

Service and reception

The subject of service and reception covers how customers or guests are treated in service situations in a professional way.

Aim of the subject

Teaching in the subject of service and reception should aim at students developing knowledge of handling customers or guests in service-oriented ways, and also to maintain customer contacts to create long-term relationships. Teaching should give students the opportunity to develop knowledge of different target groups and how account is taken of different personalities and individual preferences. Students should also be given opportunities to develop the ability to handle both positive and negative reactions in service situations. Teaching should contribute to students developing the ability to be sensitive and flexible in different sales situations and think in result oriented ways. Furthermore, students should be given the opportunity to develop knowledge of the importance of language and communication when meeting others.

Teaching should lead to students developing knowledge in marketing, display of goods and services, and also presentation skills. Students should be given the opportunity to develop an understanding of personal service and its importance as a competitive instrument. In addition, students should be given the opportunity to reflect over the impact of their own attitudes on the quality of service.

By practical application, teaching should give students the opportunity to develop their knowledge in such a way that they develop their self-confidence in service situations.

Teaching in the subject of service and reception should give students the opportunities to develop the following:

- 1) Knowledge of different service situations.
- 2) The ability to handle customers or guests in different situations and also assess their behaviour.
- 3) The ability to handle positive and negative reactions in contact with customers or guests.
- 4) Knowledge of the importance of good product knowledge and marketing in service situations.
- 5) Skills in carrying out sales, displays and presentations and also evaluating their work and results.
- 6) Skills in carrying out calculations and profitability calculations.
- 7) Knowledge of consumer and market legislation.

Courses in the subject

- Service and reception 1, 100 credits.
- Service and reception 2, 100 credits, which builds on the course, service and reception 1.

Service and reception 1

The course, service and reception 1, covers points 1–7 under the heading Aim of the subject. The course covers basic skills in the subject.

Core content

Teaching in the course should cover the following core content:

- Cultural differences in communication patterns.
- Customer reception, body language and verbal communication in different service situations, and also professionally taking into account the integrity of customers or guests.
- Different needs of customers or guests, and how products and services can be adapted to individual preferences.
- Reception of customers or guests in service situations, and also processing complaints and claims.
- Importance of good knowledge of products and services the industry provides, and also internal and external marketing.
- Basic signage and presentation techniques.
- Presentations of goods and services together and individually.

Knowledge requirements

Grade E

Students describe **in basic terms** different service situations, what complications can occur and how they can be handled.

Students manage **with some certainty** customers or guests in **some** service situations in relation to their expectations. Students do this with a **largely** correct attitude. In addition, students handle reactions from customers or guests with **satisfactory** results. Students evaluate in **simple** assessments their reception of customers or guests.

Students give an account **in basic terms** of what good product knowledge and marketing mean for good service.

Students carry out **in consultation** with the supervisor simple displays of goods and services in ways which create opportunities for additional sales. In addition, students give **simple** examples of measures to stimulate sales, and present and recommend **with some certainty** different goods or services to customers or guests. Students evaluate in **simple** assessments their displays.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different service situations, what complications can occur and how they can be handled.

Students manage **with some certainty** customers or guests in **some different** service situations in relation to their expectations. Students do this with a correct attitude. In addition, students handle reactions from customers or guests with **satisfactory** results. Students evaluate in **balanced** assessments their reception of customers or guests.

Students give an account **in detail** of what good product knowledge and marketing mean for good service.

Students carry out **after consultation** with the supervisor simple displays of goods and services in ways which create opportunities for additional sales. In addition, students give examples of measures to stimulate sales, and present and recommend **with some certainty** different goods or services to customers or guests. Students evaluate in **balanced** assessments their displays.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different service situations, what complications can occur and how they can be handled.

Students manage **with certainty** customers or guests in **several different** service situations in relation to their expectations. Students do this with a correct attitude. In addition, students handle reactions from customers or guests with **good** results. Students evaluate in **balanced** assessments their reception of customers or guests, **and also make proposals on how this can be improved.**

Students give an account **in detail and in a balanced way** of what good product knowledge and marketing mean for good service.

Students carry out **after consultation** with the supervisor simple displays of goods and services in ways which create opportunities for additional sales. In addition, students give examples of measures to stimulate sales, and present and recommend **with certainty** different goods or services to customers or guests. Students evaluate in **balanced** assessments their displays, **and also make proposals on how the work process can be improved.**

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Service and reception 2

The course, service and reception 2, covers points 1–7 under the heading Aim of the subject. The course covers advanced skills in the subject.

Core content

Teaching in the course should cover the following core content:

- Customer meetings to create customer relationships for the sale of goods and services.
- Personal sales to customers or guests, and service from the service counter or telephone.
- Guest psychology.
- Attitudes and values of guests, customers and co-workers.
- Ethical viewpoints in meetings with customers or guests.
- Creating whole experiences in service situations.
- Care of customers or guests in different service situations, and also processing complaints and claims.
- Measures for customer care and creating and maintaining customer relationships.
- Sales stimulating spaces, i.e. creating environment and atmosphere to increase sales.
- Sales oriented presentations of food and drink, both individually and together.

Knowledge requirements

Grade E

Students describe **in basic terms** different service situations, what complications can occur and how they can be handled.

Students manage customers or guests in **some** service situations in relation to their expectations. Students do this with a **largely** correct attitude. In addition, students handle reactions from customers or guests with **satisfactory** results. Students evaluate in **simple** assessments their reception of customers or guests.

Students give an account **in basic terms** of what good product knowledge and marketing mean for good service.

Students carry out **in consultation** with the supervisor displays of goods and services in ways which create opportunities for additional sales. In addition, students give examples of measures to stimulate sales, and present and recommend **with some certainty** different goods or services to customers or guests. Students evaluate in **simple** assessments their displays and recommendations.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different service situations, what complications can occur and how they can be handled.

Students manage **with certainty** customers or guests in **some different** service situations in relation to their expectations. Students do this with a correct attitude. In addition, students handle reactions from customers or guests with **good** results. Students evaluate in **balanced** assessments their reception of customers or guests.

Students give an account **in detail** of what good product knowledge and marketing mean for good service.

Students carry out **after consultation** with the supervisor displays of goods and services in ways which create opportunities for additional sales. In addition, students give examples of measures to stimulate sales, and present and recommend **with certainty** different goods or services to customers or guests. Students evaluate in **balanced** assessments their displays and recommendations.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different service situations, what complications can occur and how they can be handled.

Students manage **with certainty** customers or guests in **several different** service situations in relation to their expectations. Students do this with a correct attitude. In addition, students handle reactions from customers or guests with **good** results. Students evaluate in **balanced** assessments their reception of customers or guests. **In their assessments, students also reason in psychological and ethical terms. In addition, students make proposals on how customer reception can be improved.**

Students give an account **in detail and in a balanced way** of what good product knowledge and marketing mean for good service.

Students carry out **after consultation** with the supervisor displays of goods and services in ways which create opportunities for additional sales. In addition, students give examples of measures to stimulate sales, and present and recommend **with certainty** different goods or services to

customers or guests. Students evaluate in **balanced** assessments their displays and recommendations, **and also make proposals on how the displays and recommendations can be improved.**

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.