

COLLEGE OF BUSINESS AND ENTREPRENEURIAL TECHNOLOGY

OPERATIONS MANAGEMENT DEPARTMENT

**ASSESSMENT OF TRAINING AND DEVELOPMENT IMPLEMENTATION OF
KFC MEGA MALL:
BASIS FOR IMPROVED CUSTOMER SERVICE**

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ABSTRACT

The purpose of this research is to know the assessment of training development program to improve customer service and to help them solve their problems so that the researchers can recommend the alternative way of training. The researcher primarily made use of survey questionnaires to gather the necessary information. The respondents of the study were 40 team members of KFC megamall. The information gathered from the questionnaires were tallied, tabulated, analyzed and interpreted using statistical tools such as frequency, ranking and percentage to determine the significant difference between perceptions of the respondents.

In the statement of the problem, the questions the researchers aimed to answer are effectiveness of training program of Kentucky Fried Chicken (KFC), Problems encountered in the implementation of training program and Probable solutions to develop the training program towards improved customer service. Based on the findings, the majority of the respondents are regular employees. All of them are team members of Kentucky Fried Chicken (KFC) Megamall. In addition, Most of them are newly hired 75% of the respondents are almost 1 year and below. While almost 25% have been working for less than 5 years. The positive effects of training on behavior and working skills of the employees resulted in better performance and constructive change that increased overall employee performance. The role of a trainer would also be more of a facilitator than knowledge disseminator. The need also exists for a

Chapter I

THE PROBLEM AND ITS BACKGROUND

1.1 Introduction

In today's busy world fast food chains are part of the everyday life of most of the people who do not have the ability, time to cook at home. Fast food restaurant is one kind of global business form and also a place where we experience excitement, pleasure and a sense of personal well-being. It is also known for giving a fast service to their customers. Fast food is an institution in nearly every country and every culture in the world.

The Fast food as we know it today, is a place where people come to eat, drink and socialized. The idea of selling food for profit goes back as far as the earliest civilization. In the past it was a mere convenience provider and time saver, the easiest and fastest way to fill appetites, as the name suggests. It has now evolved into a premium luxury item. It is now very popular amongst all ages of people, especially children. The success of fast food relies heavily on their marketing and thus they vest everything in it. People are looking for quick and convenient meals and they do not want to spend a lot of time preparing meals, traveling to pick-up meals or waiting for meals in restaurants. People today are so busy that they can't even prepare their own meals. That means consumers rely on fast food. Knowing this fast food restaurant

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| | <p>providers</p> <p>are coming up with new innovated ways to market their products that save time for consumers. With these, quality products and fast service should be a major consideration of the company. Managers and the whole management team need to measure and improve the quality of service of their restaurant continuously. The employees should know the goals and objectives of the company in order to provide good customer service and satisfaction to customer. Most of the company will have trainings for their employee to make sure that their employee can perform better and help to improve the quality of service of the company. The entire worker in restaurant need to have the attitude that has the willingness to learn.</p> <p>Training is to upgrade everything about the workers, knowledge and skills are the examples. One of the training methods is on the job training. On the job training is a work based on training that is sometimes informal. It is conducted while an employee is in his/her actual work situation. In each progress, manager has the responsibility to guide and teach to their subordinates about the other jobs aside from their assigned job. At restaurant, “customer service workers” and “food service workers” have extra training in health and safety, cleaning procedure and food preparation.</p> <p>Employees also give lectures to inform them what management is expecting and want from them. Most of the guideline is about how to perform well in their working area. There is also a program to enhance language or communication skills. Human resource staff is responsible for this, to assist the management in the improvement of</p> | |
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communication skill training program. The crucial part is to improve their

communication skills so that they can communicate well to their customers for better and faster services.

Since waiting time plays an important role in satisfying customer in terms of fast food chain, enough attention and training should be given to employees to motivate them. It is essential for business to effectively manage customer satisfaction. It means overall pleasantness and politeness of employees should present the company. Employees should give their customers anything and everything they want- the customer is always right approach, no matter how unreasonable some of those demands may be, to avoid complaints.

Customer satisfaction is important because it helps to learn about the business strengths and weaknesses. It is a system informing management of problems or situation requiring actual action. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. It will not be achieved if they do not motivate and give enough attention to their employees, employee's works effectively and efficient if they have a motivation and from that it will result to quality service and productivity that will make the customers satisfied. May be most of the companies focuses to the customers but employees are much more important, that will help the company to be a success. But, customers are pillar of the business we can't argue with that. Without customers, a business will not be able to run successfully. . Therefore, it is essential for the business