



AMBASSADE
DE FRANCE
EN OUGANDA

*Liberté
Égalité
Fraternité*



Training Content

Customer Service



Introduction Game



'What is the kindest thing that someone ever did to you?'

Expectation Mapping



What do you want to learn in this training?



House Rules



**Which rules
should we use
for this training?**



What a lovely service - best experience ever! - *****



I stayed at the Grand Royale for a week in September. It was my first time in the country. My plane had been delayed for 5 hours and my cabin luggage did not arrive at the airport and I was so stupid not to put my charger in my hand luggage and my phone was finished. So here I was, for the first time in the country, having no clean clothes, having no phone and being very tired! When I finally arrived in the hotel I was almost having a breakdown.

The lovely young man at the reception, named Isaac, did exactly what you hope such a guy would do. He offered me a complimentary glass of juice, listened to all my stories full of self-pity and told me that from now on, everything would be fine: they were going to make the necessary phone calls to make sure the luggage would be in the hotel as soon as possible, they had the right phone charger that I could use and wondered if I still liked some dinner (even though the restaurant was already closed).



The room was perfect: spacious, quiet and it had a great view. The food was simple, but well-prepared. Without exception, the staff were polite, always in a good mood and did everything throughout the week to make me feel at home. And luckily, already on the second day, Isaac brought my luggage to the room!

I would highly recommend the Grand Royale to anybody – and Isaac needs to get a raise! I would give it five stars, but only because six stars is not an option.

There is only 1 thing that is even more terrible than the room: the receptionist *



Yesterday I checked out from the Grand Royale. Every bit of it was terrible. This place should be closed as soon as possible. I really felt like I was treated as a criminal, so after 1 day I decided that this hotel isn't worth a single penny so I moved to another hotel which is so much better. Let me explain what went wrong. The short story is: EVERYTHING!!

The long story is: it was my first time in the country. But as my flight was delayed and my luggage did not arrive, I was very tired and frustrated when I arrived. The receptionist called Isaac seemed to be more interested in texting his girlfriend than trying to give me a good experience. It started when I arrived. As I have some problems with my knee I wanted to make use of the elevator instead of taking that little stairs up to the reception. He clearly saw me trying to use the elevator, but only after 3 minutes did he say it wasn't working. No greetings, no sorry, no nothing. Only "it's not working!".



When I asked him if I could still have some food, he said no. When I asked him if he knew of any nearby restaurant that was still open, he also said no. What kind of help is that?? When I asked him for a charger for my phone, he even sighed and said no.

So when I walked away from the reception, he even called me back to ask me in a flirty way for my WhatsApp number. Why on earth would he think I'd give him that? What an asshole!

The room was small, smelly and the hot water was not working. I was very hungry and thirsty, but I was in a breakdown as I longed for a good sleep even more. To finish the story in style: I couldn't sleep because the neighbors were in love way too loudly.

I have slept in many hotels in my life, but this one was the worst. I'll rate it 1 star, only because 0.5 stars is impossible.



What is customer service?

**Why is
customer
service
important?**



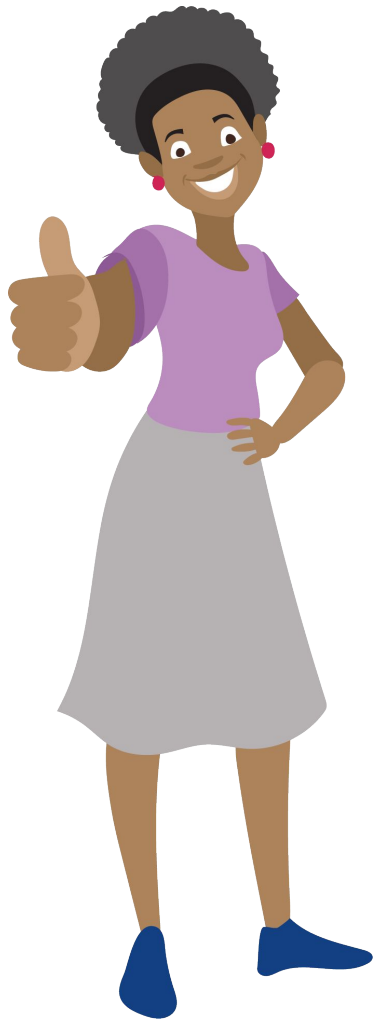


**When do
you do
customer
service in
your job?**





**Which customer
service actions
do you **already**
do in **your job**?**



Customer service is the effort taken in providing customers with a positive experience.

It involves catering to their needs and wishes.



Providing customer service is an important part of your job!

Positive guest experiences are good for business.

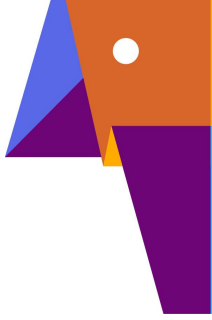


Elements of a great customer service experience



- **Speed:** Customers want everything fast. This includes response time from employees or the time it takes to resolve a customer issue.
- **Transparency:** Customers don't want to be kept in the dark. Be sure to offer explanations to your customers, especially when something goes wrong.
- **Availability and accessibility:** Ensure you have several contact channels for your customers to reach you, such as phone, email, web chat and social media.
- **Friendliness:** This is a vital part of good customer service. Ensure your employees are always polite, fair and nice to your customers.
- **Simplicity:** Don't make things complicated for your customers. Your communication and processes need to be clear and succinct for your customers to understand.

Scenario 1: Experienced and Professional Barista



Characters:

Sarah - A skilled and experienced barista.

Jack - A regular customer who is known to be impatient.

Lisa - A first-time customer who is upset about her order.

Scenario:

It's a busy morning at "City Brew Haven," a popular coffee shop known for its artisanal coffee and pastries. Sarah, an experienced barista, is working behind the counter, multitasking as she prepares various orders. The line stretches to the door, and the atmosphere is filled with the chatter of customers and the hissing of the espresso machine.

Jack, a regular customer, has just received his cappuccino, but he notices that it's not as hot as he'd like. He approaches the counter, frustration evident in his voice.

Jack: (raising his voice) "Sarah, my cappuccino is barely warm! I've told you a hundred times - it needs to be scalding hot!"

Sarah: (remaining calm) "I'm sorry to hear that, Jack. Let me make you a fresh one right away. I'll ensure it's piping hot this time."

While Sarah begins remaking Jack's cappuccino, Lisa, a first-time customer, approaches the counter. She has a look of disappointment on her face.

Lisa: (frustrated) "Excuse me, but this latte I ordered is supposed to be dairy-free, and I'm pretty sure you used regular milk."

Sarah: (apologetic) "I'm really sorry for the mix-up, Lisa. Let me make you a new latte with dairy-free milk immediately. Your satisfaction is important to us."

Sarah continues making a new latte for Lisa while Jack's cappuccino is being remade. Jack, still irritated, receives his fresh cappuccino.

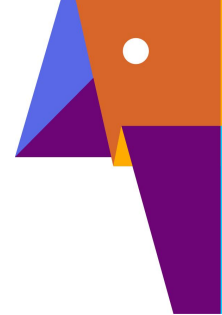
Jack: (relatively calmer) "Thanks for fixing it quickly. It's much better."

Lisa: (slightly appeased) "I appreciate you remaking my drink, but it's important to get orders right the first time, especially for those with dietary restrictions."

Sarah: (smiling) "You're absolutely right, Lisa. We aim for accuracy, and we'll do our best to ensure this doesn't happen again. Your feedback helps us improve."

Both customers nod and return to their seats, their frustration diffused by Sarah's calm and apologetic response. As the morning rush continues, Sarah remains focused and ensures that the rest of the customers receive their orders promptly and accurately, maintaining a positive atmosphere in the coffee shop.

Scenario 2: Inexperienced Barista



Characters:

Daniel - An inexperienced barista on his first day.

John - A regular customer who is usually patient.

Emily - A first-time customer who is upset about her order.

Scenario:

It's a tranquil afternoon at "Village Brews," a charming little coffee shop in a small town, known for its friendly atmosphere. Daniel, a newly hired barista, is nervously trying to get the hang of things. The coffee shop is mostly empty, with just a few customers enjoying their beverages.

John, a regular customer, orders his usual Americano and sits at a corner table, sipping his coffee while reading a book. A few minutes later, Emily, a first-time customer, approaches the counter, her order in hand.

Emily: (frustrated) "Excuse me, but this latte I ordered is supposed to have an extra shot of espresso, and it doesn't taste right."

Daniel: (nervous and flustered) "Oh, I'm sorry, ma'am. I'm new here, and I'm still learning. Let me see if I can fix it for you."

Daniel takes the latte and tries to figure out how to add an extra shot of espresso, but he accidentally spills a bit of the drink in the process.

Emily: (irritated) "This is taking too long, and you just ruined my drink! I don't want it anymore. Give me a refund!"

Daniel is visibly flustered and doesn't know how to process a refund in the system. Meanwhile, John approaches the counter, noticing the commotion.

John: (usually patient, but now frustrated) "Hey, is there a problem here? I just want a coffee."

Daniel: (nervous and overwhelmed) "I'm really sorry, sir. I'm new and don't know how to process refunds or make the drinks right. Can you please wait a bit longer?"

John: (frustrated and losing his patience) "This is ridiculous. I don't have time for this. I'll go somewhere else."

Emily: (angry and disappointed) "I'll take my business elsewhere too. You guys clearly don't know what you're doing."

In this opposite scenario, Daniel's inexperience and inability to handle the situation result in frustrated customers walking away, leaving the coffee shop with a negative impression. The absence of experienced staff and poor customer service can have a detrimental effect on the business's reputation.

Tea Break!





London



New York



Kampala

Different people, different needs

Why is that important?





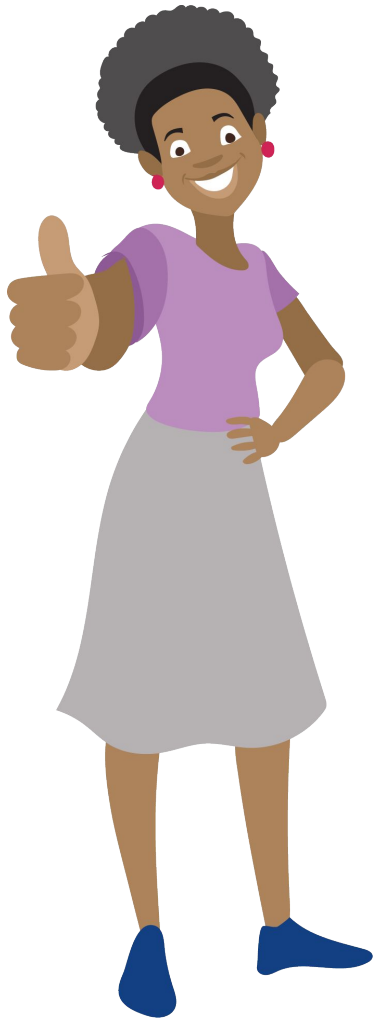
It is important to realize that every guest is different. They have different reasons for staying at a place, have different activities to do and have different needs and wishes.

You can only give them good customer service if you are attentive to these needs and wishes.

What will be appreciated by one guest, may be annoying to other guests. Someone may want privacy whereas others may want a lot of attention.

Listen carefully to the guests, observe them well, and think how you can make sure that each particular guest has a great experience.





No matter if it is a local streetboy who just found some cash, or the President of Japan:

Every guest deserves the best customer service you can give...

... but what that service entails may differ from guest to guest.

Ejoka!



**Esther,
Timothy &
Jacky from
Uganda**

**Goede
middag!**



**Anne & Peter
from the
Netherlands**

**Good
morning!**



**Mr. Kuffour
from Ghana**

**こんにちは
(Konnichiwa!)**



**Kenji & Akane
from Japan**

Hallå!



**Anders
from Sweden**



“Hello! My name is Esther and I am glad to be back in the country of my roots. Since I was 6 years old, I have lived in London and now I am back! I am very interested to explore this place and see if it is like how I remembered it. I am here with Timothy and Jacky, my 7-year old twins. I hope they’ll like it too, because me and my husband are actually thinking of starting a business in solar panels in this city. That would mean that we will return to this place. Unfortunately, he wasn’t able to be here with us, as for him it is the first time in this country. The coming weeks we will explore the place, but I also want my children to have fun. So far, they seem to love it!”

“Nice to meet you, we are Anne and Peter, we come from the Netherlands, we are so excited to finally be in Africa! You know, when you are in your late 60s travelling is not easy, since we are not the fittest anymore. Especially Peter cannot walk long distances as his hip is hurting him too much. We had a long flight and tomorrow we will go on a big safari trip. So it would be nice to have a good sleep, as we are very tired. We have waited for years to be able to go on this trip. Now that we are retired we can finally do so! We hope that this trip will be just like we imagined it: we hope the people are nice, that this place is safe and that we don't have to fix everything ourselves.”





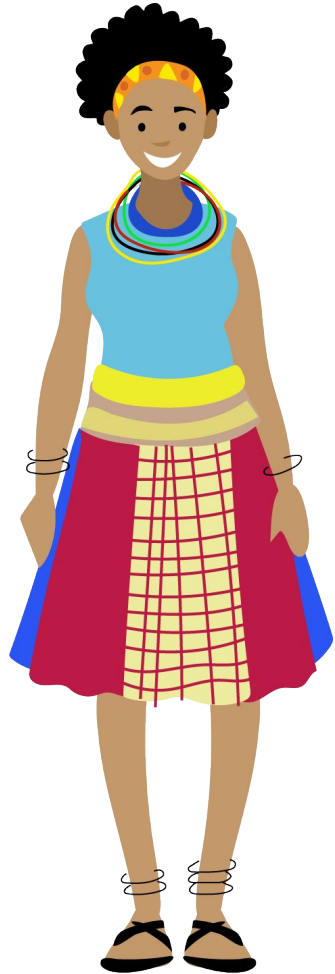
“I am sorry, but I don’t have a lot of time to introduce myself properly. You know, tomorrow is the big conference where I will be speaking and my flight got delayed so I don’t have a lot of time. What I can say is: my name is Mr. Kuffour and I come from Ghana. I am an expert in digital banking services and I know this country very well. I think that is all you need to know. Now I will be going to my room, as I still need to prepare a lot. But send me some lunch as I am starving.”

“Good afternoon, I am Kenji and I am here with my wife Akane and we have just arrived from Japan. I can't believe we are here! Last week was our wedding and now we are on our honeymoon! This will truly be the best time of our lives. We are so in love. We want to have it all perfect as this will be a once in a lifetime experience! We want the room to be spotless and the sheets need to be cleaned very often. We would like to go to the best restaurant in town, tonight. We don't care how much it costs. Also, we don't eat meat, but I guess that is not a problem. Can you get us a driver in a luxurious car?”





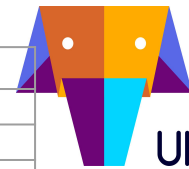
“Hi guys, my name is Anders and I come from Sweden. I am 23 years old and for the past few months I have traveled by myself all over the continent. I am writing a travel blog about food in every country and I like to experience as many things as possible. I travel by public transport, as that is the cheapest. Over the past few weeks I have been a little bit ill, as I must have eaten something bad. But that’s just part of the adventure, I guess. Luckily I am now recovered, but I would like to visit a pharmacy, though. I am excited to be in this country, as my cousin has lived in this place before.”



Exercise

1. Make five groups
2. Each group will focus on 1 customer
3. Read through the list of actions
4. Discuss and decide which actions will be appreciated by your customer and which ones you should avoid.

List of actions



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Is this a good and relevant kind of customer service for your customer?	Yes	No
Make sure there is a speedy and reliable internet connection		
Bring their luggage to the room		
Provide an introduction about the nightlife of the town		
Provide a room that is easily accessible by foot		
Give a lot of privacy		
Teach some greetings in the local language		
Send somebody to the room to ask if everything is perfect		
Explain which restaurants are nice		
Mention which places are not safe		
Don't mention the day-to-day struggles locals have		
Mention some of the struggles locals have		
Ask if there are any dietary preferences		
Explain how public transport works		
Provide a map of the city		
Ask if people have the right power adapter, if not: provide it or tell where to get it		
Explain which tourist attractions provide the best value for money		
Explain how not to get robbed		
Explain how bargaining works		
Ask if he/she has binoculars		
Mention child friendly restaurants		
Mention nanny services		
Pay attention to which titles he/she uses to refer to him/herself		
Mention late check-out possibilities		
Explain the possibilities for buying a local sim-card		
Explain that it's possible to iron some clothes		
Ask whether he/she needs a wake-up call, so that he/she doesn't oversleep		





**What service
to provide?**

Roleplays





Professionalism

- 1) The skill expected of a professional.
- 1) Professionalism is a soft skill and it also concerns how you present yourself.

Tips on professionalism



1. Say hello!
2. Take time
3. Try to remember
4. Always use 'please' and 'thank you'
5. Praise and congratulate
6. Be polite and helpful
7. Use appropriate language
8. Be assertive
9. Learn to listen attentively
10. Respect time
11. Avoid gossip
12. Apologize for your mistakes
13. Respect
14. Dress appropriately
15. Use humor
16. Practice good personal hygiene
17. Be punctual

Professionalism Scenarios



What would you do if this happened?

1. Spilling drinks over a guest.
2. Colleague keeping tips.
3. New drink but you do not know the taste.
4. Rude guests.
5. Colleague not appearing professionally
6. Busy night - many people demanding service
7. Not knowing the answer of a question
8. Shift's end, colleagues left the bar a mess. How can this be prevented next time?
9. New ideas about how to make customers feel special and appreciated when served a drink
10. It's time for your break, but you can't find any of your colleagues



**Name one thing
you liked about
today.**

**Name one thing
about the training
that could be
improved.**

**Name one new
thing you learned
today.**



**Thank you
for today!**





Disappointed guests

Dealing with disappointed clients can be difficult. Regardless of whether you believe they have a point in being disappointed, it is up to you to deal with the situation as good as possible.

If you don't handle the situation well, the clients become even more upset. But if you manage to deal with them well, their disappointment might disappear almost completely and even turn into delight for how well it was solved!

There are many different situations in which a client can be disappointed and how to deal with them differs according to the situation. But the following 6 aspects are proven to be effective in terms of dealing with disappointed clients. If you include all of them, you are on the right track. But if you leave out any of them, clients may feel something is forgotten.

Steps to satisfy disappointed guests



Disappointed customers often want:

1. **An empathetic ear.** Sometimes they simply want to vent. They want to know that the employee or manager is listening and cares.
2. **An apology.** In some cases a sincere apology is enough.
3. **A solution.** Typically customers bring issues to the attention of staff because they want them fixed.
4. **Compensation.** Upset customers are looking for compensation, but not always.
5. **Follow-up.** For some people, it's important to know that their concerns are brought to the attention of management and are fixed for future customers.
6. **Reassurance.** Customers want to know they're in good hands.



London



New York



Kampala



Disappointed Guests

Discuss: how do you deal with them?

Role plays



We are now going to practice these 6 steps by doing a role play.

In groups of 3, you will play out a scenario in front of the rest.

Person 1 and 2 will pick 2 cards randomly, 1 for who the clients are, and 1 for why they are disappointed. They will act as if they are those clients and are disappointed because of that reason.

Person 3 will represent a tourism company that is trying to deal with the disappointed clients. He/she will have to apply all the 6 steps as mentioned before.

The play will continue for a minute or 3. The audience will give constructive feedback on whether the situation was handled correctly.

Tea Break!





London



New York



Kampala



They say that
**prevention is
better than curing
a problem. But
why?**

Discuss in pairs

How could these issues have been prevented beforehand?



1. Customer has a painful stomach as he/she ate something bad
2. Customers are unhappy because they had to wait in line for over 30 minutes before they could check in and then they had to wait again for their rooms to be ready
3. Customers are very annoyed but don't speak English or any other language you know. It seems they don't like the food and want to have their own style of food.
4. Customer believes the askari was trying to hit on her/him
5. Believe the bedsheets were not properly washed
6. Lost their laptop on your premises and believe someone might have stolen it
7. Believe the view was disappointing and claim that they booked a different room
8. Thinks the rooms are far too expensive

Can **you** think of
any situation
where there
problems with
guests and you
wonder how this
should have been
handled
professionally?

Let's discuss!



Preventing sexual harassment!



- When someone carries out unwanted sexual behavior that makes someone feel upset, scared, offended or humiliated or is meant to make them feel that way.
- It's a type of sexual violence, just like rape and sexual assault.
- It can have serious impact on your physical and mental health.

Some signs, symptoms and actions of sexual harassment

1. Sexual gestures/suggestive looks/sexual jokes/requests
2. Displaying images/body of a sexual nature
3. Unwanted physical contact of a sexual nature



How to minimize/prevent harassment

1. Make prevention a company priority
2. Educate employees about harassment
3. Take swift and decisive actions
4. Tighten up on the legal action
5. Involve employees in forming the harassment policy
6. **Always be alert, don't be caught unaware!**

Actions to be taken in the face of sexual harassment

1. Ask the harasser to stop
2. Report to management
3. Cooperate in your employer's investigation
4. Contact the proper authorities
5. Contact an attorney

Lunch!



Decent work

The term decent work refers to work which is productive for women and men in conditions of freedom, equality, security and human dignity. This includes promoting jobs and enterprise, guaranteeing rights at work, extending social protection and promoting social dialogue.



Components of decent work

1. Employee working contracts.
2. Social security e.g. NSSF and or Medical care.
3. Known policy on average working hours.
4. Competitive salaries above 192,000 SHS.
5. Known policy on overtime and compensation.
6. Other incentives or perks, such as uniforms, accommodation and meals.
7. Known policy on problem solving capacity.
8. Known policy on consultation procedures.
9. Known policy on Negotiation
10. Clear exchange of information.
11. Routine safety meetings.
12. Regular equipment inspections.
13. Personal Protective Equipment (PPE).
14. Safety trainings for employees.
15. Safety labels and signs at the company.
16. Safety protocols.
17. Occupational health & safety policies
18. Hazard identification & assessment of risks.
19. Staff inclusion in policy making.
20. Employee representation

Contracts & Job Descriptions



Sample customer service contract



This Contract of Employment sets out particulars of the main terms on which employs:

1. **NAME:** _____
2. **ADDRESS:** _____
3. **JOB TITLE:** _____
4. **COMMENCEMENT DATE:** _____
5. **TERM OF EMPLOYMENT:** _____
6. **PROBATION PERIOD:** _____
7. **SALARY:** _____

- (a) Your salary is payable monthly at the end of each month in full by cash.
- (b) Your salary is set at such a level as to compensate for the need for occasional additional hours at work.
- (c) Your salary is subject to NSSF, PAYE and Local Service Tax deductions.

8. **PLACE OF WORK:** _____, KAMPALA, UGANDA
9. **HOURS OF WORK:** _____

10. GENERAL RULES OF EMPLOYMENT

- (a) You shall carry out duties as per your job description and as directed and necessitated by your Superior(s).
- (b) During holiday and busy periods, etc. it may be necessary for you to take over some duties normally performed by other Employees.
- (d) You are expected to report for work at least 15 (fifteen) minutes before your listed hour, so as to allow for any preparation for your duties.
- (e) The following shall be prohibited during working hours and subject to disciplinary action in addition to the misdemeanors listed in Paragraph XX below:
 - (i) Use of mobile devices, including phones, radios etc.
 - (ii) The consumption of alcohol

Contract (Cont. ...)



11. **ANNUAL LEAVE AND PUBLIC/BANK HOLIDAYS**

12. **SICKNESS PAY AND CONDITIONS**

13. **SAFEGUARDS**

- (a) We reserve the right to carry out searches of employees and their property (including vehicles) whilst they are on our premises or business.
- (b) If you are suffering from an infectious or contagious disease or illness you must notify us immediately.

14. **CAPABILITY AND DISCIPLINARY PROCEDURES**

- (i) Theft
 - (ii) Physical abuse including sexual abuse and/or harassment
- Should you feel aggrieved at any matter relating to your employment, you should raise the grievance with the Manager in writing.

15. **NOTICE OF TERMINATION TO BE GIVEN BY EMPLOYER/EMPLOYEE e.g;**

- (a) On completion of probationary period but less than 1 years' service: 14 (fourteen) days
- (b) Between 1 year and 5 years: 1 month

16. **PAY IN LIEU**

- (a) The Company reserves the contractual right to give pay in lieu of all or any part of the above notice by either party.

17. **TRANSITION**

- (a) This contract supersedes and nullifies any other employment contract entered into between the employer and the employee.

NAME

SIGNATURE

DATE



**Name one thing
you liked about
today.**

**Name one thing
that you did not
like about today.**

**Name one new
thing you learned
today.**

**Thank you
for today!**



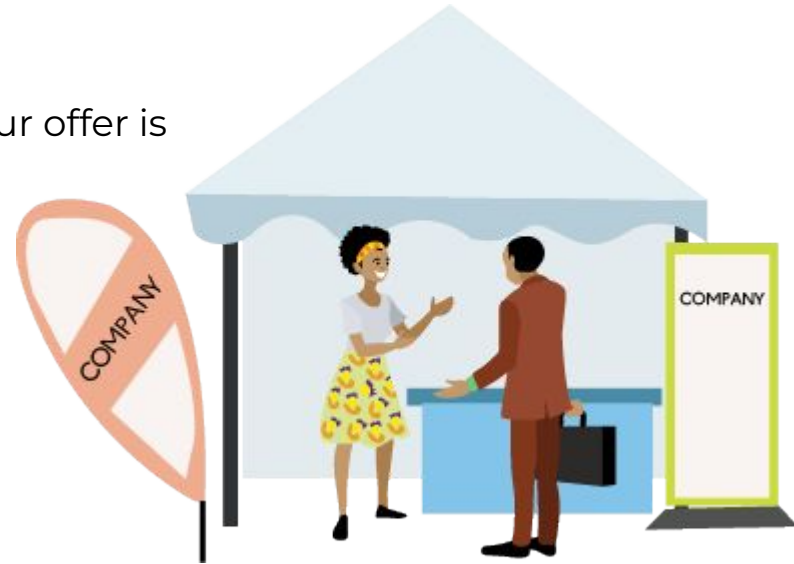


Sales

Sales Tips



1. Know your products
2. Play into the needs and wishes of your customers
3. Tell a story
4. Be passionate about what you offer
5. Focus on how unique the product is or how good your offer is
6. Refer to independent reviews
7. Give options
8. Give a sneak preview
9. Emphasize how easy it is to book now
10. Follow up



Tea Break!



Environmental sustainability and green jobs!



The term environmental sustainability refers to every effort geared towards environmental management, protection, restoration and preservation. This includes all activities that aim at preventing/minimizing natural resource depletion, air/water pollution, waste, noise etc. It also encompasses all activities that preserve biodiversity, landscapes and also encourage others to do so.

When an employees' work entails the above, it is considered as a GREEN job!

Components of environmental sustainability

1. Makes use of solar panels, hydroelectricity etc.
2. Uses organically grown food/ingredients where possible.
3. Actively promotes vegetarian and vegan dishes instead of meat.
4. Offers filtered/treated or other types of water from a sustainable source e.g. pumped underground water or rain harvested water.
5. Saves energy through using energy saving bulbs, motion sensors, manually operated machines etc.
6. Saves water and other amenities through encouraging staff and guests to use them sparingly e.g. reuse of towels, beddings, toilet paper etc.
7. Deploys sustainable waste management practices and goods/processes e.g. by recycling waste, using charcoal briquettes, using energy saving cook stoves
8. Minimizes air pollution through the use of more-efficient wood-burning stoves, incinerators, sock pits, not burning rubbish etc.
9. Limits the use of single-use plastics.
10. Minimizes the use of paper in operations.
11. Uses sustainable building methods and materials e.g. bamboo, recycled steel etc.
12. Makes use of eco-friendly housekeeping and kitchen products, and limits the use of insecticides and other pesticides.
13. Offers tourism activities with a limited environmental footprint.
14. Limits the use of cars by offering shared-ride options and promoting bicycle and public transport use.
15. Actively invests time and/or money in the conservation of natural resources and biodiversity, i.e. trees, animals, water, soil, organic farming methods etc.
16. Sensitizes tourists about the need for safeguarding the environment and sustainable practices.



Assessment

1. You will be randomly divided into 4 teams.
2. Each team will receive the same list of 5 assignments.
3. You will get 30 minutes to prepare all of them. They have to complete all the assignments. The assignments are listed below.
4. After that, they will present their assignments to the jury.
5. After each assignment the jury will decide which team did best.
6. After all assignments have been presented, the team with the highest score wins a prize!



Assignments



1. Name 5 crucial elements of customer service that your team is going to apply your jobs. Explain why you picked these and why they are important.
1. Do a role play wherein an annoyed client is being cared for professionally. Come up with a creative scenario.
1. Do a sales role play wherein you demonstrate most of the sales tips.
1. Explain why it depends on the customer what excellent customer service means.
1. Develop a proper job description for a receptionist at a hotel.

Exercise





**What will
you do with
what you
learned?**

**Thank you for
your active
participation!**



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