

HOSPITALITY TEAM MEMBER CONCIERGE AND GUEST SERVICES PROFESSIONAL DISCUSSION APPRENTICE GUIDE



The Hospitality Team Member Apprentice Guide is a tool to help give you the best possible chance of successfully demonstrating all the criteria required to achieve a pass or distinction in the professional discussion assessment as part of your hospitality team member apprenticeship.

Your professional discussion will usually last 40 minutes, and you should take the time to show off and give examples of all the knowledge, skills and behaviours you have learnt during your apprenticeship.

At gateway, you will need to submit a 1-page brief that covers the criteria stipulated in the 'Introduction to the Hospitality Industry' section below. Your tutor and/or employer will be able to support you and provide further guidance regarding gateway and the 1-page brief.

Throughout the professional discussion keep an eye on the time and make sure you cover all the areas and tasks you planned to show the assessor.

During the professional discussion you can provide real-life examples of the service scenarios you have been involved in while working towards your apprenticeship. Ensure you explain the scenario in full including what happened, who was involved and how you supported the customer and met their needs.

Scenario Notes (include approximate dates occurred):

To pass, the following must be evidenced	To gain a distinction
Introduction to the Hospitality Industry (linking to briefing paper)	
IN1. The culture of the industry and why delivering a customer experience to meet and exceed customer's expectations is so important to hospitality businesses IN2. Appreciate the importance of hospitality behaviours such as personal conduct, being adaptable, using initiative and communicating with a diverse range of people IN3. Know the range of businesses and establishments that make up the hospitality industry, their differences and similarities and the variety of job roles and progression opportunities that are available	<i>There are no distinction criteria for this component.</i>

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Professional Discussion Structure

Business project – 10 minutes

You will need to summarise your business project and allow 5 minutes for questions. The questions will focus on any criteria that were not fully covered within the written project. This part of the discussion contributes to the outcome of the business project only, not the professional discussion.

Discussion of hospitality industry brief – 5 minutes

This element of the discussion will focus on the 1-page brief and your understanding of the 'Introduction to the Hospitality Industry' section.

Core and specialist areas – 25 minutes

Customer

Be prepared to discuss occasions where you have identified and suggested new techniques/products/services and improvements to departmental performance and procedures.

In the example scenario you provide consider:

- how you determine and meet customers' needs in your day-to-day role
- how you use feedback from customers to improve your own customer service

Business

Discuss your organisation and its place in the market, including products and services offered, prices, unique selling points, promotions, marketing campaigns and main competitors.

When providing information consider the following:

- how you keep up to date with industry or competitor trends
- how you help to increase sales and customer loyalty and minimise financial loss on a day-to-day basis
- how you use technology in your role

- your role in helping your organisation to be more environmentally friendly
- the process you go through to complete a task or solve a problem and the outcome
- how you ensure your approach is methodical
- how you evaluate your own skills and performance and what actions you take to improve performance

People

Detail how you work successfully with people from a range of cultures and backgrounds in your role.

In the example scenario you provide consider:

- how you have worked successfully within a team, including how you supported other team members, facilitated good working relationships and acted as a role model

First Line Supervision/Team Leading

Explain actions you have taken in your role to support your supervisor's work.

In the scenario consider the following:

- how you contributed to planning shifts or meetings, helped monitor standards, identifying development opportunities for yourself and others

Concierge and Guest Services

Discuss how you deliver a customer experience and take opportunities to exceed customers' expectations so they get the best out of their stay.

In the scenario you provide consider:

- how you coordinate with suppliers of guest services, other organisations and internal departments to support customers' experiences
- how you maintain customers' confidentiality and use discretion in your role