

# Introduction

*It makes good business sense to set high standards of service for your establishment. To achieve higher standards you will need to know what you currently do and how you might do better. To help you do this we have produced Service Quality Checklists for both the Accommodation and Visitor Attraction sectors.*

*The checklist is designed to provide service standards for both serviced accommodation and self-catering accommodations. Where standards are **common** to both sectors the text appears in **black ink** but where standards are unique to the **serviced accommodation** sector these appear in **green ink** & those unique to **self-catering** will appear in **blue ink**.*

*You may already be doing everything listed in these checklists, if so - Congratulations! You may on the other hand, see some areas in which your service to guests could be improved. Again - Congratulations - provided you tackle the shortfall.*

*These Service Quality checklists will help you identify the development needs of you and your staff. Use the document as a training checklist when developing staff in service skills.*

*It is easy to give a superficial smile. It is only when an additional dimension of commitment to quality service is added that the 'satisfied guest' becomes the 'delighted guest'. You can use the checklists to make sure your guests are delighted.*

# SERVICE QUALITY CHECKLISTS

## Accommodation Sector

### The Enquiry - Accommodation

Minimum Standards	Enhanced Service	Your standard	4
1. Answer telephone promptly in a warm & friendly manner	<p>Within 3 rings, if not apologise or provide ansafone with details of your reply time</p> <p>Provide alternative communication - fax, e-mail services &amp; reply within 24 hrs</p>		o
2. Where appropriate, clearly identify your establishment - use caller's name			o
3. Find out the customers' requirements	<p>Ask open questions to obtain details of dates, type of accommodation, visit details, address &amp; postcode, tel. no. any special requests.</p> <p><i>Offer flexible entry timings</i></p>		o
4. Determine whether your customer simply wishes a brochure or more detailed verbal information	<p>Send all information within 24 hours with personalised letter</p> <p>Be able to answer all queries</p>		o
5. Describe services available to meet their needs and clearly inform of prices. Promote your establishment at all times	<p>Additional sales: activities, room up-grade, dining options</p> <p>Advise of special policies (e.g., children or pets)</p>		o
6. If appropriate, invite customer to make a booking	<p>Make provisional booking ask if dinner reservation is required</p>		o
7. Obtain name, address & telephone number of lead customer, checking whether or not they have visited before	<p>Mark booking in order to 'welcome back' customers on arrival. Ask customers when they will be arriving</p>		o
8. Advise client of booking & cancellation policies Advise of any additional charges			o
9. Ask how they will be travelling - advise of car parking	<p>Offer directions &amp; send map to arrive within 24 hours if required</p>		o
10. Summarise booking arrangements & close conversation with welcoming remark.	<p>Repeat back booking details. Send out brochure/leaflet if required along with local information to arrive within 24 hours. Thank customer for the booking</p>		o
11. Confirm booking - stationery should include detailed information for easy communications	<p>Add in e-mail address, fax no. Sign all letters personally</p>		o

*Green Text - Serviced Accommodation specific standards*

*Blue Text - Self-catering specific standards*

# SERVICE QUALITY CHECKLISTS

## Accommodation Sector

### The Arrival - Accommodation

Minimum Standards	Enhanced Service	Your standard	4
1. Give all customers a warm & friendly welcome (a smile, greeting & eye contact)	Open doors for customers. Assist with an umbrella if raining		o
2. Acknowledge customers immediately. Any delay in attending to customers - explain the reason	If customer is known - use their name immediately		o
3. Deal with registration procedures promptly & efficiently, using customers name	Welcome back – if stayed before. Present customer with semi-completed registration form & offer presentable pen. Confirm booking details. Chat to customers. <i>offer early call &amp; newspaper</i>		o
4. Offer customers help with their luggage	Insist!		o
5. If accommodation is not ready offer, tea/coffee & explain when it will be ready. Store luggage if necessary			o
6. Personally show customers to their accommodation, chatting to them in a polite & friendly manner	Offer local product knowledge & offer to make dinner & other reservations, where appropriate.  Provide information on wet-weather facilities locally. Have books & games available.		o
7. Show guest around accommodations, pointing out locations of dining room, lounge, bathrooms, etc. Give information on establishment's facilities <i>including timings for dinner/breakfast</i>	Promote facilities/menus & options available  <i>Provide clear instructions to guests</i>		o
8. Provide information on how to operate shower, TV, switches, etc.	Show round accommodation & demonstrate the operation of complicated equipment.  Thank customers when handing over the key. Welcome them to your establishment		o
9. Explain what to do in the event of an emergency if customers have difficulty in understanding written English	Provide written information/signs in foreign languages		o

*Green Text - Serviced Accommodation specific standards*

*Blue Text - Self-catering specific standards*

## SERVICE QUALITY CHECKLISTS

### *Accommodation Sector*

#### The Arrival - continued

Minimum Standards	Enhanced Service	Your standard	4
<p>10. Offer customers a cup of tea or coffee if there are no tea/coffee-making facilities for their use</p> <p>Self Catering</p> <ul style="list-style-type: none"> <li>• If you are not available to personally welcome your customers advise them in advance</li> </ul>	<p>Offer home baking.</p>  <p>Telephone &amp; write to them in advance of their arrival to confirm arrangements for their stay - with entry &amp; contact details</p> <p>Leave a friendly note in the property along with written instructions re. The operation of equipment</p> <p>Contact them within 24 hrs of their arrival to check that they have settled in satisfactorily</p>		<p>o</p>  <p>o</p>

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*Blue Text - Self-catering specific standards*

# SERVICE QUALITY CHECKLISTS

## *Accommodation Sector*

### The Visit - Accommodation

<b>Minimum Standards</b> <i>Service in Rooms &amp; Public Areas</i>	<b>Enhanced Service</b>	<b>Your standard</b>	<b>4</b>
1. Check accommodation before customers' arrival	Place personalised note in room <i>Have fire lit &amp; lights on</i>		o
2. Ensure up-to-date information booklet is provided in each room	Up-to-date menus in rooms		o
3. Customer requests should be responded to promptly & efficiently. Supply information requested	If request made on last visit, provide automatically on next visit if appropriate Forward messages promptly & confidentially		o
4. Ensure all public areas are kept clean, tidy & ash trays are empty	Check & maintain frequently		o
<b><i>Food Service</i></b>			
1. <i>Greet customers immediately with a warm welcome</i>	<i>Use name, suggest drink</i>		o
2. <i>Hand them a clean, correct menu immediately &amp; wine list. Advise of 'daily' dishes.</i>	<i>Recommend local produce/house specialities</i>  <i>Include helpful descriptions on menu &amp; have all items available</i>		o
3. <i>Understand your menu</i>	<i>Describe dishes to customers</i>		o
4. <i>Respond to special requirements</i>	<i>Special requests should be treated with a positive reply.</i>		o
5. <i>Take orders accurately</i>	<i>Repeat back order &amp; note who ordered which dish</i>		o
6. <i>If there is any delay, provide an explanation as to why</i>	<i>Offer alternatives</i>		o
7. <i>Escort customers to tables, giving assistance to the elderly, disabled &amp; young children</i>	<i>Carry any drinks through to the table for customers, remembering which glass belongs to who</i>  <i>Help seat customers &amp; spread napkin on their lap. Remove surplus cutlery.</i>		o
8. <i>Serve bread &amp; wine(at right temperature) promptly</i>	<i>Warm, home-baked bread where possible</i>		o

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*Blue Text - Self-catering specific standards*

# SERVICE QUALITY CHECKLISTS

## Accommodation Sector

### The Visit - continued

Minimum Standards	Enhanced Service	Your standard	4
9. Offer customers water	Top-up regularly. Offer fizzy or still		o
10. After serving the first course within reasonable time (5-10 mins.) check that everything is to customers' liking	Check back within 3 minutes of each course being served. Serve each course without asking who ordered what. Log feedback		o
11. Follow recommended service procedures where possible <ul style="list-style-type: none"> <li>• clear plates within 2 minutes of finishing &amp; serve remaining courses within 10 minutes of each other</li> <li>• ensure service of food is accurate</li> <li>• offer relevant accompaniments</li> <li>• offer sweet menus</li> </ul>	<i>Serve ladies first. Dishes served from left &amp; cleared from right. Crumb down table</i>  Offer relevant accompaniments.  Describe sweets & cheeseboard to sell to customers Have excellent product knowledge of dishes i.e., vegetables, soups, sauces		o
12. Offer coffee/tea & serve promptly	<i>Suggest relaxing back in lounge with coffee. Top up regularly. Offer liqueurs &amp; choices of teas &amp; coffees</i>		o
13. Offer bill if appropriate	Bid customers farewell & thank them for their custom		o
<b>Wine Service</b>			
1. Take correctly order of wine to table & show to customer before opening	Advise customer on wines Demonstrate good wine knowledge Open wine in front of customer & display cork Clean neck of bottle		o
2. Offer wine to guest to taste & pour filling glass no more than 2/3rds full	Serve guests - ladies first, host last Use white wine & red wine glasses		o
3. Place white wine in ice bucket/cooler & red wine on table	Keep bottle closeby Use wine basket for expensive wines		o
4. Top up wines	Offer dessert wine & port with cheese		o

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*Blue Text - Self-catering specific standards*

# SERVICE QUALITY CHECKLISTS

## Accommodation Sector

### The Visit - continued

Minimum Standards	Enhanced Service	Your standard	4
<b>Breakfast Service</b>			
1. Welcome customers with a cheery 'Good Morning' & a smile	Show to table		o
2. Show customers to their seats, offer correct menu & explain buffet & invite to serve themselves from buffet	Offer tea/coffee while they look over the menu & serve immediately  Ask when they would like toast (brown or white bread)		o
3. Take orders promptly	Advise of local specialities		o
4. Serve cooked breakfast within 10 minutes	Freshly cooked. Check back that customers have everything required		o
5. Offer top-ups of coffee/tea/juices and toast and provide extra butter & preserves			o
6. Clear tables promptly	Check with customers that everything was to their satisfaction. Bid farewell and thank them for their custom		o
<b>The Departure</b>			
1. Greet customers with a smile, eye contact & appropriate greeting			o
2. When customers wish to settle their accounts, give them immediate attention or explain reason for any delay			o
3. Present them with an itemised, accurate account & process payment	Process transaction smoothly. Accept credit cards & foreign currency, especially the 'Euro'		o
4. Ask customers if their stay was enjoyable	Offer help with their luggage & directions/assistance to their next location  Ask what you could have done better to make it even more enjoyable. Log the feedback		o
5. Deal with queries quietly, politely & without fuss			o
6. Wish them a pleasant journey	Tell them you look forward to their next visit, thank them for their custom. Use customer's name		o
Self Catering			o
• Make every attempt to meet with your customers within the last 24 hrs of their stay	See off visitors on departure		o

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# SERVICE QUALITY CHECKLISTS

## *Accommodation Sector*

### General

Minimum Standards	Enhanced Service	Your standard	4
<b>Complaints</b>			
1. Acknowledge customers right to complain	Empathise with the customer		o
2. Listen to & accept the complaint	Jot down any notes for future follow-up		o
3. Ask customer questions to find out exact problem	Find out what they would suggest could be done to rectify matters		o
4. Agree the action to be taken and carry it out without delay	Under promise and over deliver		o
5. Follow-up on the spot or by letter when departed			o
6. Do not blame others	Find out what happened and change the system & train staff to ensure it does not happen again		o
7. Advise appropriate department about the complaint			o

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