

languages including Spanish, Italian, French and German which makes tourists feel like home. The hotel also welcomes business events as there is a 100 persons capacity conference room.

- b) **Identify** the external and/or internal customers who buy / use these products / services. [1.3]

The customers who buy and use the services provided by The Leonard Hotel are tourists from all over the world visiting London, but also businessmen attending events in London or in the hotel's conference room. The hotel receives groups of guests from corporate companies, but Londoners also spend their time in the Hotel's restaurant and bar.

2. Provide the following information in relation to your current organisation (or one that you are familiar with):

- a) **Explain** how customers are made aware of the organisation's offer. [1.2]

Customers are made aware of the Leonard's Hotel offers from the hotel's website, by phoning at the reception or by sending an email to the hotel. Recently, the hotel started to advertise its offers also on its Facebook page.

- b) **Explain** what customer service staff can do to keep up to date with the organisation's offer. [1.4]

At Leonard Hotel's customer service staff is kept up to date with the hotel's offers through brief team meetings. The reception team is the most responsible for informing guests about the offers and that's why the manager sends instructs them in person or sends them emails informing them of any changes or new services in place. Also, customer service staff inform each other about the offers and the other departments as well, in order for everybody to be able to promote the hotel's products and services.

- c) **Describe** the publicity used to promote the organisation's products and services. [1.6]

Example 1	By having the hotel CCTV monitored	By providing an in-room safe
Example 2	By having a security man to supervise the premises and ensure everybody is safe	By having a locked and supervised luggage room and cloakroom.

6. Describe the steps you would need to take in order to gain approval if you wanted to change customer service procedures or practices affected by legislation. [5.6]

I would identify the situation that made me think that improvements are needed; I would consult with my colleagues and the manager; In order for the service improvement to take place the actions must be agreed, either formally or informally, without being affected by legislation limitation.

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