



<b>Course Category</b>	Food and Beverage
<b>Course Title</b>	City & Guilds “International Introductory Award in Hospitality Customer Service” (Chinese)
<b>Course Code</b>	CA073
<b>Medium of Instruction</b>	Cantonese
<b>Duration</b>	9.0 hour(s)
<b>Course Fee</b>	Macao Resident: MOP800 (Exam fee MOP 800*) Non-Macao Resident: MOP800 (Exam fee MOP 800*)
<b>Certificate</b>	Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM and a certificate by City & Guilds. The passing grade for the course is based on the grading system set by City & Guilds.
<b>Objective</b>	This course is designed to develop the key areas that are required to promote and support good customer service. It covers the skills of effective communications, professional image and handling complaints.
<b>Outline</b>	<ul style="list-style-type: none"><li>• What is “customer service”</li><li>• Customer service—a key to success</li><li>• Identifying customers within the sector</li><li>• Drawbacks of poor customer service</li><li>• How to promote good service</li><li>• Customer needs and expectation</li><li>• Importance of developing effective communication</li><li>• Effects of ineffective communication</li><li>• Verbal and non-verbal communication</li><li>• Telephone techniques</li><li>• Importance of “first impression”</li><li>• Importance of positive attitude and professional image</li><li>• The need of “personal space” from customer</li><li>• Benefits of receiving customer complaints</li><li>• Ways of handling complaints</li></ul>
<b>Teacher</b>	Mr. Fong Chi Kuong, Derek
<b>Remarks</b>	*no subsidy for Exam fee