TOURISM

GRADE 12

REVISION QUESTION ANSWERS

TERM 3

TOPIC: COMMUNICATION AND CUSTOMER CARE

All the answers in this document were sourced from previous DBE NSC and ECDoE provincial marking guidelines.

This document consists of 13 pages.

TOPIC: COMMUNICATION AND CUSTOMER CARE

CONTENT: METHODS TO OBTAIN CUSTOMER FEEDBACK AND MEASURE CUSTOMER SATISFACTION

NOV 2014 NSC
QUESTION 10

10.1   **A** – Electronic/Online survey /questionnaire via website, tablet, computer, cell phone instead of having to be physically present✓
- Survey using technology
B – handwritten questionnaire ✓
- Survey
- Feedback cards   (2)

10.2   Many people are too busy to do an evaluation, even if it is online.✓✓
- A business cannot force a customer to do the survey and therefore evaluating customer satisfaction becomes more difficult.
- Data /information can get delayed or lost.
- Do not have access to the internet/WIFI.
- Do not have the technology on hand.   (2)

10.3   The customer is present. ✓✓
- A staff member can be used for more personal interaction with the customer.
- A user friendly survey.
- Immediate feedback and immediate action can be taken.   (2)

NOV 2015 NSC
QUESTION 10

10.1   Poor service skills when dealing with the guests ✓✓
Poor food presentation / quality of food ✓✓
- Slow service in the restaurant
- Delays in food orders from the kitchen
- Items displayed on the menu, whilst not available
- Incorrect order captured by the waitron
- Not enough waitrons
Note: *Accept any complaint that is relevant to poor food quality and poor service in a restaurant*   (4)

10.2   Staff sent for regular training courses to improve service delivery skills. ✓✓
Training methods adopted to improve the speed of service and the quality of food presentation. ✓✓
- Ensure that all items on the menu are always available.
- Staff trained on ways to improve time management skills.
- Continuous feedback from customers.
- Continuous training and supervision from managers.
- Employ more staff.
- Follow disciplinary procedures to dismiss the employee.
- Offer incentives to employees to maintain good work ethics.   (4)

NOV 2016 NSC
QUESTION 10

10.1   To improve the business.✓✓
- To get information from customers on their levels of satisfaction with the service or product that they have experienced.
- Used as a source by the company for future improvement (SWOT analysis).
- Increased profit for the company.
- To inform and empower staff to improve their customer service delivery.
- Create opportunities for in-service training in the problem areas as indicated by the feedback.
- To compliment staff on their exemplary delivery of service.
- To encourage the staff to do better.   (2)

10.2   Questionnaires✓
Online surveys✓
- face to face e.g. focus groups / mystery customers
- in-store direct feedback
- follow-up calls
- cell phone calls / SMS messages
- emails
- social media (accept examples e.g. Facebook / Twitter etc.)
- customer feedback card
- web-based responses
- suggestion boxes   (2)

10.3   Regular training workshops will ensure that the staff will be better equipped to serve customers.✓✓
Feedback can alert employees / employers to areas that need improvement.✓✓
- Managers can utilise the customer's feedback to put incentive programmes into place to motivate employees.
- Creates opportunities for self-development for e.g. learning from own mistakes / weaknesses.   (4)

NOV 2017 NSC
QUESTION 10

10.1   Follow-up call ✓✓
- Survey
- Feedback call
- Personal call
- Cell phone / telephone calls / telecommunication   (2)

10.2   Feedback gathered from clients is used to evaluate service delivery.✓✓
To ensure satisfaction levels of customers are established.✓✓
- The message that the tourism business cares about its customers are demonstrated.
- The information captured can be used to improve service delivery levels at the business.
- Staff performance can be rated outside of purely reaching sales targets.
- Quick feedback and problems are addressed immediately.   (4)

NOV 2018 NSC
QUESTION 10

10.1   10.1.1   Make use of technology such as listening devices (audio-tours) and translation Apps. ✓✓
- Employ tourist guides that speak the language of the group.
- Employ multilingual tourist guides (speaking more than one language).
- Tours for smaller groups.
- Retraining of tourist guides to improve communication skills.
- Make information available in different languages.   (2)

10.1.2   Establish a restaurant at the attraction. ✓✓
- Encourage entrepreneurship by allowing local vendors to trade at the attractions.
- Partner with neighbouring food and beverage outlets.   (2)

10.2   The attraction would use different types of feedback methods such as feedback cards, questionnaires etc. to determine how successful the above recommendations were. ✓✓

***Note:** Accept examples of feedback methods.*   (2)

NOV 2019 NSC
QUESTION 10

10.1 Delays/ poor service delivery.✓✓
- Waiter was slow and hung over / unprofessional.
- Incorrect food order was served.
- Eating under unhygienic conditions.

   NOTE: *Accept examples* (2)

10.2 It is a transparent on-line platform where customers can complain about service delivery and companies involved get the opportunity to respond to the complaints. ✓✓
- Customers can use the Hello Peter website as a review tool.
- Businesses get the opportunity to manage their on-line presence. (2)

10.3 **Negative:**

   No indication that the restaurant values the customers' needs. ✓✓
- The restaurant gave a very unsympathetic/apathetic/ indifferent response, without apologising to the customer. The tone of the response will not help to restore customer relations with the restaurant.
- The customer will probably not even follow-up on the request.

   OR

   Positive:

   The restaurant shows interest and at least posted a response to the customer's complaint.
- The restaurant promises to investigate the matter.
- Request the contact details of the customer urgently. (2)

FEB-MARCH 2015 NSC
QUESTION 10

10.1   Customer feedback ✓✓   (2)

10.2   To determine whether their customers are satisfied or not. ✓✓   (2)

10.3   The guest was very happy with the reception he or she received.✓✓
        The guest was not happy with the quality of the housekeeping and room
        service.✓✓   (4)

        *(The response of the learners must be a proper analysis where learners are
        able to identify the positive as well as the negative feedback)*

10.4   Re-train staff or send staff for in-service training.✓✓
        Have the executive housekeeper or the supervisor do regular checks in
        rooms.✓✓   (4)

10.5   Loss of guests✓
        Loss of business profitability✓
        Loss of income✓
        • Negative word of mouth publicity
        • Loss of repeat visit   (3)

FEB-MARCH 2016 NSC
QUESTION 10

10.1   Address the findings with the relevant departments where displeasure was
        experienced by the Mr Turner. ✓✓
        Send staff on training courses to improve their capacity in delivering quality
        service in the future. ✓✓
        • Staff training involving practical experiences will encourage methods of
          solving problems/complaints experienced with customers at the hotel.
        • Honesty of the staff is of importance.   (4)

10.2   Assist in making the hotel operation even more successful by identifying
        areas needing improvement within the hotel. ✓✓
        Helps in building better relationships with the customers✓✓
        • Builds a better business.
        • Improves customer satisfaction and encourages repeat visits.   (4)

FEB-MARCH 2017 NSC
QUESTION 10

10.1   SMS messages via smartphones✓✓
      Web based responses✓✓
- Email   (4)

10.2   To offer guests a variety of feedback options. ✓✓
      Guests might only have limited accessibility to particular feedback methods.
      ✓✓
- Cater for those guests who prefer to use advanced technology as a method of customer feedback.
- Making provision for those guests who wish to provide their feedback at their convenience.   (4)

FEB-MARCH 2018 NSC
QUESTION 10

10.1   The restaurant can get immediate feedback after the dining experience.✓✓
      The restaurant gets the opportunity to respond immediately to complaints.
      ✓✓
- The restaurant can change the negative perceptions of customers by giving discounts.   (4)

10.2   Comments on social media platforms like Twitter, Facebook, etc. ✓✓
- Reviews on Tourism websites like TripAdvisor.
- Web-based responses
- Online surveys   (2)

MAY-JUNE 2018 NSC
QUESTION 10

10.1 When planning to travel, many tourists read reviews of other tourists and their experiences at these destinations. ✓✓
- Customer reviews are listed alongside rates and booking options on online platforms.
- Online feedback influences a tourist's choice of accommodation and other travel related products. (2)

10.2 10.2.1 Acknowledge (recognise) the positive feedback.✓✓
- Express gratitude.
- Reward the tourist for their written efforts. (2)

10.2.2 Apologise for the inconvenience caused. ✓✓
- Indicate what the hotel has done since the visitor experience.
- Offer compensation.

Note: *Accept examples of different types of compensation.* (2)

10.3 It is an intervention process to restore the hotel's credibility and reputation. ✓✓
- It shows potential tourists that the hotel deals with problems quickly and efficiently.
- It demonstrates to tourists that the hotel values its customers and their opinions and acts accordingly.
- A reputation of improved service delivery will draw more tourists.
- If the reviews are left unattended on online platforms, the hotel will get fewer online bookings influencing their profitability.
- The hotel shows tourists that they are serious about maintaining their professional image. (2)

MAY-JUNE 2019 NSC
QUESTION 10

10.1   It is received electronically as an E-survey/email. ✓✓
  • It is received as a web-based response.
  • It is received as an internet review.
  • It is received through its website.   (2)

10.2   The tourist's satisfaction levels are determined.✓✓
     Word-of-mouth advertising can be determined.✓✓
  • Areas of strength can be determined and staff will be motivated.
  • Areas of weakness can be determined to improve in the tourism
     business.
  • To improve service delivery.   (4)

SEPT 2014 EC
QUESTION 10

10.1   Smartphones ✓   (1)

10.2   Surveys ✓
     Questionnaires ✓
  • Feedback cards
  • Follow-up calls
  • SMS messages on cellphones
  • Web-based responses   (2)

10.3   Customers could win a dinner for two people if they submit a comment. ✓   (1)

10.4   Study and capture the feedback data to determine the extent of the
     customer satisfaction. ✓
     Identify the most common complaints. ✓
     Decide on an action plan. ✓
     Start the intervention process. ✓   (4)

10.5   Customer loyalty and repeat business ✓
     Fewer customer complaints ✓
     Reduced marketing budget ✓
  • Increased sales
  • Improved public image
  • Edge over the competition
  • More effective employees
  • Motivated staff members   (3)

SEPT 2015 EC
QUESTION 10

10.1   Feedback card ✓   (1)

10.2   To identify areas of customer service that need improvement. ✓✓
       To adapt their service to accommodate changing customer needs. ✓✓
       • Positive feedback serves as staff motivation to deliver excellent service.
       • It can prevent the company from losing customers to competitors.   (4)

10.3   10.3.1   Reception ✓   (1)

       10.3.2   The reception staff should receive additional training OR new staff
                training methods should be adopted to improve efficiency. ✓
                The management should consider introducing new technology to
                assist the staff at reception to improve the check-in and check-out
                efficiency. ✓
                • Corrective measures should be implemented as a matter of
                  urgency.   (2)

SEPT 2016 EC
QUESTION 10

10.1   Results can be obtained in a short period of time. ✓✓
       • Allows for the immediate exchange of feedback.
       • Low cost implications.
       • Effective way of getting feedback.
       • Most people have cell phones.   (2)

10.2   Restroom ✓
       • Bathroom
       • Washroom   (1)

10.3   Install toilet paper dispensers in the toilets. ✓✓
       Cleaning staff to check and clean the restroom on a regular basis. ✓✓
       • Send cleaning staff on a training course.
       • Install a check list that shows when the previous cleaning staff member
         checked or cleaned the restroom.   (4)

10.4   Customers will be satisfied with the cleanliness of the restroom and return
       to Jimmy's Restaurant. ✓✓
       • Customers will know that they will always have a pleasant experience
         when visiting the restroom in Jimmy's Restaurant.   (2)

SEPT 2017 EC
QUESTION 10

10.1 Web-based response ✓
- On-line feedback
- Electronic communication (1)

10.2 Potential customers will be able to see other customers' comments and make a decision based on the positive and negative comments. ✓✓ (2)

10.3 The average sentiment based on 290 customer reviews scored 2.7 out of 10 ✓✓ and this suggests that the Ocean Fresh Restaurant provides poor customer service. ✓✓
- The majority of customers have experienced poor service at the Ocean Fresh Restaurant and this suggests that the Ocean Fresh Restaurant delivers poor service. (4)

10.4 Staff should be sent for regular training courses to improve service delivery skills. ✓✓
Training methods should be adopted to improve the speed of service, accuracy of orders and the quality of food. ✓✓
- Staff should be trained on ways to improve time management skills.
- The business should respond to feedback from customers.
- Implement continuous training and supervision from managers.
- Employ more staff.
- Follow disciplinary procedures on staff not delivering good service.
- Offer incentives to employees to maintain good work ethics. (4)

SEPT 2018 EC
QUESTION 10

10.1   E-mail✓✓   (2)
- Website

10.2   To identify areas that need improvement✓✓
- To obtain information from customers about their levels of satisfaction with the service or product that they have experienced.
- To build better relationships with customers.
- To encourage repeat visits.
- To ensure increased profits for the business.
- To identify future opportunities for improvement.
- To inform and empower staff about ways to improve their customer service delivery.
- To create opportunities for in-service training in the problem areas as indicated by the feedback received.
- To compliment staff on their exemplary service delivery.
- To encourage the staff to perform better.   (2)

10.3   Introduce regular training workshops which will ensure that the staff will be better equipped to deliver excellent customer service.✓✓
Address the complaint with the relevant department where displeasure was experienced by the customer. ✓✓
- Introduce incentive programmes to motivate employees to improve service delivery.
- Introduce regular supervision by managers in the relevant department where displeasure was experienced by the customer.
- Institute disciplinary procedures on staff not delivering acceptable service levels.   (4)

SEPT 2019 EC
QUESTION 10

10.1 Web based response ✓✓
- Internet (2)

10.2 To identify areas that need improvement ✓✓
- To obtain information from customers about their levels of satisfaction with the service or product that they have experienced.
- To build better relationships with customers.
- To encourage repeat visits.
- To ensure increased profits for the business.
- To identify future opportunities for improvement.
- To inform and empower staff about ways to improve their customer service delivery.
- To create opportunities for in-service training in the problem areas as indicated by the feedback received.
- To encourage the staff to perform better. (2)

10.3 Customer loyalty and repeat business ✓✓
- Improved public satisfaction
- An edge over the competition
- Reduced marketing budget
- Increased sales
- Fewer customer complaints (2)