**HFB.C05.LM01**

**Formative Assessment**

1. Empathy in customer service readings is defined as:
   1. Giving the customer what they want (Great Customer Service Takes Empathy)
   2. Understanding what a customer thinks (Great Customer Service Takes Empathy)
   3. Understanding what a customer is going through
   4. All of the above (Great Customer Service Takes Empathy)
2. Given todays’ competition in the hospitality industry:
   1. Service is treated as a commodity (Great Customer Service Takes Empathy)
   2. Quality service can differentiate one company from the rest
   3. Cost is more important to the customer than service (Great Customer Service Takes Empathy)
   4. Quality service always drives up customer costs (Great Customer Service Takes Empathy)
3. It is important for service employees to be able to:
   1. To sell the product and service (Are They Being Served)
   2. To overcome customer doubts (Are They Being Served)
   3. To always have a pleasant smile (Are They Being Served)
   4. To see the situation from the customers’ perspective
4. According to Consumer’s Report surveys, the three leading irritants for restaurant patrons are:
   1. Noise, dirt, poor service
   2. Poor service, insects, long waits (Restaurant Roulette)
   3. Noise, long waits, poor service (Restaurant Roulette)
   4. Insects, poor service, décor (Restaurant Roulette)
5. Most single guests prefer to eat at the bar rather than a table
   1. True
   2. False (Table for One)
6. It is important to remember that when you are speaking to customers, the tone of your voice
   1. Can make them feel defensive (It’s Personal)
   2. Can diffuse a tense situation (It’s Personal)
   3. Can make them feel welcome (It’s Personal)
   4. All of the above
7. Controlling quality in a service business is particularly difficult problem because
   1. A service is consumed as it is produced (Experience the Culture)
   2. Production and consumption happen at the same time in the same place (Experience the Culture)
   3. Both A and B
   4. Neither A nor B (Experience the Culture)

**Summative Assessment**

You have been hired as the opening general manager for a full service restaurant. You must prepare a service plan for your front of the house employees. Submit a customer service plan for the following positions:

1. Server
2. Bus person
3. Cashier
4. Hostess

The plan must include service expectations for each position including guest interaction, service standards, problem solving. The more detail the better. Use all of your guest service experience either as a guest or a service employee.