne.

PAGE 1

PAGE 2

PAGE 3



Comment 1

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



Comment 2

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



Comment 3

It is important to provide in-text citations to support these statements.



Comment 4

These are important and relevant points and it is helpful to briefly explain why they have been identified.

PAGE 4



Comment 5

It is helpful to identify the objectives, however, as an essay, titles are not necessary. Also, remember to write in essay form, rather than in bullet points.



Comment 6

This is quite general and it is important to be as specific as possible, for example, to identify a particular aspect of communication.



Comment 7

As an essay, titles are not required.



Comment 8

This is an important and relevant model.

PAGE 5



Comment 9

Please review the grammar.



Comment 10

Please review the grammar.

PAGE 6



Comment 11

It is not necessary for this word to be capitalised.

PAGE 7



Comment 12

It is important to explain why this is the case.



Comment 13

It is important to explain how these food and wine elements specifically work together. For example, the acidity in a wine can cut through the creaminess of a dish, so it will feel less dense and uplifted.



Comment 14

It is unclear as to why this is and it is important to be as specific as possible and to provide an example.



Comment 15

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



Comment 16

Please review the grammar.

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

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57

ENGAGEMENT WITH LITERATURE /10

 You have provided the required references. There are a number of statements that require an in-text citation for support (please see in-text comments). It can be helpful to consider using more academic books as a source, to enhance the breadth and depth of research.

6

KNOWLEDGE & UNDERSTANDING /20

 You have demonstrated knowledge and understanding. On page 3, there are important and relevant improvement points made and it can be helpful to briefly explain why they have been identified. On page 4, the first objective is quite general and it is important to be as specific as possible, for example, to identify a particular aspect of communication. On page 6 & 7, it is important to explain how these food and wine elements specifically work together. For example, the acidity in a wine can cut through the creaminess/oiliness of a dish, so it will feel less dense and uplifted.

11

COGNITIVE & INTELLECTUAL /20

 You have demonstrated critical thinking skills. More discussion about inclusivity and how people learn, is important to provide, as this helps to inform the training approach and training techniques used. It is also important to consider mentioning KPIs (key performance indicators) and their significance within hospitality. More detail about the reasoning for your training support material is important to include.

11

PRACTICAL APPLICATION /25

 You have demonstrated practical skills, linking theory to practice by discussing several models and applying them. More discussion about the

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reasoning for your support material (inclusivity) and staff performance analysis and criteria is important to provide.

TRANSFERABLE SKILLS /25



You have written in a clear and organised way. As an essay, titles are not necessary. Also, remember to write in essay form, rather than in bullet points. Please review the grammar in places (please see in-text comments).

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