

## Unit 4: Customers and Communication

### Scenario

#### Owston Hall Hotel and Golf Club.

Located in Doncaster, Owston Hall Hotel and Golf Club has an 18-hole golf course with club shop and also has other facilities such as their accommodation, restaurant and weddings or other corporate events. The Golf Club is open primarily to registered members, but allows other members of the public the opportunity to book a 'visitors round' throughout the year. Golf lessons are available from registered PGA professionals at the club on an hourly basis and there is a PRO shop selling specialist sports clothing and equipment. Finally, corporate bookings and golf breaks can be booked to allow players to continue their games over several days whilst using some of the other facilities that the hotel and club have available.

For the purpose of this assignment, you have been asked by the managers of Owston Hall Hotel and Golf Club to review their existing customer communication techniques.

#### Task 1

##### Research Introduction

You will need to research and create a report about **Owston Hall Hotel and Golf Club**. This should give a summary and may include topics such as:

- History
- Location
- Golf Information – Prices, Lessons, Information about the course, Rental of Equipment and any other information...
- Key Information such as number of customers, parking or social media platforms
- Other Facilities: Hotel, Restaurant and Weddings information

**Incorporate a wide range of online sources for this research with facts and figures and images to help back up your findings.**

#### Types of Customers

| Internal                                                                                     | External                                                                                            |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| These are customers inside the business that may not necessarily purchase from the business. | These are the people outside of the business where the majority of the transactions will come from. |

- Internal and External
- Returning Customers
- One – off Customers
- Potential / New Customers

## **Task 2**

Continue your report.

Using the list above, give a detailed explanation with appropriate examples for **Owston Hall Hotel and Golf Club** of who its customers are and what influences their behaviour when using their services (1.2 supporting list).

Using 1.3, A description of the **Hotel and Golf Club's** actions that have been taken to meet the differing needs of its customers.

### 1.2 What influences customer behaviour, i.e.

- customer needs and expectations
- customer demographics
- cultural differences
- location
- level of satisfaction
- how often they need to interact with the business

### 1.3 Actions businesses may take to manage the customer experience, i.e.

- creating a customer service offer to manage customer expectations
- prioritising business needs - balance how to meet an objective to deliver high quality customer service with an objective to reduce business overheads
- prioritising customers' needs - when different customers have competing needs and not all of them can be met, businesses may have to decide whose needs are to be met
- Maintaining contact with the customer (e.g. to encourage customer loyalty, to inform, to educate, to provoke a response)

## **Learner plan:**

- You are expected to write at least three pages including images, maps and up-to-date facts and figures.
- All research must be referenced.
- All work must be word processed – font size 12 and a consistent font used throughout.
- All work must be brought to your first lesson, you can save your work on a USB or online to access then in the lesson.