Hospitality Services
Service Level Standards
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1. Introduction and Purpose

The aim of this document is to confirm that the planned level of service promised to the customer will be properly and consistently delivered. It also confirms that Hospitality Services monitors and measures customer satisfaction ratings and has processes in place with defined targets and measurements to demonstrate best practice and performance.

The definition of services provided are described and the manner in which those services are delivered is clarified in this document.

The document also ensures that customers are aware of established procedures and policies in place for delivering the level of service promised and that there are methods in place to handle any service problems and shortcomings in customer satisfaction.

It also confirms that those who are responsible for delivering the customer promise are equipped with the necessary skills and that they have access to established methods for reviewing and assessing performance.

These standards of performance also include processes and availability of resources for enabling staff to deliver on the customer promise whilst ensuring that all statutory requirements are adhered to. They also demonstrate that there is contingency planning in place to ensure continuation of the service.

The Service Standards encompass those services supplied by key partners and demonstrates that the aims, objectives and performances of those partners are compatible with the service requirements and the customer promise.

Generating great customer experiences is a constant challenge as different people want different things at different times and their emotions play a significant role in their reaction to the service they receive.

The aim of Hospitality Services is to deliver consistent standards by identifying and defining the needs of all our customers.

One key method to successfully providing excellent customer service is to commit each and every staff member to delivering on a clear customer promise.
2. The Customer Promise

The customer promise is a clear statement of the standard of service that the customer can expect to experience. The statement reflects the aims of the Housing & Hospitality Division in striving to achieve this standard of service.

In effectively communicating this promise to customers and staff and by continually reviewing it we will ensure that the service is consistently aligned to the promise.

The Housing & Hospitality Division is dedicated to Excellence in customer service and we promise that we will.....

*Provide a welcoming environment from professional, friendly, accessible and courteous staff and be open, honest and communicative, treating all customers with respect.*

*Offer a flexible approach in meeting your needs by providing relevant information upon request and responding promptly to all enquiries, comments & complaints.*

*Maintain a consistently high standard of customer service, meeting & exceeding our published service level standards.*
3. Definition of Services

The services defined are those that we promise to deliver together with the manner in which we intend to deliver them.

3.1 To manage the provision of the University’s catering and vending contracts as per the Agreement with the Contractor to ensure a level of service that meets the expectations of the University, its staff and its customers.

- This is done by consistently measuring the service, using valued feedback and maintaining constant dialogue with the Contractor.
- Customers should expect to receive a good standard of food and beverages which offer value-for-money and are easily accessible.
- All catering outlets have published opening hours during the academic year and revised hours of opening during vacation times. Should there be any deviation from those hours customers will be informed prior to the changes being made.
- Any complaints or criticisms will be dealt with by the Estates & Facilities Service and in accordance with the University’s Complaints Procedure

3.2 To offer for hire the Campus facilities, including the Student Residences during vacation time, in accordance with the University’s Lettings Policy and its commitment to customer service

- This is done by establishing and maintaining relationships with customers who use or intend to use the facilities. In measuring customer satisfaction and using valuable feedback the intention is to deliver an efficient and effective service.
- All customers are treated with courtesy and respect and will receive personalised responses at the enquiry stage
- All events booked will receive support before, during and after the event from a dedicated conference team
- All customers using the Residences will receive a consistent level of service in line with the Hospitality Services standard and the Customer Promise
- Any complaints or criticisms will be dealt with by an experienced member of the Hospitality Services team and in accordance with the University’s Complaints Procedure
3.3 To provide a warm, friendly and welcoming Reception for all customers including students, staff, visitors and conference delegates

- The Reception has a dedicated, presentable team responsible for ensuring that all customers are treated with respect and courtesy.
- The team will ensure that where possible all enquiries are responded to in the most efficient manner and that the responses given are appropriate and accurate.
- The Reception areas will be maintained at all times between the hours of 08.00 to 17.00 to offer an informative, professional and welcoming environment.
- Any complaints or criticisms will be dealt with by an experienced member of the Hospitality Services team and in accordance with the University's Complaints Procedure.

4. Performance Tracking and Reporting

There are Performance Indicators in place that deal with the monitoring, measuring and reviewing of service level performance. All Hospitality services are capable of being measured with the results analysed and reported.

These PIs have clearly defined SMART objectives and are focused on four main areas which are financial, operational, developmental and customer related. They include:

- Reviewing Business strategy and monitoring income/costs
- Assessing business processes and performance requirements
- Reviewing Policies and Procedures and Statutory Regulations
- Auditing and appraising team performances and skills
- Reviewing service delivery, consistency and customer satisfaction

There are Benchmarking processes in place specified within this agreement demonstrating that specific targets are being utilised. These processes allow Hospitality Services to develop plans on how to make improvements or adopt best practice. Benchmarking is treated as a continuous process and one in which these practices are continually challenged. The information from competitors at other Educational Institutions, Academic venues, Hotels, Conference and Training Centres is used to complete a SWOT analysis and includes:

- Their identity and what they offer
- Their pricing strategy
- Their customer volume and profiles
- Their advantages and disadvantages in comparison
- Their reaction to us as competitors
5. Complaints Management

To minimise the adverse impact of unplanned incidents and problems there is an appropriate process in place to handle and resolve any disputes. This process also includes such preventative activity deemed necessary to reduce the occurrence of such incidents. This process includes the usage of the following:

- Customer comments forms which are easily accessible
- Formal records and logs maintained of all incidents and problems
- Customer satisfaction feedback forms
- The University’s Complaints Procedure

6. Training & Development of Staff

To ensure that the people who are responsible for delivering the service level standard are equipped with the necessary skills and resources we undertake to promote training and development activities. We have established methods in place for reviewing and assessing performances and job satisfaction, and a means of empowering staff to facilitate continual improvement.

The methods and processes in place include:

- Staff development records - training database
- Job descriptions and profiles
- Staff appraisals and assessments
- Continuous Professional Development statements
- Team meetings and audits
- Competency Frameworks
- 1-1 job reviews

7. Statutory Obligations

To ensure we recognise and comply with all legal requirements and current best practice the following are adhered to:

- All legally required Health & Safety Policies & Procedures
- The Data Protection Act 1998
- The Freedom of Information Act 2005
- The Disability Discrimination Act 1995
8. Contingency Planning

In the event that the Hospitality Service standard or facilities agreed cannot be delivered then we will endeavour to provide alternative provision or arrangements where possible. Should the circumstances necessitate, the University’s Business Continuity Plan would come into force.

9. Supporting Documents

There are documents available that support and validate the Hospitality Service Standards which can be reviewed on application. These include:

i. Contract for University Catering Provision
ii. University Lettings Policy & Premises Licences
iii. Terms & Conditions - Conferences/Events
iv. Agreement & Contract - Language Schools
v. Health & Safety Policies
vi. University Complaints Procedure
vii. University’s Business Continuity Plan
viii. Fair Trade Policy
ix. MIA Code of Practice
x. Tourism SE - Promise to Excellence in Customer Service