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GRADE 12

Tourism

SELF STUDY GUIDE BOOKLET

COMMUNICATION AND CUSTOMER CARE

basic education
Department: Basic Education
REPUBLIC OF SOUTH AFRICA

Second Chance Matric Support Programme

2030 NDP

NATIONAL EDUCATION COLLABORATION TRUST

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TABLE OF CONTENTS			PAGE
1.	**Introduction**		**3**
2.	**How to use this Self-study Guide**		**4**
3.	**Topic: Communication & Customer Care**		**5**
	3.1	Notes/Summaries/Key concepts	**5**
	3.2	Questions	**26**
	3.3	Answers	**43**
	3.4	Examination Tips to master this topic	**56**
	3.5	Final preparation for the Examination in this topic	**59**
4.	**General Examination Tips**		**68**
5.	**References**		**73**

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1. INTRODUCTION

The declaration of COVID-19 as a global pandemic by the World Health Organisation led to the disruption of effective teaching and learning in many schools in South Africa. Many learners across grades spent less time in class due to the phased-in approach as well as, rotational / alternative timetables that were implemented across provinces. Consequently, the majority of schools were not able to complete all the relevant content prescribed in Grades10-12 in accordance with the Curriculum and Assessment Policy Statements forTourism.

Part of the mitigation and intervention against the impact of COVID-19 in the current Recovery Plans in Grades 10-12, the Department of Basic Education (DBE) worked in collaboration with Subject Specialists from various Provincial Education Departments (PEDs) to develop this Self-Study Guide Booklet.

This Self Study Guide Booklet includes and covers topics, skills and concepts for**'Communication and Customer Care'**, prescribed in the Teaching plans for this topic in Grade 12. Content in this booklet is critical towards laying a strong foundation to better understand and improve the understanding of this topic.

The main aim of this booklet is to:

- Close existing content gaps in this topic.
- Improve and strengthen a full understanding of the content prescribed forthis topic
- Assist the learner to improve the performance in this topic in Grade 12 NSCExamination.

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2. HOW TO USE THIS SELF STUDY GUIDE

This Self-Study Guide Booklet covers the content on **Communication and Customer Care**. The booklet is designed to explain and improve understanding of the topics that learners find challenging in the Grade 12 NSC Examinations. This booklet does not cover all the topics but includes only those topics that covers core content in each content area.

Work your way through this Self Study Guide Booklet to:

- Improve your understanding of the content.
- Identify your personal areas of weakness in this content to ensure that your understanding of these topics improves.
- Identify those sub-topics you find challenging to ensure that you strengthen and improve your knowledge and understanding of those concepts.
- Improve your skill to breakdown a question in order to answer a question more accurately.

The selected **key concepts** are accompanied by **explanatory notes /summaries** and **assessment practice activities** to improve the process of answering questions in the NSC Examination. The guide provides **relevant answers** and further provides guidance on **how to use the mark allocation and structure** of a question to develop an **accurate response.**

Further guidance is provided on Examination and Study Tips to better prepare yourself in this topic and this section of the National Senior Certificate Examination (NSC) question paper.
To ensure a good performance in Tourism, cover the remaining topics of the curriculum well, by using a textbook(s) and notes /summaries.

This Self Study Guide Booklet serves to ensure that you are prepared for the end-of-year NSC examination. **The importance of your success** cannot be over-emphasised towards preparing a bright future for yourself. **Accept this challenge** towards seeing yourself on the brink of taking the first steppingstone in preparing to participate in the future of the South African economy.

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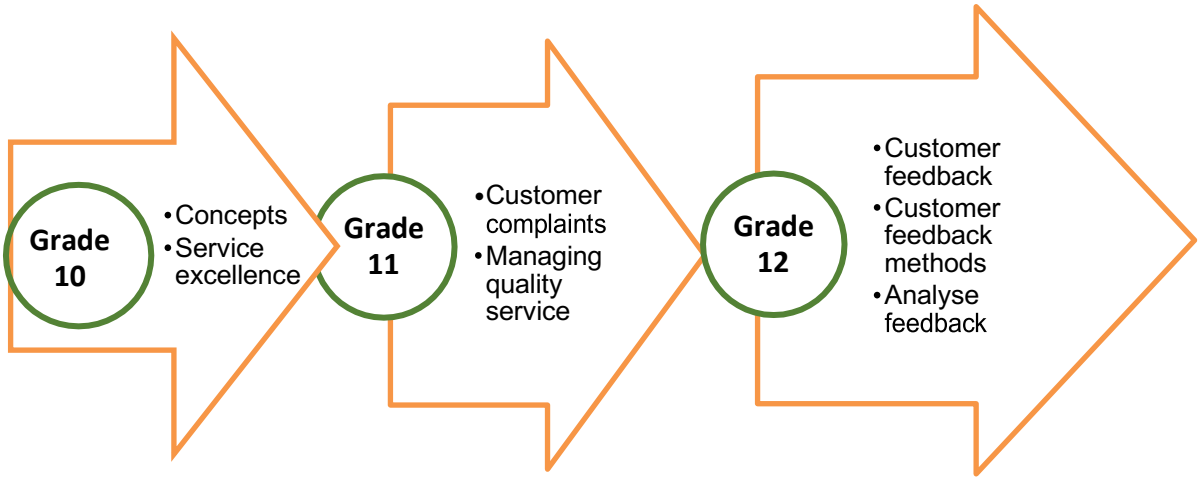
3. TOPIC: COMMUNICATION & CUSTOMER CARE

3.1 Notes/Summaries/Key Concepts



Grade 10

Communication **Key concepts to introduce and better understand the topic.**	
Term	**Description**
Communication	Conveying or sending a message/information through writing or speaking, between two or more people.
Written communication	Sending of messages, orders, or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc.
Verbal communication	The use of words to share information with other people.
Internet	A computer network that provides information on a variety of topics and communication facilities.
Electronic mail	A postal system where you use your computer, laptop, phone to send a message or documents (attachments) via the internet.
Videoconferencing	When one can see the person speaking during the communication process, via any audio-visual technological device.

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Term	Description
Online virtual meetings	Form of technology that allows users in different locations to hold meetings using computers and online devices, it can be face-to-face, or they can switch off their videos. Participants do not move from their location. Examples include Zoom, WhatsApp, Microsoft Teams.
Face-to-face	When you can see the person, you are communicating with.
Teleconferencing	The use of telecommunication devices like phones or cell phones, to hold discussions between people in different locations where they can only hear and not see each other.
Fax	The use of a device to send or receive facsimile communication.
Survey	A tool used to gather information and feedback from customers on a product or service.
Questionnaire	A form that consists of a set of questions to collect information / data from customers.
SMS	A text messaging service on mobile phones.

Service Excellence

Key concepts to introduce and better understand the topic.

Term	Description
Service	Work done to serve or provide help to another person.
Service excellence	Outstanding service provided to customers
Customer satisfaction	Service provided to meet the needs of the customer.

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POOR SERVICE DELIVERY

The **consequences** of poor service delivery	**Recommendations for improvement** of poor service delivery
• Bad publicity/ poor company image • Loss of income/ profit • Loss of customers • Increase in marketing costs due to negative word of mouth (WOM) • The company will lose its competitive advantage [Source www.pinterest.com]	• Train staff members on service excellence and how to effectively deal with customers • Employ people with required skills • Reward good performance • Encourage customers to give feedback on service delivery [Source www.dreamstime.com]

Grade 11

Dealing with Customer Complaints **Key concepts to introduce and better understand the topic.**		
Terms		
complaint	argue	criticism
promise	apologise	feedback
negative word-of-mouth	loyalty	quality
rude	communication	service standards
inaccessible	service delivery	tourism sectors
entertainment		

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Customer Complaints

[Source:www.ratchetandwrench.com]

Customer complaints can be defined as the gaps between what business promises in terms of the product or service and what customers receive. It is a mismatch (gap) between how customers perceive the brand and where they fail to get the desired customer service experience. There are different types of customer complaints.

There are common reasons why customers complain. They may include:

- **Poor customer service**: when staff is usually not trained adequately this can lead to poor customer service e.g. customers waiting for long periods before being attended to, poor product knowledge etc.
- **Not keeping to your promise**: if a promise is made ensure you live up to it. When you do not deliver on your promise it can easily lead to mistrust, negative word of mouth to other customers or business being taken to the competitors.
- **Poor product/service knowledge**: lack of background knowledge of what is on offer by the staff can easily lead to customers being misinformed about the product or service on offer. Calling for assistance from more knowledgeable staff members can lead to customers getting frustrated.
- **Rude staff**: staff with poor attitude and who generally don't value their clients can be the main cause in offending customers.
- **Not listening to customers**: ignoring customers can be the reason for them taking their business elsewhere.
- **Hidden costs**: keeping information away from customers e.g. additional costs can easily frustrate customers and be the cause of their complaint.
- **Delivering poor quality products/services**: when products do not meet expectations that was initially promised then customers will easily share their disappointment, openly.
- **Inaccessibility:** customers find it extremely difficult when they require assistance and cannot locate nor contact you directly.

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Ways to deal with Customer Complaints effectively

THE SKILLS YOU NEED!

1. Listen carefully to what the customer has to say. The customer has a problem so try your best to assist.
2. Ask questions in a caring and concerned manner. Try to get much information regarding the problem to best solve it.
3. Put yourself in their shoes- do not argue with the customer but try to solve the problem.
4. Apologise without blaming. Do not pass the blame onto someone else or another department. Be sincere so the customer feels you are on their side.
5. Try and seek the solution to the complaint with the support of the customer's opinions. Become a partner with the customer in solving the problem.
6. Solve the problem, quickly! Customers prefer that the person they are dealing with should solve the problem. Customers become frustrated when the issue must escalate (increase) to another level.

REMEMBER: You will always come across unsatisfied customers. However, by taking the time to review the issue with the customer, you can turn challenges into something constructive.

[Source:www.fotolia.com]

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The Value of Complaints to a Business

Customer complaints are essential to a business in moving to the next level.

They have a significant impact on the business. By understanding the benefits of the complaints, you not only improve your product brand / service but also increase your team productivity.

When you understand how to handle complaints effectively it can be turned into a constructive opportunity for the business to grow.

Key advantages of customer complaints

Understand customers better	Consumers can offer feedback on your products and services to you, as a business owner, that you may not be aware of. The easier you make things for your customers, the more likely they are to continue choosing your brand over others.
Recognise your mistakes	Pay careful attention to the issues that customers bring up especially if it is occurring frequently. Attention to these concerns mean that you can solve them quickly and continue to improve your business.
Build customer loyalty	Handling customer complaints effectively is important, because it is often the make-or-break point when it comes to ensuring loyalty to your brand. Show your appreciation that you value the customer's support.
Increase Word-of-Mouth	The idea is to leave a positive image in the minds of your customers. Word-of-mouth recommendations are invaluable. When other potential customers hear positivity and praise directed to your company, they're more likely to give you their business, too.
Improve communication with customers	When customers call to lay a complaint, and they see that their feedback was considered and that changes were made, they will appreciate that their voice is being heard. Communicating effectively with customers is a huge part of running a successful business.
Improvement on the brand /service	Complaints provide valuable customer feedback and insight from the side of the customers who use your products or services. They offer an opportunity to improve your processes and service delivery, helping to maintain or even increase customer loyalty and satisfaction.

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Taking note of common areas of weakness within a business	Businesses can track the common areas that receive frequent complaints and work to support the staff accordingly. Sending the staff on regular training could be a solution.

CRITICISM

Criticism is often referred to as the practice of judging either the merits or faults of something. Criticism can occur in all our daily living practices. Criticism can either be negative or positive. Constructive criticism will often involve an exploration of the different sides of an issue.

[Source:www.stock.adobe.com]

HOW TO HANDLE CRITICISM

Let us be able to use other people's opinions on a product or service rendered for the best.

The keys to successfully handling criticism are:

- determining its intent
- responding calmly
- acting on constructive criticism
- minimising time with those customers who consistently criticise

Every business receives negative feedback from time to time. It's how you handle it that sets you apart and keeps your customers returning. It is how you respond that influences new customers to give you a chance, despite any negative reviews.

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KEEP IN MIND

1. **It is not about you**

Criticism hurts no matter how tough you are or how long you've been in business. It isnot about you, and usually, it is not personal. The feedback you receive is all about your customer's experience. You cannot change what has already happened. The good news is you can influence what happens next.

2. **Remember the benefit of getting feedback**

Remind yourself of the benefits of receiving criticism - namely to improve the work, product, services on offer and improve skills. It can be difficult to receive criticism however accurate and constructive criticism will grow the business and produce a better product at the end of the day.

3. **Listen for understanding**

As the person shares feedback, listen carefully. Allow the person to share their thoughts completely. Avoid analysing what the customer has criticised.

4. **Say thank you!**

Thank the person for sharing their thoughts with you. Expressing appreciation doesnot mean you agree with the criticism however it acknowledges the effort the customer took to evaluate the product/service and then sharing their thoughts.

5. **Request time for follow-up**

Take steps to fix the issues promptly. Do invite your customer to try out the productor service again once it has followed the intervention process of being corrected.

Offer them a reward e.g. a free meal/ discount on a future purchase.

REMEMBER:
Constructive criticism can be used as a tool to help the business improve from their previous failures. When criticism is constructive, it can make the business aware of gaps in their understanding and it can provide channels for future improvement.

MANAGING QUALITY SERVICE

In the tourism industry **c**ustomers expect and demand a certain level of quality. Not to mention, the provision of good customer care from start to finish. Customers are generally willing to pay more for the same product or service, if it means being provided with better

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customer care. Unless both quality and service standards are outstanding, customer satisfaction cannot and will not be achieved.

STRATEGIES TO ACHIEVE AND MAINTAIN QUALITY SERVICE

It refers to the ongoing process of communication between supervisors and employees to support the common goal of a business. Continuously Improving performance levels by setting goals will strengthen the brand (product) and improve services leading to both personal and business growth.

Regular assessment of quality in the tourism industry is the key to success. Customer satisfaction based on experiences and confidence in using the product/ service again is important.

Survey's help business to increase productivity and profitability by evaluating the product/ service to see if it meets customer satisfaction levels and their level of loyalty and trust to your business. They are important tools for improving the business and ensuring customers return.

Peer reviews leads to good customer service andindicates that the team is behind the pleasing encounter. Unhappy staff will convey their unhappiness to customers which will impact on the businesses performances and repeat business. Evaluating fellow employees will improve service levels of employees.

Training staff whilst they are employed at the business is vital to enhance skills development. In-service training helps to build confidence when dealing with customers, helps staff to confidently deal with products and services and helps to impress customers at all levels.

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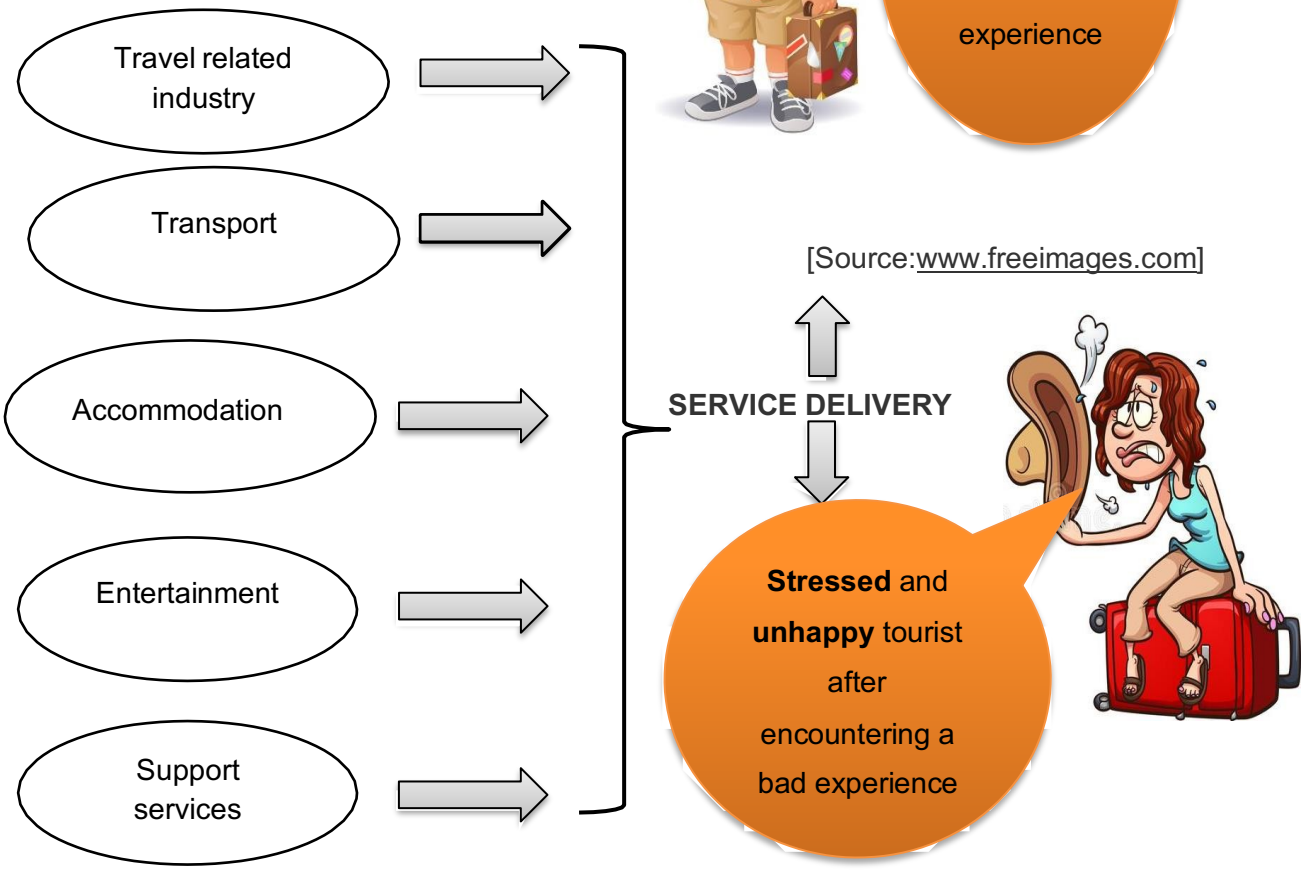
TOURISM AS AN INTERRELATED AND INTER-DEPENDENT SYSTEM

Our tourism industry will not be complete without the relationship of all the associated sectors namely: **travel related industries, transport, accommodation, entertainment, and support services.** Within each sub-sector industries support a wide range of visitorexperiences and services.

When one sector delivers poor service, it has a negative impact on the other four sectors. All sectors rely on one another to provide a good and pleasant experience for the tourist/ customer.



[Source:www.freeimages.com]

Source:www.dreamstime.com]

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Customer Feedback

Key concepts to introduce and better understand the topic.

Terms		
Customer feedback	Staff morale	Intervention
Customer satisfaction	Surveys	Service delivery
Customer service	Questionnaires	Profitability
Customer retention	Action plan	Loyalty
Reputation		

Customer Feedback

This feedback serves as information provided by customers regarding their experience when in contact with a product or service. It can take the form of both verbal and written communication using different platforms.

[Source:www.dreamstime.com]

PURPOSE OF OBTAINING CUSTOMER FEEDBACK

- It informs the business if the product or service still needs improvement or needs to be further development.
- Listening to your customers shows that you care and value their opinions and this can help move a business forward and make progress.
- Using your product to meet the needs and wants of the customer allows for product enhancement and growth.

[Source:www.commbox.io.com]

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- Makes customers feel important and involved and this can spread a positive word of mouth (WOM).
- Assists one in staying up to date and keeping up with the latest tourism market trends.
- Ensures that the product or service is in line with other competitive brands.
- Builds trust between the service provider and the customer and herein helps to retain customers.
- Enhances staff morale- repeat business makes staff confident and feel good about where they work. This improves staff output.
- Areas of weakness gets noticed and addressed by more training workshops/ programmes e.g., improving staff skills in the future.

METHODS USED TO OBTAIN CUSTOMER FEEDBACK

SURVEY [Source:www.blog.hubspot.com]	A process of collecting information from a group of people to gain insight on a particular topic. The process involves asking people for information through a questionnaire. Once responses are collected, they are analysed. Surveys gives feedback on customer opinions and experiences that can assist a business in improving their product or service.
QUESTIONNAIRE [Source:www.endonews.com]	A research method consisting of a set of questions used to collect information on a service or product. The series of questions can be answered face-to-face, over the telephone, through the post and online. This feedback mechanism is regarded as an important tool forming part of the survey process.

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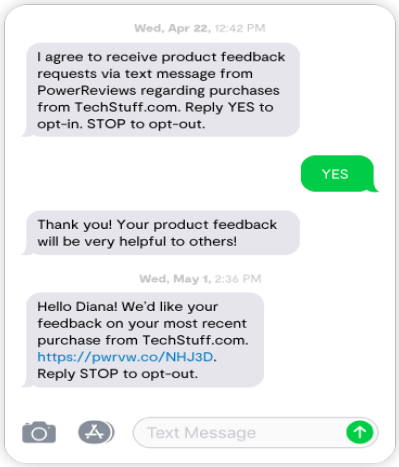
FOLLOW-UP CALLS [Source:www.salesbuzz.com]	A follow-up call to a customer improves communication between the service provider and the client. The call gives customers an opportunity to be heard and communicate their views on a product or service that they interacted with. Customers feel their opinion counts with a follow-up made to them.
FEEDBACK CARDS [Source:www.smartguests.com]	They allow customers to openly express their opinions regarding customer experiences. It not only measures the levels of customer satisfaction but indicates to the service provider areas that might need more attention. It acts as a brief survey to rate your experience as a customer.
SMS MESSAGES  [Source:www.usshortcodedirectory.com]	A popular way to capture customer feedback. Serves to capture feedback quickly to be able to stay on top of issues. SMS messages are more likely to be read and actioned accordingly than other feedback forms. Research shows that customers are more likely to open a text containing a survey link. Questions are simple to follow and is concluded with a general question.

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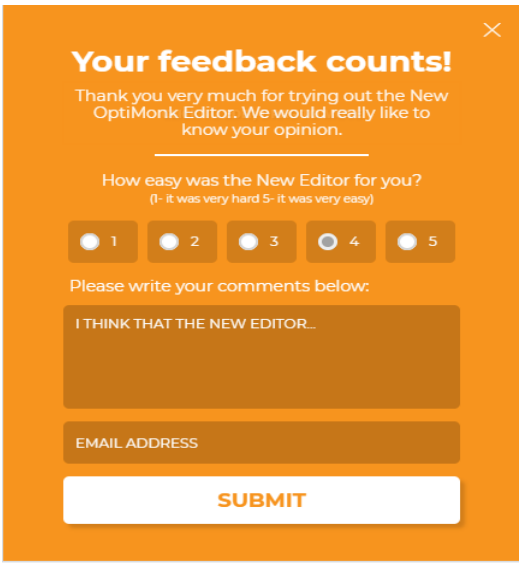
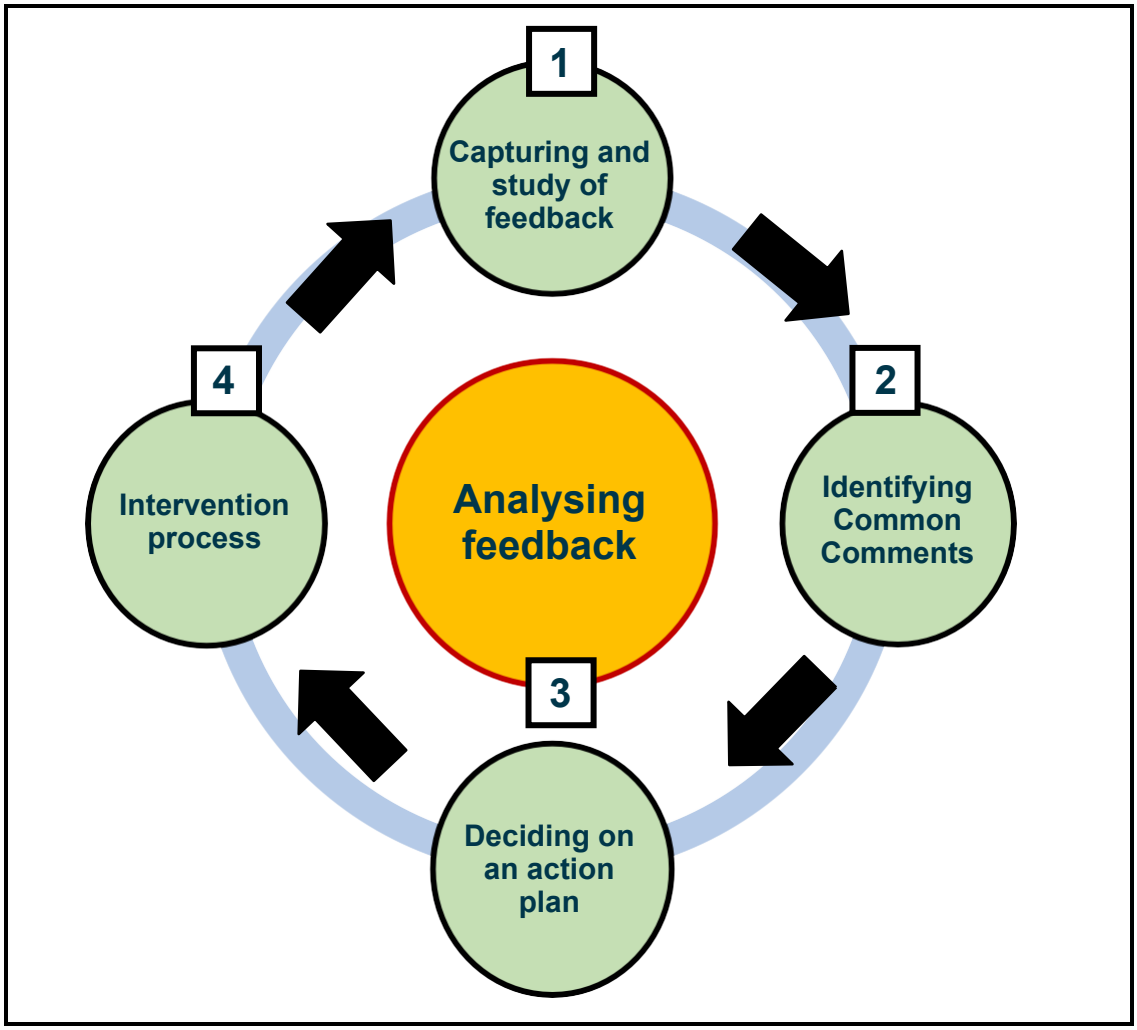
WEB-BASED RESPONSES	
 [Source:www.optimonk.com]	An effective way to gather customer information. Its cost effective, speed efficient and privacy of the respondent is protected. It allows for a quick analysis of the collected data. Has proven to be accurate as participants enter their responses directly into the system instead on relying on staff to enter all details correctly. Participants find it convenient to use as they choose a time that best suits them to respond.

ANALYSING FEEDBACK



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Capture and study the Feedback

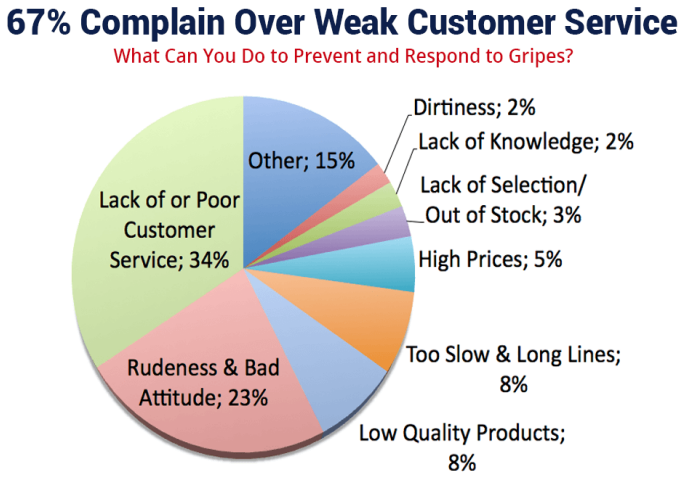
Collect the information from the different feedback methods used. Categorise your information for example into positive comments and negative comments.

[Source:www.f.imperial.ac.uk]

STEP 1

Identifying common complaints

Reading through customer feedback would enable you to see that there are common patterns to what your clients are saying about the way you conduct business. These would include things like the speed of your product deliveries, the help fulness of your staff, and others. Look for these common strengths and challenges and note them down accordingly.



[Source:www.proprofsdesk.com]

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STEP 2

Deciding on an action plan

After all feedback has been received and recorded it is time to move forward in addressing the complaints. Note the most important feedback you have received and decide what actions should be taken, and how you will track the progress.

Create easy to reach goals that allow you to monitor progress and celebrate successes as well. The type of action will depend on the issues raised. For example, staff training, hiring more people, improving the workplace environment etc. could be areas to address in the action plan.

[Source:www.pinterest.com]

STEP 3

Intervention process

Take your plan and now action it! Follow the steps in your plan carefully and hold regular meetings with staff to see how things are progressing.

Continually evaluate your progress every step of the way. Readjust your action plan if need be.

[Source:www.freedominterventions.com]

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IMPACT OF SERVICE DELIVERY ON BUSINESS PROFITABILITY

Regardless of what industry you belong to or what products and services you sell/offer; the **customer** is the most **important** part of your **business**. Without the customer, you do not see any sales. If you fail to take the customers' views into account in your marketing, it is likely your operation will not be successful.

[Source:www.bodyshopbusiness.com www.123freevectors.com]

We all know that providing **excellent** customer support is important. By increasing the **quality** of your support services, you can increase your **profit**. If you are not providing helpful, informative customer **service**, you risk **losing** business.
Customer support **impacts** on a company's reputation

[Source:www.productfocus.com www.shutterstock.com]

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Profitability in business is often linked to marketing = sales. While marketing and sales are vital ingredients for business success, research shows that **Customer Service** has a more lasting effect on business profitability.

REMEMBER: With more and more people being exposed to quality customer service, the customer today is very aware of his or her rights and will not hesitate to demand for quality service when not given it.

The benefits of offering good service include:

- **Enhanced customer loyalty:** Good customer service builds customer loyalty which is very important for business success. It takes more time to get new customers than it does to keep the ones you have so it is far smarter and cheaper to keep many of your customers returning, than to spend fortunes attracting new ones.
- **Increased sales, improved returns, and profitability**: With your customers returning and bringing in new customers through referrals and the positive word of mouth, returns on sales and profitability of your business will be positive.
- **Enhanced reputation**: Good service enhances your name in the marketplace and builds customer pride, leading to more cooperative customers, even in the times of difficulties.
- **Improved employee confidence, retention, and productivity**: Good customer service must be directed towards your customers and employees. This increases employee morale and impacts on employee retention and productivity.
- **Happy customers spend more**: The experience a customer has during contact will determine how much money they are willing to spend. Therefore, paying special attention on the quality that your staff offers, can make the customers feel happy and valued and in turn can make you more money.
- **Quality support may allow you to raise your prices:** Customers are willing to adjust to a small price hike if they are guaranteed that they will continue to receive quality customer service.

[Source:www.vectorstock.com]

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GLOSSARY

Concept	Definition
Action plan	A course of action to address challenges associated to a product or service.
Apologise	An act of acknowledging a wrong action and asking for forgiveness.
Argue	To give a reason in support an idea. One argues to prove a point specially to show disapproval of a bad treatment.
Communication	Conveying or sending a message/information through writing or speaking, between two or more people.
Compensation	To give a customer something good to make up for a bad experience or service e.g. a discount.
Competitive advantage	Something which makes a business to perform better than its competitors, it can be a cheaper price or exclusive service.
Complaint	A way to express dissatisfaction about a product or poor service delivery.
Criticism	A good or bad opinion given about a person, a service or a product.
Customer feedback	The verbal or written communication from customers expressing how they feel about your brand, your products, and/or the service they received or interacted with.
Customer retention	Process of having customers coming back for more. They become repeat customers without having to switch to the competitor.
Customer service	Making sure the customer is happy. Ensuring the customer or client is satisfied with the product or service provided, and with the sales, delivery, installation, use, and other components of the purchasing process.
Excellent service	Service which meets the needs and expectations of the customer.
Feedback	To provide/receive information about one's experience with regard to a service or product.
Inaccessible	Difficult to reach or find.
Intervention	A plan with the aim of improving upon a challenge.

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Concept	Definition
Loyalty	A measure of a customer's likeliness to do repeat business with a company or brand. The customer utilises a service/ product on an ongoing basis.
Negative Word of Mouth	When a person speaks about his or her bad experience after engaging with a product.
Poor service	Service which does not meet the needs and expectations of the customer.
Positive Word of Mouth	When a person speaks about his or her good experience about a product.
Product knowledge	Where one is informed or have full understanding of a product or service.
Profitability	When a business manages to retain customers or records repeat customers. Sales will be on the increase leading to business profitability.
Promise	To assure customers of meeting their needs and gaining value for their money.
Quality	Refers to how good or bad a service or product is compared to other similar services and products.
Questionnaires	A research instrument consisting of a series of questions to ascertain customer satisfaction levels of a product/ service.
Reputation	Comprises of what others think and feel about your product/ service. A good reputation will attract repeat business and loyal customers.
Rude	Bad behaviour and manners. Attitude that shows disrespect for other people.
Service	When one helps or does work for someone.
Service delivery	Services delivered in an effective, predictable, reliable and customer-friendly manner.
Service Standards	It explains what a customer can expect from a service. It defines the quality of the service.
Staff morale	Refers to the attitude, satisfaction and general outlook of employees during their association with an organisation or a business.

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Concept	Definition
Surveys	A process used to identify or measure the happiness and satisfaction of different business entities or consumers.
Value for Money	A service or product worth the price of the service received by a customer.
Word of Mouth	When one person tells other people about his or her experience about a product or service engagement.

3.2 QUESTIONS

Study and work through the questions that follow. It will assist to determine how well you have understood and mastered the content.

First attempt the questions on your own.

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Grade 10

Activity 1 (*Grade 10)*

Study the pictures below and answer the questions that follow.

A

B

C

D

[Source www.shutterstock.com]

1.1 Link the descriptions below with the pictures above.

Write only the letter of the correct answer next to the question number.

1.1.1 Computerised message sent through the internet (1)

1.1.2 People from different locations, interacting without face-to-face contact (1)

1.1.3 Short Message Service (1)

1.2 Name and describe the type of technology labelled D. (3)

[6]

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Activity 2

2. Read the scenario below and answer questions that follow.

Your parents would like to take the family on a weekend getaway to Gauteng. They requested you to make the reservation for accommodation at a hotel close to the OR Tambo International Airport.

2.1 Write an email to book accommodation at the Aspen Grove Hotel for you and your family and then copy the email to your parents. (5)

2.2 Write the SMS that the hotel would send to confirm your booking at the Aspen Grove Hotel. (3)

[8]

Activity 3

3.1 Select the term that best matches the descriptions below. Write only the correct term next to the question number (3.1.1 - 3.1.3) in the ANSWER BOOK.

service excellence; customer satisfaction; business satisfaction; service delivery

- When tourists receive value for their money and leave the business as happy clients. (1)
- Work done to meet the expectations of the customers. (1)
- When employees serve or help customers with what they need. (1)

[3]

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Activity 4

4.1 Study the picture below and answer questions that follow.

[Source:www.cartoonsmotivators.com]

4.1.1 Give the concept which best explains the attitude of the customer in the picture (1)

4.1.2 Write an article of not more than **200 words** on: 'The benefits of service excellence for tourists,' that relate to the picture, above. (7)

[8]

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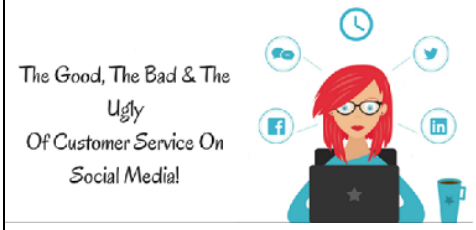
Activity 5

5.1 Read the scenario below and then answer the questions that follow:

Letter to Hatsi Health Spa

On the 20 February 2021, I was disappointed with the service I received at the Hatsi Health Spa. I had an appointment for 14:00 at the Spa and waited for an hour without anyone explaining why the long wait. The receptionist at the Spa was not helpful at all and kept on looking at me without a word. The other staff members were unprofessional, and their overall attitude left a bitter taste. The delay was not an issue, but the way I was treated was the issue.

The Spa should train all its staff members on service excellence.



[Source: www.getspolcal]

[Source:www.smartaction.com]

5.1.1 Define customer satisfaction in your own words. (2)

5.1.2 Identify from the extract TWO incidents that display lack of service excellence at the Spa. (4)

5.1.3 Explain TWO consequences of poor service delivery for a business on social media. (4)

5.1.4 Advise Hatsi Health Spa on how to correct the situation and improve on service delivery for the future. (4)

[14]

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Activity 6

6.1 Study the picture below and then answer questions that follow.

ZELOS FOODS BELIEVE IN SERVICE EXCELLENCE

"Our business is aimed at ensuring that every customer is satisfied when they regular visit."	"I am proud to be the Zelos' influencer and a customer."
Zelos Foods	Dinah

[Source:www.customerdigitaltransformation.com]

6.1.1 An influencer is a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.
Mention ONE reason that made Dinah to be the Zelos' influencer and a loyal customer. (2)

6.1.2 Explain TWO benefits of service excellence to Zelos' customers. (4)

6.1.3 In a paragraph, discuss the THREE advantages of Zelos' providing excellent service to their customers (6)

[12]

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Activity 7

7.1 Study the pictures below and determine which one represents **good service** and which one represents **poor service**. Write down the number of the picture and the type of service next to it, e.g. F poor service

A

B

C

D

E

[Source:www.shutterstock.com]

(5)

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Grade 11

Activity 1

1. Study the picture below and then answer the questions that follow.

[Source:www.thebalancesmb.com]

1.1 It is often stated that "giving customers the kind of customer service that keeps them coming back" is the lifeline of any business. Explain this statement. (4)

1.2 Give ONE reason for each of the following rules labelled **1; 4; 6** and **8** as indicated in the picture, above. (8)

[12]

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Activity 2

Study the picture below and answer the questions that follow.

[Source:www.slideshare.net]

2.1 Explain your understanding of the statement above keeping in mind the value of complaints for a business. (4)

2.2 Read the case study below and answer the question that follows.

MAKE IT OR BREAK IT!

You are the owner of an online travel accessory company (Makealot). You have received a complaint from Mr. Zola Khela on his recent purchase of a floating waterproof smart phone cover.

He complained of the cover not being water and air-tight proof and that the touch screen was not accessible through the pouch.

He is dissatisfied with the purchase and is demanding a full refund made on the purchase. Mr. Zola is very angry and made it clear in his complaint that he will not support Makealot in any of his future purchases.

Write an email to Mr. Zola Khela apologising for the dissatisfaction that he has experienced with his purchase.
Remember as the owner you value him as a customer and want his continued support. (6)

[10]

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Activity 3

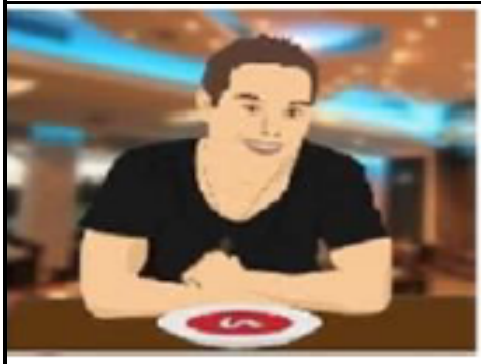
3.1 Give your understanding of the following concepts:

3.1.1 Verbal complaints

3.1.2 Constructive criticism (4)

3.2 Discuss the value of constructive criticism in the hospitality and tourism sector industry. (8)

3.3 Study the dialogue boxes below depicting criticism at a restaurant establishment by unhappy customers and answer the questions that follow.

DIALOGUE BOX 1	DIALOGUE BOX 2
	
"Oi, mate, this soup is stone cold. What do you think you are playing at? You give us the cold shoulder when we came in, took flaming ages to take the order."	"Waiter, this soup is disgusting. I demand you do something about it now! I will not be paying for this, you know."
	[Source:www.present5.com]

3.3.1 List the THREE causes of dissatisfaction in dialogue Box 1. (3)

3.3.2 Give the solution that the customer in dialogue Box 2 suggests for his complaint. (2)

3.3.3 As the waiter attending to the customer in dialogue box 1, recommend TWO ways on how to handle the criticism directed to you. (4)

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3.4 The waiter had this to say to the customer in dialogue Box 2:

"I will get the chef from the kitchen. He is the one you should be shouting at not me. He is always doing things like this, he is useless"

[Source:www.present5.com]

Critique and evaluate the waiter's response to the unhappy customer. (4)

[25]

Activity 4

4.1 Name the FIVE strategies used by an organisation to maintain quality service amongst its staff and prospective customers. (5)

4.2 Explain the value of maintaining quality service standards in the tourism and hospitality sector. (4)

4.3 Study the picture below and answer the question that follows.

[Source:www.slideshare.net]

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4.3.1 Discuss your understanding of the picture above in terms of the value of customer referrals in a business. (4)

[13]

Grade 12

Activity 1

1.1 Give your understanding of the term "customer feedback." (2)

1.2 Read the statement below and answer the question that follows:

Customer feedback is important because it serves as a guiding resource for the growth of your company.

1.2.1 Discuss THREE reasons why customer feedback is essential for the growth of a company. (6)

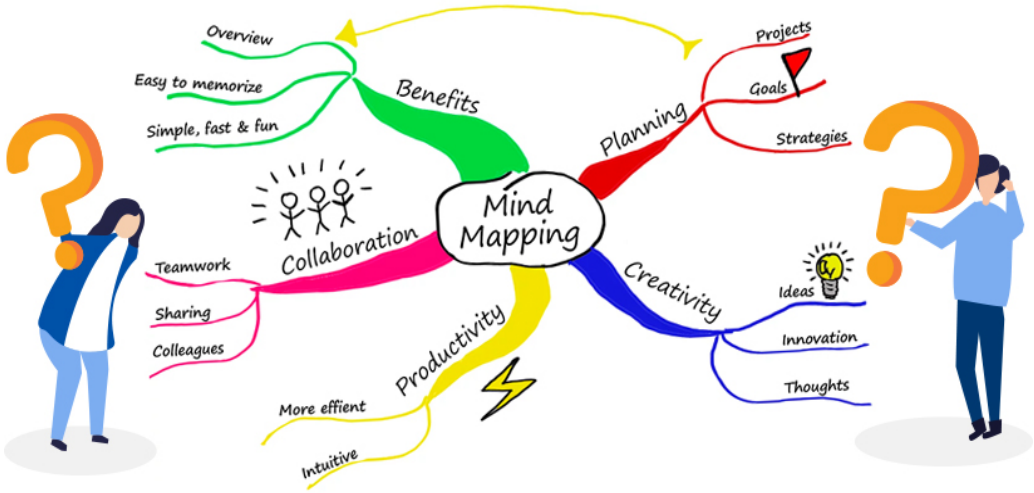
[8]

Activity 2

2.1 To better understand the concept of **"customer feedback"** write down important words that come to mind that is related to customer feedback to improve your understanding of the concept.

Create a mind map to brainstorm your thoughts on the concept from the words that were written down. 10

Refer to the exemplar mind map to guide your thoughts.



[Source:www.mindmapping.com]

[10]

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Activity 3

Read the scenario below and answer the questions that follow.

THE GOOD…THE BAD AND THE UGLY

Mayfield Towers Hotel is rated as a four-star hotel and has served to accommodate guests from around the world for many years. Of recent, they are receiving many customer complaints. Most of which is directed to the Housekeeping Department and the Front of Office.

Guests complain of housekeeping not cleaning rooms adequately especially during times of COVID-19. The front desk is slow in the check-in and check-out process leading to overcrowding at the front desk. Guests generally feel unsafe during the times of the pandemic.

The hotel has since had many employees resign from their positions. Upon investigation it was found that employees were unhappy with their salary packages.

3.1 As a guest you received a link from the hotel a day later to fill in the online customer feedback survey.

Fill in the customer feedback template provided to rate your experience during your stay. (8)

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MAYFIELD TOWERS HOTEL

Your service experience

1. How would you rate the following services:

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
Room Service	○	○	○	○
Housekeeping	○	○	○	○
Front Desk	○	○	○	○
Overall service delivery	○	○	○	○

2. What would you like us to know?

Add your comments:

3. Can we contact you in the future on our special rates?

YES ○

NO ○

SUBMIT FEEDBACK

GOING THE EXTRA-MILE

3.2 Give the findings of the Human Resource (HR) department after investigation of the resignation of employees. (2)

3.3 Explain how the resignation of staff is going to negatively impact on the hotel. (4)

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3.4 Advise the Human Resource (HR) department on THREE actions that should be undertaken to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard. (6)

[20]

Activity 4

Choose a description from **Column B** that matches the methods used to attain feedback in **Column A**. Write only the correct letter (A-F) next to the question number 4.1-4.6 e.g. 7. G

	COLUMN A	COLUMN B
4.1	Feedback cards	**A.** A research instrument made up of a series of questions for the purpose of gathering information.
4.2	Surveys	**B.** Often rated as a personal method of gathering data from customers.
4.3	Web based response	**C.** Capturing data via a text message which is quick and efficient.
4.4	SMS Messages	**D.** A written comment expressing dissatisfaction within a department of a business.
4.5	Questionnaire	**E.** An online survey used to reach and engage your target audience.
4.6	Follow-up calls	**F.** Customers complete the process of addressing issues on a product to measure levels of satisfaction through a series of questions.

(6)

[6]

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Activity 5

5.1 Take note of the steps involved in analysing feedback and re-arrange them into the correct order to ensure effective feedback analysis.
Fill in the correct step in the timeline representation that is provided.

- Deciding on an action plan
- Collecting and studying feedback
- Intervention process
- Identifying common complaints

(4)

[Source:www.dreamstime.com]

[4]

Activity 6

Read the case study below and answer the questions that follow.

WHERE DID OUR WAITRON DISSAPPEAR TO?

The Norton family recently visited the DINERS CLUB restaurant. The waitron appeared very shabbily (untidily) dressed and kept on disappearing forlong periods of time. At the end of the evening the Norton's were deeply disappointed in the service and delivery of their meals. They called for the duty manager who had not by the end of the meal attended to their grievance.

The Norton's have vowed (promised) to never return to the DINERS CLUBrestaurant.

6.1 From the extract give TWO challenges that the DINERS CLUB face and which is the cause of unhappy guests. (4)

6.2 Suggest ONE value of using a customer feedback method to the restaurant manager to rate the customers experience after having visited the restaurant. (2)

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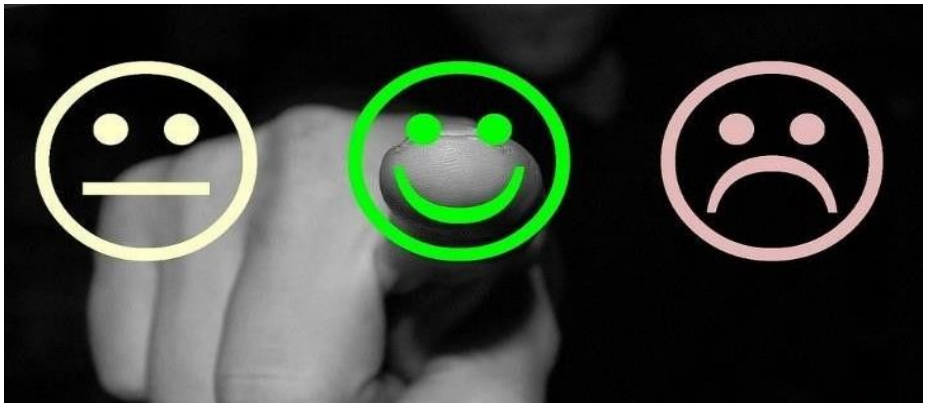
6.3 Give TWO solutions that can be part of the DINERS CLUB intervention process. (4)

[10]

Activity 7

Study the statement below and answer the questions that follow:

Maximizing Customer Satisfaction to Maximize Profitability



[Source:www.slideteam.net]

7.1 Do you agree with the statement? Justify your response (6)

7.2 Explain TWO ways how a high staff morale influences profitability of a business. (4)

[10]

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3.3 Answers

Grade 10

Activity 1

1.1 1.1.1 B ✓
1.1.2 A ✓
1.1.3 C ✓ (3)

1.2 Videoconferencing✓ is a form of technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together. ✓✓ (3)

[6]

Activity 2		
2.1	**Email**	
	Subject: _ Snooze ✓	
To	reservations@birchwoodhotel.co.za ✕	✓
Cc	parents@gmail.com ✕ Bcc	✓
Subject:	Reservation for accommodation	✓
Body	**Greetings** **Body** • your complete contact information, date and time of arrival and departure • number of days of your stay, • type of room and any special needs or requests such as asmoking or non-smoking room. **Regards** **Your** **Name** Send	✓ ✓ (5)

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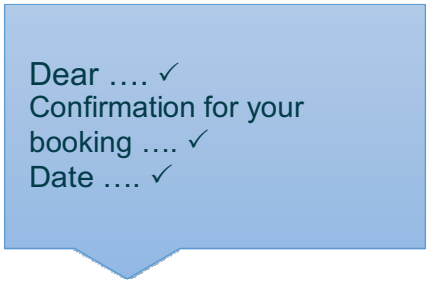
2.2 SMS	
	(3)
	[8]

Activity 3

3.1

3.1.1 Customer satisfaction✓ (1)

3.1.2 Service excellence✓ (1)

3.1.3 service delivery✓ (1)

[3]

Activity 4

4.1 **4.1.1** Customer satisfaction✓ (1)

4.1.2 Format of the article ✓

Facts:

Ensure good business experience/ value for money✓✓

Makes the customer feel special. ✓✓

Quick and efficient service saves customer's time. ✓✓

- Leads to customer satisfaction and loyalty (7)

[8]

Activity 5

5.1 **5.1.1** Customer satisfaction is when a customer is happy about the kind of service he/she receive from a business. ✓✓ (2)

5.1.2 The customer waited for an hour without anyone explaining whythe long wait. ✓✓
The other staff members were unprofessional, and their overall attitude left a bitter taste. ✓✓ (4)

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5.1.3 Poor company image/ bad publicity/ Negative Word of Mouth(WOM). ✓✓

It will lead to an increase in marketing costs for advertising. ✓✓ (4)

- Decline in number of customers due to bad publicity.
- Loss of income/profit.

5.1.4 Train the staff members to be helpful and attend to clients immediately. ✓✓

The Spa should employ people who like working with the public. ✓✓ (4)

- Allow customers to give feedback on service rendered.
- Compensate customers for bad treatment or poor service.

[10]

Activity 6

6.1 **6.1.1** Zelos provides excellent service to its customers. ✓✓ (2)

- Satisfied customers become loyal customers.

6.1.2 Zelos customers will enjoy a good business experience.✓✓

They will receive value for their money. ✓✓ (4)

- The quick and efficient service at Zelos will save them time.
- They will become satisfied loyal customers.

6.1.3 There will be an increase in business demand and profit. ✓✓

Zelos will save money they use for marketing. Free publicity and positive Word of Mouth (WOM).✓✓

Zelos will employ more people and create more jobs. ✓✓ (6)

- There will be repeat visits to the business
- Increased customer satisfaction

[12]

Activity 7

7.1

A Poor service. ✓ (1)

B Poor service. ✓ (1)

C Good service✓ (1)

D Poor service✓ (1)

E Good service✓ (1)

[5]

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Grade 11

Activity 1

1.1 Good customer service is forming a relationship with customers
-a relationship that the customer wants to pursue. ✓
Good customer service is all about bringing customers back. ✓
If customers do not return, your business will not be profitable. ✓
For a business to grow and survive repeat customers is important. ✓ (4)

1.2 **1-** Train staff to be always helpful, courteous, and knowledgeable. Regular training of staff is important to ensure good customer service and assurance of repeat business. ✓✓

4- Pay attention to all complaints. If a complaint is handled effectively it can become an opportunity to grow your brand or improve upon the service with customers returning. ✓✓

6- Showing customers that you are listening by making the appropriate responses, such as summarising what the customer has said and suggesting how to solve the problem. Customers feel supported and valued if you are attentive to their needs. ✓✓

8- Customers notice when people make the extra effort and will tell other customers. Good word of mouth will win you more customers ensuring profitability of the business.✓✓

(8)

[12]

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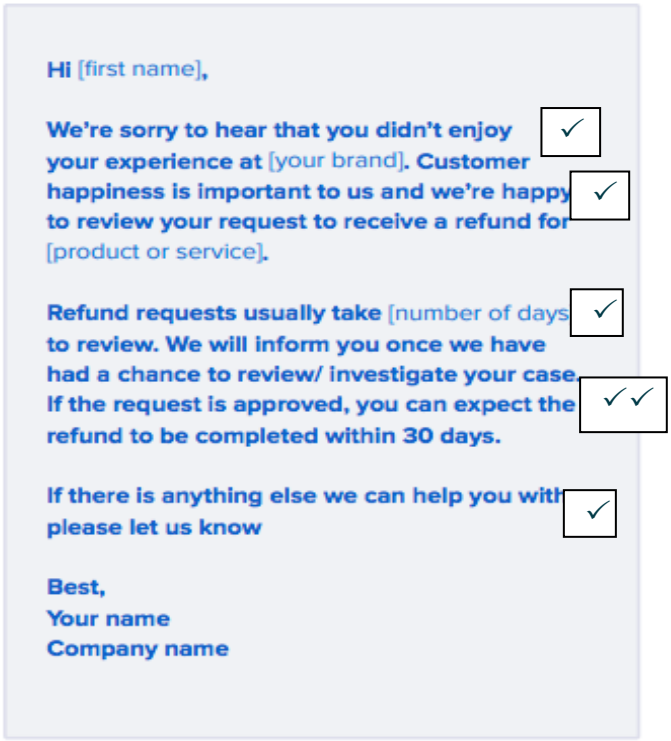
Activity 2

2.1 Companies have a chance to solve customer complaints and rebuild trust as they continue to learn more about their products and services. ✓✓ This gift helps to strengthen sales, loyalty, positive word of mouth and reduce further problems. ✓✓ (4)

2.2 Refer to the exemplar response to a customer complaint below.



Hi [first name],

We're sorry to hear that you didn't enjoy your experience at [your brand]**. Customer happiness is important to us and we're happy to review your request to receive a refund for** [product or service]**.** ✓ ✓

Refund requests usually take [number of days] **to review. We will inform you once we have had a chance to review/ investigate your case. If the request is approved, you can expect the refund to be completed within 30 days.** ✓✓

If there is anything else we can help you with please let us know ✓

Best,
Your name
Company name

(6)

[Source: www.superoffice.com]

[10]

Activity 3

3.1.1 **Verbal complaints**: a complaint expressed orally and not in written form. An expression in words outlining the customer's dissatisfaction or happiness regarding a product or service rendered. ✓✓

Constructive criticism: A helpful way of giving feedback that provides a business with suitable suggestions to make positive improvements on their product or service. ✓✓ (4)

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3.2 Makes employees aware of what they are doing well and areas where they might need help. ✓✓
Staff are professionally developed. ✓✓
Staff are clear on their work expectations. ✓✓
Maintains strong working relations. ✓✓ (8)

- Leads to overall growth of the business

3.3 **3.3.1** Cold soup✓
Ignored by the waiter✓

Waiter took long to take down the customer's order✓ (3)

3.3.2 He was not going to pay the bill. ✓✓ (2)

3.3.3 Apologise to the customer for the cold soup and the long wait before being attended to. ✓✓
Have the soup returned to the kitchen and offer a new bowl of soup to the customer. ✓✓ (4)

- With the approval of management offer something to the guest of the menu to make up for the dissatisfaction.

3.4 The waiter should have listened carefully to the customer's complaint. ✓
Do not get defensive and speak poorly of the chef who was not physically present to defend himself. ✓
Do not play the blame game by passing blame onto another work colleague -team work is very important in any organisation. ✓
Refer the issue to your manager in charge if the problem is out of your depth. ✓ (4)

[25]

Activity 4

4.1 Performance management✓
Quality control✓
Survey's✓
Peer reviews✓
In-service training✓ (5)

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4.2 In our service industry customers demand quality service. ✓
Customers want to know their support is valued by the business. ✓
If quality is of high priority, then customers will not mind price increases on the products/ services they utilise with the assurance of quality not being compromised. ✓✓ (4)

4.3 **4.3.1** A positive experience by a customer will lead to a positive word of mouth to other prospective customers thereby leading to an increase of customers. ✓✓
Referrals confirm that a business offers value and quality and the customer can be assured of value for money. ✓✓ (4)
[13]

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Grade 12

Activity 1

1.1 Refers to the collected information provided by customers about their experience with a product or service. ✓Customer feedback helps to reveal levels of satisfaction and directs business owners to areas needing improvement. ✓ (2)

1.2 Helps to improve products and services-continued use of the brand. ✓✓

Measures customer levels of satisfaction-increased satisfaction means repeat business and an increase in business profitability✓✓

Shows customers you value their opinions- creating stronger working relations. ✓✓ (6)

- Gaining brand ambassadors who will spread the positive word of mouth thereby increasing sales
- Feedback helps you to keep up to date with customer satisfaction levels - reacting to negative comments immediately shows disappointed customers you value them and can win them back and increase levels of loyalty.
- Data helps businesses develop future strategies by informing decisions and directs them on where money should be injected leading to high returns on investment.

[8]

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Activity 2

2.1 **EXEMPLAR MINDMAP**

Format/Layout ✓✓✓

[Source:www.alamy.com] 10

[10]

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Activity 3

3.1

MAYFIELD TOWERS HOTEL

1. How would you rate the following services?

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
Room Service	○	○	○	○
Housekeeping	○ ✓	○	○	○
Front Desk	○ ✓	○	○	○
Overall service delivery	○	○	○	○

2. What would you like us to know?

Add your comments:

*Rooms not cleaned adequately. ✓

*Checking in and checking out process is slow leading to no social distancing at the front desk. ✓✓

*A general unsafe feeling amidst the pandemic. ✓

3. Can we contact you in the future on our special rates?

YES ✓

NO

SUBMIT FEEDBACK

GOING THE EXTRA MILE (8)

3.2 Staff was found to be unhappy with their salary packages. ✓✓ (2)

3.3 The hotel faces shortage of staff (manpower) in the departments that are currently receiving complaints. ✓✓

Occupancy rate can continue to decline if the staff grievance is not resolved as soon as possible. ✓✓ (4)

3.4 Identify the departments that are experiencing challenges.✓✓

Taking note(analyzing) the type of complaints. ✓✓

Attending to staff complaints and needs✓✓

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- Keeping guests safe by observing all COVID protocols
- Offer guests incentives(reasons) to return e.g. discounted rates (6)

[20]

Activity 4

4.1 D ✓

4.2 F ✓

4.3 E ✓

4.4 C✓

4.5 A ✓

4.6 B ✓ (6)

[6]

Activity 5

5.1

Collecting and studying feedback ✓ = Identifying common complaints✓ = Deciding on an action plan✓ = Intervention process✓ (4)

[4]

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Activity 6

6.1 Shabbily (untidy) attired waitron.✓✓

Waitron who kept on disappearing for long periods of time. ✓✓ (4)

- duty manager who had not timeously attended to the complaint.

6.2 Identifying common complaints. ✓✓ (2)

- developing an action plan to address all complaints.
- start the intervention process to address complaints and make improvements where need be.

6.3 Retraining staff on good service delivery✓✓

Encouraging effective communication between staff and customers ✓✓ (4)

- Daily uniform checks **[10]**

Activity 7

7.1 Yes

When there is customer satisfaction a business increases the opportunity for repeat sales. ✓✓

Customer satisfaction increases loyalty, customers always return for more. This can reduce the need for a marketing budget to acquire new customers. ✓✓

Satisfied customers may also recommend your products or services to other potential customers, increasing the potential for additional revenue and profit. ✓✓ (6)

7.2 The higher the morale, the more productive the team. ✓✓

When employees are positive about their work and enjoy their environment, they are more productive and willing to put in the extra effort. ✓✓ (4)

[10]

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3.4 Examination Tips to master this topic

How to prepare or study for the examination on this topic

- Take note of the action verbs to help interpret and analyse the questions correctly.

Example of how to use the **action verbs** to facilitate analysis of questions:

Question 5.1 State ONE reason why many people are stuck at home and discouraged from going to restaurants.

To answer this question:

STEP ONE: Find the **action verb**:

State ONE reason why many people are stuck at home and discouraged from going to restaurants.

- The action verb used **here is** **STATE**. State requires you to **write down information without discussion.**

STEP TWO: Identify the **content**

State ONE reason why many people are stuck at home and discouraged from going to restaurants.

- You must write down information as a reason

why many people are stuck at home and discouraged from going to

STEP THREE: Identify **the instruction** linked to the **action verb**:

State ONE reason why many people are stuck at home and discouraged from going to restaurants

- The instruction is linked to the action verb, in this question the instruction is to: **state** **ONE reason**.

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Question 3.4 Advise the Human Resource (HR) department on THREE actions that should be undertaken to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard.

To answer this question:

STEP ONE: Find the **action verb**:

Advise the Human Resource (HR) department on **THREE actions that should be undertaken to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard.**

- The action verb used **here is** **advise** . Advise requires you to **offer suggestions to the HR department as solutions to the challenge they are experiencing.**

STEP TWO: Identify the **content**

Advise the Human Resource (HR) department on **THREE actions that should be undertaken to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard.**

- You must offer suggestions as possible solutions:

to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard.

STEP THREE: Identify **the instruction** linked to the **action verb**:

Advise the Human Resource (HR) department on **THREE actions that should be undertaken to avoid loss of more guests especially during COVID-19 that has struck the hospitality industry, hard.**

- The instruction is linked to the action verb, in this question the instruction is **advise** on **THREE actions** .

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- Know the different forms of receiving feedback and be able to differentiate between each type.
- Take note of key words (underlining/ circling/ highlighting) for a better understanding of what the question requires of you.
- Learn the related glossary for an improved understanding of the content.
- Communication and customer care are individually assessed in Question 10 ofthe November NSC examination therefore comprehension and depth of knowledge will be tested.
- It will be advantageous to get exposure in answering cartoons/ interpreting flow diagrams/ case studies and scenarios as many of the source-based questions are tested in this format.
- As the last question in the NSC examination paper, cognitive levels of testing will not be compromised. All questions will be scaffolded (easy to difficult) testing lower/ middle and higher order levels of thinking.
- Be confident in paragraph writing as questions could require a paragraph type response.
- The misconception that the topic is easy to master must be discarded. All topics are equally important and must be allocated time and depth to master.

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3.5 FINAL PREPARATION FOR THE EXAMINATION IN THIS TOPIC

SECTION A

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1.1-1.1.5) in the ANSWER BOOK.

1.1.1 A guest is unhappy with the service rendered at the front office of the hotel upon check-in. When checking out he has been offered a … to rate his experience during his stay. (1)

A checklist card

B feedback card

C SMS card

D memory card

1.1.2 A process which is part of analysis feedback. (1)

A Staff morale

B Customer retention

C Service delivery

D Intervention plan

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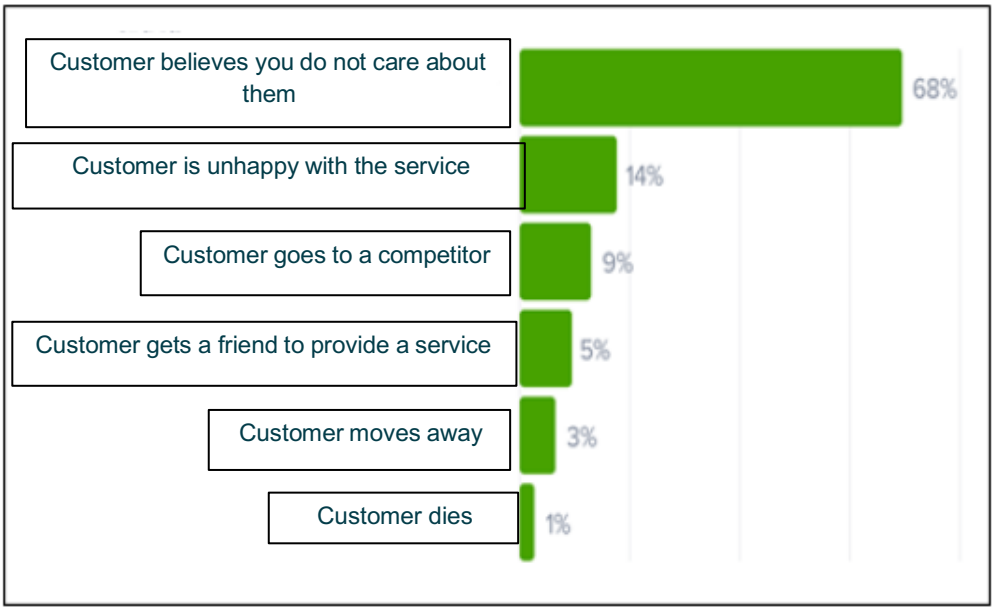
1.1.3 In reference to the graph below 68% of customers leave a company due to them believing the business does not care for them. This can be caused by: (1)



A employees not communicating effectively

B employees who are very talkative

C employees who are ill-disciplined

D employees who absent themselves from work

1.1.4 A good service delivery indicator ensuring business profits and growth. (1)

A slow feedback returns

B constructive analysis

C repeat visits

D customer trends

1.1.5 The first stage to analysing feedback. (1)

A Identifying complaints

B Developing an action plan

C Collecting data

D Intervention process

[5]

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ANSWERS: EXAMINATION PREPARATION

SECTION A

QUESTION 1.1

1.1.1 B✓ (1)

1.1.2 D✓ (1)

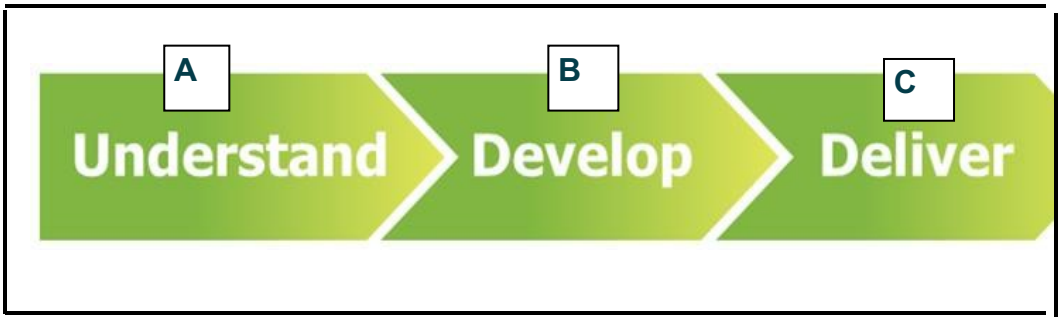
1.1.3 A✓ (1)

1.1.4 C✓ (1)

1.1.5 C✓ (1)

[5]

2. Study the statements below and match them to each of the stages of the feedback analysis process as indicated in the diagrammatic representation. Write only the correct letter next to corresponding question number.



2.1 Samson and his team research options to achieve the vision and goals of the business. (1)

2.2 Teressa has collected data and sets up a meeting to sift through the feedback. (1)

2.3 Zebo and her Human Resource team have allocated different boxes for similar complaints. (1)

2.4 Tiffany.COM have set their support plans into action. (1)

2.5 The Morris Hotel management has arranged for bi-weekly in-service training for the staff. (1)

[5]

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Answers QUESTION 2

2.1 B✓ (1)

2.2 A✓ (1)

2.3 B✓ (1)

2.4 C✓ (1)

2.5 C✓ (1)

[5]

QUESTION 3

3. Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (3.1–3.5) in the ANSWER BOOK, for example
3.6 Word of Mouth

Service excellence, Feedback card, Questionnaire, Intervention process, Customer complaint, Survey, Action plan

3.1 A mismatch between how customers perceive the brand and when they fail to get the desired customer service experience. (1)

3.2 Outstanding service which meets the needs and expectations of the customer was met. (1)

3.3 A research instrument consisting of a series of questions for the purpose of gathering information from customers about their experience (1)

3.4 A process used to identify or measure the happiness and satisfaction of different business entities or consumers. (1)

3.5 A course of action to address challenges associated to a product or service. (1)

[5]

Answers QUESTION 3

3.1 Customer complaint ✓ (1)

3.2 Service excellence ✓ (1)

3.3 Questionnaire ✓ (1)

3.4 Survey ✓ (1)

3.5 Action plan ✓ (1)

[5]

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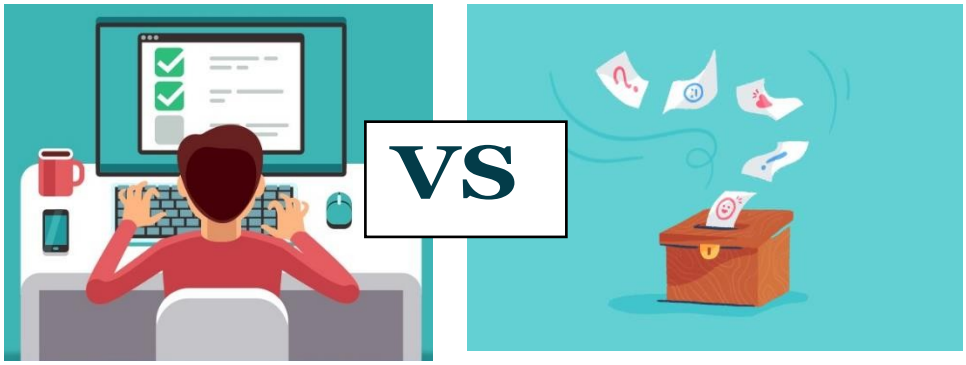
QUESTION 4

4. Study the pictures below and answer the questions that follow.



[Source:www.helpscout.com]

4.1 Give TWO reasons why feedback method **A** is the preferred method used by customers to rate their experiences rather than feedback method **B**. (4)

Answers QUESTION 4

4.1 Due to increased online accessibility customers find it convenient to submit their feedback. ✓✓

An easy and quick platform to submit feedback. ✓✓

- A secure platform to submit data.
- Going paperless reduction of costs.
- Do not run the risk of forgetting to capture vital information which can easily occur in face to face interactions.
- With online feedback, participants can pick a moment that suits them best to answer the questions. (4)

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QUESTION 5

Read the case study below and answer the questions that follow.

UNHAPPINESS DURING TIMES OF UNCERTAINTY

COVID-19 has arrived! More people are stuck at home and discouraged from going to restaurants.
People are ordering online and staying close to home.

Restaurants are operating at small fractions of capacity, if not closed entirely.

Businesses within the restaurant and hospitality sectors need to make sure they do what they can to best position themselves for a return to normal service following the pandemic period.
The restaurant community is being rocked by a dramatic decline in sales and could quickly run short of cash to support day-to-day operations and staff wages.
There is a long road ahead to get the hospitality industry running at full steam again.

GIVE RESTAURANTS A FIGHTING CHANCE!

[Adapted from: ewn.co.za]

5.1 State ONE reason why many people are stuck at home and discouraged from going to restaurants. (2)

5.2 Identify the choice that many people are choosing during the pandemic. (2)

5.3 In a paragraph discuss the statement:

"There is a long road ahead to get the industry running at full steam again." (4)

Include the following in the paragraph:

- Explanation of the statement
- Strategies to undertake to attract customers to restaurants as lockdown levels are eased. (6)

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Answers QUESTION 5

5.1 Due to the COVID-19 pandemic and restrictions on movement people were forced to stay at home and keep away from public spaces during lockdown. ✓✓ (2)

5.2 People are ordering online. ✓✓ (2)

5.3 **EXPLANATION**

The hospitality industry has been severely affected by the lockdown during the pandemic. Negative impacts on the industry include closure of establishments, staff retrenchments, working with reduced staff capacity and loss of repeat/ loyal customers due to pandemic fears when leaving their homes. ✓✓

When the economy reopens fully the industry will not recover immediately. ✓✓ (4)

- Customers behaviour would have changed drastically. Prices for meals would increase to make up for financial losses.

STRATEGIES

Advertise widely of health and safety compliance protocols to make customers feel extra safe✓✓

Sending personalized messages to loyal customers of reopening dates and protocols in place. ✓✓

Maintaining communication with customers is important. Updating them on daily menu specials, ordering specials etc.✓✓ (6)

- Offering an exceptionally good dining experience that goes beyond expectations to ensure repeat visits.

(Accept relevant examples)

[14]

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QUESTION 6

Study the extract and pictures below and answer the questions that follow.

A guest after checking-in returns to the front desk furious.

HER COMPLAINT: "THERE'S NO FREE WI-FI IN MY ROOM?!"

6.1 From the checklist below identify the skills that the front desk attendant must possess to effectively handle the complaint.
Write only the letter of the alphabet in your ANSWER BOOK.

A

B

C

D

E

F

G

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Answer QUESTION 6

6.1 A ✓B✓F✓ (3)

6.2 Inform them about free Wi-Fi that might be available in the restaurant or entrance area of the establishment. ✓✓

Inform the guest of Wi-Fi packages that they can purchase for the duration of their stay. ✓✓

If the hotel does not provide any Wi-Fi access, you can provide the guest with a list of nearby places that do offer Wi-Fi access to customers. ✓✓ (6)

- Call for the manager if the situation is out of your depth.

[9]

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4. GENERAL EXAMINATION TIPS

How to prepare/study for the Tourism examination.

In preparing for your final exams work through as many past examination papers as you can. Remember, your success in the final exam will depend on how much extra time you put into preparing for the examinations.

1. Have all your materials ready before you begin studying – pencils, pens, highlighters, paper, etc.
2. Be positive. Study time must become a habit - keep reminding yourself why you are studying.
3. Self-discipline is key. Be strict with yourself.
4. Draw up a study timetable. Include enough sleep and break times. During break times take a walk outside.
5. Break up your learning sections into manageable parts. Trying to learn too much at one time will only result in a tired, unfocused, and anxious brain.
6. Keep your study sessions short but effective and reward yourself with short, constructive breaks.
7. Teach your concepts to anyone who will listen. It might feel strange at first, but it is worth reading your revision notes aloud.
8. When you make notes remember your brain learns well with colours when you underline, highlight, circle key words.
9. You can also use Mnemonics – words, or short sentences to help you remember.
10. Be confident with the learning areas you know well and focus your brain energy on the sections that you find more difficult to take in.
11. Repetition is the key to retaining information you must learn. Keep going – don't give up!

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12. Sleeping at least 8 hours every night, eating properly, and drinking plenty of water are all important things you need to do for your brain. Studying for exams is like strenuous exercise, so you must be physically prepared.
13. Use the correct terminology and subject language as you are preparing, that way you are used to them by the time you are writing exam (e.g. correct names for icons)
14. Compile a glossary in your notebook for all the sections of the work.
15. Practise writing paragraph type questions using complete sentences when working through past examination papers.
16. Engage with resources like the ones used in the examination papers while you are studying. For example: study the picture and ask yourself questions like: what is the topic of the picture? (look at the heading). What is the resource telling me? Does it show a positive or negative impact?
17. It is important that you practice how to present your answers in a logic way that show logical reasoning. That is when you write down how your thoughts led you to an answer.
18. How to study definitions: Break the word or words up into understandable parts e.g. inter (between) national (nations/ countries) thus international means between different countries.

The Tourism Examination

Format of the exam paper

- The Tourism examination paper consists of a 3-hour paper of 200 marks.
- There are five sections and all the questions are compulsory
- The format of the exam is shown on the table below. Use the table as a guide to allocate your time according to each section.

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SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions.	40	20
B	Map Work and Tour Planning; Foreign Exchange.	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing.	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism.	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care.	30	30
	TOTAL	**200**	**180**

What to expect in the Tourism examination?

Section A

Section A must not be mistaken as the 'easy' part of the question paper. All topics and sub-topics in Grade 12 CAPS may be assessed in this section.

Type of questions you can expect in this section:

Type of Question	**Tips how to answer this question**
Multiple choice questions	• Read through all the distractors. • Cancel out the ones that are totally wrong. • Read the other distractors again. • Decide which one if correct, don't guess.
Matching items	• Read carefully. Read each column before you answer. • Use your knowledge and match what you know first. • Look for logical clues. • Use elimination and eliminate the answer that does not fit the remaining questions. • Try to determine the correct answer before reading the other column.
Choose the correct word from the options given	• Know the tourism terminology / abbreviations and acronyms well. • Read the entire question then answer it in your mind first. • Eliminate the wrong answers. • Read the question again using your selected answer.

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Section B

Type of questions you can expect:

- Each question will cover a new topic.
- It can be shorter answers or longer answer and include paragraph-type questions.
- Source-based questions like tables, pictures, maps, flow diagrams, case studies, infographic, and cartoons.

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- It will cover from remembering question to understanding and problem-solving questions.

How to answer these questions:

1. Read through the paper carefully during the 10 minutes reading time.
2. Read the questions at least twice and underline the important words in the questions. This helps you to focus on what is really asked and to understand the question better. Break up the questions
3. Read carefully, then re-read them again, to check if you understood. Learners lose marks because they misread exam questions
4. Engage with the resources in the paper, ask questions like- What is it about (look at the heading), what is it telling me? To which topic does it relate?
5. Questions with short answers
    - Give one word only if you are asked to do so.
    - Don't write full sentences unless you are asked to do this
6. Questions that require longer answers
    - Look at the mark allocation as your guide
    - Understand the instructions, for example do you have to explain or compare
    - Highlight/ underline the most important word as your guide
    - Plan your answer
    - Make a few notes
    - Usually your answer should be in full sentences
7. Use the time at the end of the paper to reflect on your answers

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Question words to help you answer the questions

It is important to look for the question words (the words that tell you what to do) to correctly understand what the examiner is asking. Use the words in the following table as a guide when answering questions.

Question word	What is required of you
Analyse	Separate, examine and interpret
Classify	Divide into groups or types so that things that are similar, are in the same group
Comment	Write generally about
Compare	Point out or show both similarities and differences
Define	Give a clear meaning
Describe	List the main characteristics of something
Discuss	Consider all information and reach a conclusion
Evaluate	Express an opinion based on your findings
Explain	Make clear, interpret and spell out
Forecast	Say what you think will happen in the future
Give/provide	Write down only facts
Identify	Name the essential characteristics
Interpret	Give the intended meaning of
List	Write a list of items
Mention	Refer to relevant points
Name	State something – give, identify or mention
State	Write down information without discussion
Suggest	Offer an explanation or solution

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5. References

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