



TOURISM

GRADE 12

REVISION QUESTIONS

TERM 3



TOPIC: COMMUNICATION AND CUSTOMER CARE

All the questions in this document were sourced from previous DBE NSC and ECDoE provincial question papers.

This document consists of 18 pages.

TOPIC: COMMUNICATION AND CUSTOMER CARE**CONTENT: METHODS TO OBTAIN CUSTOMER FEEDBACK AND MEASURE CUSTOMER SATISFACTION****NOV 2014 NSC****QUESTION 10**

Study the customer feedback tools **A** and **B** below and answer the questions that follow.

A	B
 <p>The image shows two digital devices. The tablet displays a survey titled 'In which of the following areas could service be better?' with checkboxes for 'Service when ordering my meal', 'Service when picking up my order', 'Dining room service/bussing', 'Manager', and 'Other'. Below this is a 'Please explain:' field. The smartphone displays a survey titled 'Evaluate today's visit on the service you received.' with radio buttons for 'Excellent', 'Above Average', 'Average', 'Below Average', and 'Poor'. Both screens have 'Previous' and 'Next' buttons at the bottom.</p>	 <p>The image shows a handwritten survey form. The text on the form reads: 'Survey: Excellent: Good: Fair: Poor:'. A pen is pointing to the 'Excellent' option, which has a checkmark next to it.</p> <p>[Source: www.cartoondoc.stock]</p>

- 10.1 Identify the TWO types of feedback tools shown in **A** and **B** above. (2)
- 10.2 State ONE disadvantage of using feedback tool **A**. (2)
- 10.3 Give ONE reason why feedback tool **B** is a more effective customer feedback method for a business. (2)

**NOV 2015 NSC
QUESTION 10**

Study the picture of the Madison Restaurant.



[Adapted from www.joinusinturkey.com]

The Madison Restaurant has recently completed an analysis of their customer feedback survey. Results have shown there has been an increase in service delivery complaints in the restaurant.

- 10.1 Give TWO examples of possible guest complaints about service delivery in the Madison Restaurant. (4)
- 10.2 Recommend TWO solutions to the restaurant manager to overcome the complaints in QUESTION 10.1. (4)


**NOV 2016 NSC
QUESTION 10**

- 10.1 Give ONE reason why it is important for businesses to get feedback from their customers. (2)
- 10.2 Give TWO examples of customer surveys used by businesses. (2)
- 10.3 Explain TWO ways in which feedback from customers may inform and empower staff to improve their customer service delivery. (4)

**NOV 2017 NSC
QUESTION 10**

Study the picture below and answer the questions that follow.

TRAINING FOR EMPLOYEES



Were you satisfied with our products and service?





Surprise Them With A Personal Call!

[Source: www.prfree.com]

- 10.1 Identify the customer feedback method shown in the picture above. (2)
- 10.2 Explain TWO ways how the feedback method in QUESTION 10.1 helps to improve the level of service delivery of tourism businesses. (4)

**NOV 2018 NSC
QUESTION 10**

Study the information below and answer the questions that follow.

FEEDBACK FROM FOREIGN TOURISTS WITH RECOMMENDATIONS	
According to the feedback collected and analysed at an attraction, the two most common complaints by foreign tourists were:	
 COMPLAINT 1	 RECOMMENDATION
Not understanding what the tourist guide is saying.	10.1.1
 COMPLAINT 2	 RECOMMENDATION
Lack of food and beverage facilities at the attraction.	10.1.2

- 10.1 Recommend ONE way in which EACH of the above can be resolved.
Number your answers 10.1.1 and 10.1.2. (2 x 2) (4)
- 10.2 Name ONE way in which the attraction can measure the successful implementation of the recommendations made in QUESTION 10.1. (2)

**NOV 2019 NSC
QUESTION 10**

Read the customer's complaint on the 'Hello Peter' website and answer the questions that follow.

	THE WORST EATING EXPERIENCE
	<p>We got seated in the Format Restaurant at around 11:00. We had to wait 15 minutes before someone attended to us. Only three other tables were occupied. Eventually we placed our order. It was a very simple order, two pizzas and two cool drinks. The waiter was slow and mentioned he was still hung over from the night before. We received our food forty minutes later. The drinks order was correct, but they messed up our pizza order. We got two toasted cheese sandwiches. Eventually we got the pizzas, but spent the rest of the time chasing away flies.</p>
Reply from the restaurant:	
<p>E-mail us your contact details urgently at feedback@pizformat.co.za so our operations team can investigate further.</p>	
<p>[Adapted from www.hellopeter.com]</p>	

- 10.1 Identify ONE complaint from the customer in the extract. (2)
- 10.2 Explain ONE advantage of using the Hello Peter website for both the customer and the business. (2)
- 10.3 Give your opinion on the response from the restaurant. (2)

**FEB-MARCH 2015 NSC
QUESTION 10**

Study the information below and answer the questions that follow.

<i>Please rate our hotel for the following services:</i>	HOTEL JACARANDA			
	Excellent	Very Good	Good	Poor
Pleasant greeting and being helped by doorman	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minimal waiting time in queue at check-in	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteously greeted at front desk	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housekeeping services timely and efficient during your stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
A quality room amenities package (shampoo, soaps, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Prompt room service delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

- 10.1 Identify the business practice addressed by this questionnaire. (2)
- 10.2 Give ONE reason why this hotel has implemented the business practice identified in QUESTION 10.1 (2)
- 10.3 Discuss the guest's feedback to the hotel. (2 x 2) (4)
- 10.4 Recommend TWO intervention plans that the hotel should implement to improve their service delivery. (4)
- 10.5 As a business consultant, state THREE negative impacts that a poor review could have on this hotel. (3)

FEB-MARCH 2016 NSC QUESTION 10

Study the response of the customer feedback tool used by the Inn Hotel and answer the questions that follow.

Inn Hotel

We at the Inn Hotel care about what you think of the products and services we provide. Please take a few minutes to give us your thoughts ... we value your feedback.

Room No.: 1106
Date: 06/11/2015
Name of guest: R Turner

	Excellent	Good	Fair	Poor
Front office staff				x
Restaurant (meals)			x	
Housekeeping				x
Cleanliness of the room			x	
Overall hotel rating				x

Guest comments: I think the hotel gives its staff a licence to steal from unsuspecting guests. The hotel staff had no intention of looking for the missing items from my room. The staff was not interested in my loss.

We hope you had a splendid time at the Inn Hotel.
See you soon!

10.1 It appears that Mr Turner did not have a pleasant stay at the Inn Hotel.

Recommend TWO strategies the management of the hotel can implement to address the problems identified by Mr Turner.



(4)

10.2 Explain why the staff at the Inn Hotel should pay attention to their guests' comments.

(4)

**FEB-MARCH 2017 NSC
QUESTION 10**

Read the general manager's message to all guests at the Trinity Hotel below and answer the questions that follow.

**TRINITY HOTEL**
174 Longhorn Drive, Livingstone
Tel. 033 489 6373
manager@trinity.co.za
www.trinityhotel.co.za

20 November 2016

Dear Guest

We are delighted to have you with us and hope you are pleased with our facilities and services. It is our aim to create and maintain a pleasant and friendly atmosphere for your convenience.

We are always looking for guest feedback and would appreciate it if you could take some time to complete our feedback card in your room. We assure you that it will receive our special attention and follow-up.

Thank you for your kind support.


Jerry Weezel
General Manager

OR →


Scan this QR code with
your smartphone to give
us feedback on your
stay.

- 10.1 A hotel guest, Mr Roberts, has already checked out of the hotel. He would like to provide feedback on his stay at the hotel.

Identify TWO electronic methods mentioned in the message above that he can use to give feedback.


(4)

- 10.2 Explain TWO reasons why the Trinity Hotel uses various methods to obtain customer feedback.

(4)

**FEB-MARCH 2018 NSC
QUESTION 10**

Study the extract below and answer the questions that follow.

A RESTAURANT GETS IT RIGHT	
	<p>Customers at the restaurant have complained about slow service and the quality of food. The restaurant therefore introduced an SMS feedback system. Customers are given a card with the restaurant's cell number requesting feedback via SMS.</p> <p>On receiving a complaint via SMS, the manager of the restaurant responds within 10 minutes. He sends back an SMS message, assuring the customer the complaint will be addressed and offers a 20% discount on their next visit.</p> <p>[Adapted from www.marketingminefield.co.uk]</p>

- 10.1 In the extract above, identify TWO advantages of using feedback via SMS. (4)
- 10.2 Give ONE other feedback method where customers can use technology for their complaints. (2)

**MAY-JUNE 2018 NSC
QUESTION 10**

Read the article below and answer the questions that follow.

HOTELS MUST MANAGE THEIR ONLINE REPUTATIONS

Most tourists read online reviews as part of their trip planning. They visit websites from where reviews and ratings are listed alongside rates and booking options.

These online reviews will influence the tourist's choice of accommodation. Therefore a hotel must manage its online reputation by responding to all reviews posted on the internet.

[Adapted from www.reknown.com]

- 10.1 State ONE way in which customer feedback influences travel planning. (2)
- 10.2 Suggest ONE way in which a hotel should respond to the following:
- 10.2.1 A positive online review about the hotel (2)
- 10.2.2 A negative online review about the hotel (2)
- 10.3 Explain ONE reason why responding to online reviews in QUESTION 10.2 is a way of managing a hotel's online reputation. (2)

**MAY-JUNE 2019 NSC
QUESTION 10**


Study the feedback tool below and answer the questions that follow.

REVIEW US NOW

Tell us about your visit.

Fill out the information in the spaces below and press the submit button. Thank you for your feedback and support!

1. Give us a star rating.



2. What would you tell others about your experience?

3. Fill in your name and surname.

Your name and surname

4. Fill in your email address.

name@example.com

SUBMIT REVIEW

[Source: www.support.grade.us]

10.1 Give ONE way in which the completed feedback tool from customers would reach the tourism business. (2)

10.2 Refer to question 2 ('What would you tell others about?') on the feedback tool.

Give TWO reasons why the tourism business included this question on the feedback tool. (4)

COMPILED BY E FERREIRA (SES: SERVICES SUBJECTS NMB DISTRICT)

**SEPT 2014 EC
QUESTION 10**


Study the picture below and answer the questions.






- 10.1 Identify the latest type of technology that guests dining at *Parker's Restaurant* are invited to use in order to submit feedback regarding their customer experience. (1)
- 10.2 Name any TWO other methods that restaurants can use to obtain customer feedback. (2)
- 10.3 Identify how *Parker's Restaurant* is enticing their customers to comment on their service. (1)
- 10.4 List the FOUR stages that the management of *Parker's Restaurant* needs to follow to analyse the feedback from their customers in order to improve their service delivery. (4)
- 10.5 By providing excellent customer service, the profitability of *Parker's Restaurant's* will improve. (3)
- Motivate this statement by providing THREE reasons.

SEPT 2015 EC QUESTION 10

Study the summary of service feedback received from 50 hotel guests as reflected below and answer the questions that follow.



For each item listed below, please tell us how well we met your expectations.

RESERVATION, ROOM SERVICE AND RECEPTION	Better than expected 	As expected 	Less than expected 
Friendliness / helpfulness of reception staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Efficient room service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Efficient check-in at reception counter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Efficient check-out at reception counter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- 10.1 Identify the feedback method used by Felix Hotel to determine customer satisfaction. (1)
- 10.2 Suggest TWO reasons why the management of the Felix Hotel regard it as important to determine their guests' service experience. (2 x 2) (4)
- 10.3 10.3.1 Determine the service provision area in Felix Hotel that gives the most problems and needs immediate attention from the management. (1)
- 10.3.2 Propose TWO intervention strategies that the management of Felix Hotel could implement to rectify the service provision problem in QUESTION 10.3.1. (2 x 1) (2)

**SEPT 2016 EC
QUESTION 10**

Study the customer feedback method used by Jimmy's Restaurant and answer the questions that follow.



- 10.1 Give ONE advantage of the type of feedback method used by Jimmy's Restaurant. (2)
- 10.2 Identify the service provision area in Jimmy's Restaurant that needs immediate intervention from the management. (1)
- 10.3 Suggest TWO strategies that the management of Jimmy's Restaurant could implement to improve the service provision in the area identified in QUESTION 10.2. (2 x 2) (4)
- 10.4 Explain why the strategies identified in QUESTION 10.3 will lead to customer loyalty. (2)

**SEPT 2017 EC
QUESTION 10**

Study the extract on customer satisfaction and answer the questions that follow.



- 10.1 Identify the customer feedback method used in the extract that enables customers to post reviews on products or services they have experienced. (1)
- 10.2 Explain how the feedback method identified in QUESTION 10.1 can be useful to potential customers. (2)
- 10.3 Give your opinion on the status of the Ocean Fresh Restaurant's customer service based on the 290 customer reviews. (2 x 2) (4)
- 10.4 Recommend TWO intervention plans to the restaurant manager to address the complaints of AnnieH. (2 x 2) (4)

**SEPT 2018 EC
QUESTION 10**

Study the customer feedback tool below and answer the questions that follow.

How likely are you to recommend us to someone you know?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all likely Extremely likely

**You rated us a 2.
Will you share why?**

The attitudes and behaviour of your cleaning staff are unacceptable.

Send feedback

Thank you for your feedback.

- 10.1 Identify the electronic communication method the tourism business used to distribute the customer feedback tool shown above. (2)
- 10.2 Give ONE reason why it is important for tourism businesses to obtain feedback from their customers. (2)
- 10.3 Recommend TWO intervention strategies that the business manager could implement to address the complaint identified by the customer in the questionnaire shown above. (2 x 2) (4)

SEPT 2019 EC

QUESTION 10


Many people turn to social media to complain about bad service. Read the extracts from Facebook below and answer the questions.

Mary Pietersen doesn't recommend Shosholoza Meyl


14 December 2018




The train is always, but always late! We are waiting at Touwsrivier since 14h00, train supposed to be here by 13h45! Why are they always late!! 😞


Like 
 Comment 
 Share 

Amy Naidoo doesn't recommend Shosholoza Meyl


22 December 2018

The train is more than 10 hours late. There is no bottled water or food left for the passengers. Very poor performance! 😡

Like 
 Comment 
 Share 

	
<div>1.8</div>	
1.8 OUT OF 5 Based on the opinion of 20 people	
Would you recommend Shosholoza Meyl?	
YES	NO

- 10.1 Identify the method used to obtain customer feedback in the above examples. (2)
- 10.2 Discuss ONE reason why the management of Shosholoza Meyl should pay attention to the complaints from their customers on their Facebook page. (2)
- 10.3 Suggest ONE benefit for the Shosholoza Meyl if the management were to pay attention to the complaints on their Facebook page and address the issues mentioned by the customers. (2)