

Food and Beverage Specialist
Customer Service
Individual Term Paper
Student Guideline

Introduction

The purpose of this paper is to have the student report on an example of outstanding customer service in a local restaurant they have witnessed. This is to be a report where you must draw on your personal experiences and the principles of the modules taken in this educational experience. As a future hospitality manager, it is important that you are thoroughly familiar with the principles of excellent customer service. This term paper is a thorough investigation of the customer service experience that you selected; and, **it must address the importance of guest experience management as well as developing a hospitality attitude in the staff.** Its' length and depth is only limited by your time, effort and ambition.

Guidelines

Once your subject has been selected, plan on spending time familiarizing yourself with the details of the customer service scenario and the food and beverage organization. Make an outline of the aspects of the paper. This outline will become your guide to prepare and complete the term paper.

You must include an "Introduction" (one page long) which explains why you chose this particular scenario.

A "Discussion of Customer Service Behaviors" (two pages long) which discusses in depth the customer service behaviors that enabled the employees of the organization succeed in exceeding customer expectations.

It will then be followed by "Customer Service Leadership in the Hospitality Industry" (three pages long) where you will discuss how you will use your customer service behaviors and hospitality information technology to become a successful leader in the hospitality industry.

The paper must end with a section entitled "Conclusion/Summary" which summarizes your thoughts and brings a logical conclusion to the report. The body of the report should be written in a manner that works for your topic. Each topic will lend itself to a different format. The paper must be narrative; do not use lengthy quotations or numerous bullet points in the body of the paper.

The body of the report must include a section that discusses customer service behaviors that lead to organizational success in the hospitality industry. It will also relate how they may be applied in a logical, cogent manner. This section must be your original work and thoughts supported by principles discussed in customer service section.

The paper must discuss the following topics:

- 1) Demonstrating a hospitality attitude
- 2) Explaining guest experience management
- 3) Identify information technology used in the hospitality industry to enhance the guest experience
- 4) Demonstrate your knowledge of the reservations systems in restaurants

Grading

The paper is to be a Minimum of 7 pages -not including title page- in typed, doubled spaced with 1" margins, top, bottom, left and right. Use only 12 point type with either "Times" or "New Roman" font; others will not be accepted. It is critical that the paper conform to the length requirements or your grade will be impacted. Submit the paper in document folder with a clear plastic cover and a plastic spine. Please proof your paper for typographical and spelling errors as this severely detracts from the content and grade of your paper.

Papers submitted that are less than 7 pages in length following guidelines as indicated above will not receive higher than 70% on the paper; and, are likely to score much lower. The paper must follow these guidelines:

- 1) Introduction – one page
- 2) Discussion – five pages
- 3) Summary/Conclusion – one page

The purpose of this paper is to have you investigate a customer service scenario that you have witnessed and present an opinion, and apply it to your own leadership style/behaviors.

See Term Paper Rubric for grading guidelines used by the instructor. If you complete your term paper as outlined in the rubric, you will receive an excellent grade. The rubric is the only guideline used by the instructor to grade your paper.