

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

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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.

A company's primary goal is to provide a great client experience, and all businesses strive to achieve this. Only exceptional service, a wonderful setting, and kind customer service may result in a positive client experience. Along with the excellent quality services the business offers, customer happiness will rise (Hasfar, Militia, and Achmad, 2020). When clients go to a business often at their favored location, the company knows that they are receiving good service. In the restaurant industry, a good customer experience is even more crucial because the success of the industry rests heavily on providing customers with top-notch services.

My responsibility as a server is to devote every waking hour of my life to serving customers. Since I started working here, I have been acquiring knowledge and abilities that will help me provide excellent customer service. While providing consumers with service, I have the capacity to provide a great customer experience. I just put myself in the customer's position when they ask for my advice on a dish or menu, consider what would be ideal for me, and then recommend to them the best item from the menu. I also hold myself accountable for making sure a customer has the finest possible overall dining experience at our establishment. Additionally, I have made management several useful ideas, and when these were put into practice, our hotel and restaurant functioned more efficiently. Numerous studies show that genuine value is not found in the product or service itself; rather, it is thought of by current and future consumers. The hospitality business also clearly demonstrates the necessity to sway the opinions of the public (Nobar, and Rostamzadeh, 2018). I've understood what customers think about service and how we can improve our restaurant's service.

I can learn new things quickly because of my practical expertise, and this course is a godsend because I've learned a lot from it and used it in my actual employment. The fact is that a strong customer experience involves many different factors, and customers are loyal to a business when they receive first-rate service. Customers will likely have completely new experiences in the future thanks to new technology (Hoyer et al, 2020). We need to adapt to the new technologies in terms of customer satisfaction.

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

- Hasfar, M., Militina, T. and Achmad, G.N., (2020). Effect of customer value and customer experience on customer satisfaction and loyalty PT meratus Samarinda. *International Journal of Economics, Business, and Accounting Research (IJEBAR)*, 4(01).
- Hoyer, W.D., Kroschke, M., Schmitt, B., Kraume, K. and Shankar, V., (2020). Transforming the customer experience through new technologies. *Journal of Interactive Marketing*, 51(1), pp.57-71.
- 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 main methods for determining customer satisfaction levels and what changes the business should do to provide them with better service is through guest feedback. Although customer feedback has always existed informally, businesses are increasingly taking it more seriously and establishing it as a culture in the business world. Online reviews from past customers may be useful for tracking consumer satisfaction in the mass service sector, particularly in the hotel and tourism sectors. Customers sharing their thoughts, images, criticism, etc., on social media platforms, online travel agencies (OTAs), and hotel websites are more important in an online context (Vo et al, 2022). Therefore, it is crucial for our restaurant.

I have observed that the business values consumer input and successfully addresses it from the very beginning. As a server, I am in charge of providing the service, and clients inform me of what they anticipate from the restaurant. I pay close attention to their concerns and make an effort to dispel the haze by correcting them when they are in error. Customers are occasionally more willing to offer recommendations and ideas on what may be enhanced to provide customers with a better atmosphere. I give these proposals my input, and if the senior management decides the suggestion was sound, they take action. Customers may sometimes argue that the premises should be applied to a green environment since being green has become a potent strategic tool for distinguishing and promoting the products and services of businesses (Gil-Soto et al, 2019). Guest feedback had become important in social media and other booking sites. Customers provide a lot of comments on various social media platforms, and I am assigned to respond to them and resolve any misunderstandings. By distributing positive remarks about this restaurant, I have been able to strengthen its brand image. Even if there have been some complaints, I work to address them and provide them with offers for their future visit. The number of guests who arrive at a certain hospitality unit is a crucial factor in the forecasting of revenue in the

hospitality industry (Fernandes et al, 2021). Every hospitality company tries to increase that number for their increased revenue.

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

Fernandes, E., Moro, S., Cortez, P., Batista, F. and Ribeiro, R., (2021). A data-driven approach to measure performance by combining online reviews with historical sales data. *International Journal of Hospitality Management*, 94, p.102830.

Gil-Soto, E., Armas-Cruz, Y., Morini-Marrero, S. and Ramos-Henríquez, J.M., (2019). Hotel guests' perceptions of environmentally friendly practices in social media. *International Journal of Hospitality Management*, 78, pp.59-67.

Vo, N.T., Hung, V.V., Tuckova, Z., Pham, N.T. and Nguyen, L.H., (2022). Guest online review: an extraordinary focus on hotel users' satisfaction, engagement, and loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 23(4), pp.913-944.

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?

The main benefit of any work while making a little dollar is improving service abilities. A job could provide practical knowledge skills that a classroom couldn't do. Employees are one of an organization's most valuable assets since they help it expand and succeed. Training is a factor in strengthening an employee's present or future performance by enhancing their capacity to perform by learning or altering their attitude, which results in an improvement in their skills and knowledge (Tahsildari, Shahnaei, and Lumpur, 2015). I have gained a lot of knowledge from my profession, which has helped me do my duties more effectively.

The most significant lesson in my life has been what I've learned while working. Because of this employment, I have more self-assurance and can perform as efficiently as possible. My ability to negotiate, communicate, think critically, and make decisions has improved as a result of my profession. It was challenging for me to interact with the visitors and make eye contact with them during my first few days on the job. But soon terrible times came to an end, and today I like speaking with the visitors. According to a theory, workers who are more satisfied with their jobs also think they can provide top-notch services (Kurdi, Alshurideh, and Alnaser, 2020). I also learned a lot from my co-workers who have been performing their jobs for a very long time. They shared their valuable life lessons with me, and these words of wisdom have helped me become more whole. They guided me through the procedure and assisted me over my first few months on the job. The key factors influencing customer experience are the interactions between a company's personnel and its clients. Customer experience is significantly impacted by the quality of the services rendered, and quality is frequently jointly generated by happy and effective personnel (Pinna et al, 2020). My co-workers have taught me how to provide excellent customer service, and building relationships with them has improved my work environment.

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

Kurdi, B., Alshurideh, M. and Alnaser, A., (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. *Management Science Letters*, 10(15), pp.3561-3570.

Pinna, R., De Simone, S., Cicotto, G. and Malik, A., (2020). Beyond organizational: Exploring the supportive role of co-workers and supervisors in a multi-actor service ecosystem. *Journal of Business Research*, 121, pp.524-534.

Tahsildari, A., Shahnaei, S. and Lumpur, K., (2015). Enhancing organizational effectiveness by performance appraisal, training, employee participation, and job definition. *European Journal of Business and Management*, 7(12), pp.56-63.

Section 4

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

The restaurant industry is centered on providing excellent customer service, and this is what every establishment strives to do. Service quality has an effect on customer satisfaction via performance and service delivery. Having happy customers has several advantages, including enhancing the relationship between the hotel and its clients and encouraging client loyalty (Ali et al, 2021). Although it is simple to increase service quality, providing the finest service possible requires concentration, commitment, and intention. Making ensuring that consumers receive the finest service possible for their money is the responsibility of management and the first aid staff.

Service was always prioritized at my hotel since it is essential in the culinary industry. But due to the restaurant's atmosphere, their clientele was consistently small. I had the opportunity to participate in the renovation team's planning when I first joined the organization. I pitched in and assisted the management in furnishing the establishment in a style that would draw visitors. We spent little money and developed an environmentally friendly atmosphere. The majority of hotels are being forced by internal and external demands to focus on environmental preservation through eco-friendly hotel services that are safer for guests and do not hurt the environment (Yosuff et al, 2020). Following the initial phase, the business used its freedom to update the restaurant's menu, add some of the most popular recent month's orders, and provide customer-drawing discounts. Additionally, the business paid attention to each employee's potential and provided very effective training for them. The success of businesses is significantly influenced by their well-equipped workers. The training initiatives put out in businesses are crucial in achieving this (Ozkeser, 2019). These activities have turned the fate of the restaurant and made a big impact to attract new customers. The integrity of the business and how much value it places on its consumers are the two key factors that determine the quality of the service. I always prioritized my customers' enjoyable dining experiences as a server, and I continue to do so today.

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

Ali, B.J., Gardi, B., Jabbar Othman, B., Ali Ahmed, S., Burhan Ismael, N., Abdalla Hamza, P., Mahmood Aziz, H., Sabir, B.Y., Sorguli, S. and Anwar, G., (2021). Hotel service quality: The impact of service quality on customer satisfaction in hospitality. *Ali, BJ, Gardi, B., Othman, BJ, Ahmed, SA, Ismael, NB, Hamza, PA, Aziz, HM, Sabir, BY, Anwar, G.(2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. International Journal of Engineering, Business, and Management, 5(3), pp.14-28.*

Ozkeser, B., (2019). Impact of training on employee motivation in human resources management. *Procedia Computer Science, 158, pp.802-810.*

Yusoff, Y.M., Nejati, M., Kee, D.M.H. and Amran, A., (2020). Linking green human resource management practices to environmental performance in the hotel industry. *Global Business Review, 21(3), pp.663-680.*