

ASSESSMENT 2 – Case Study Analysis

Customer Feedback

This information is to be handed to each student to outline the assessment requirements

For this assessment, you are given a case study on Golden Sand’s Resort Customer Feedback. Your task is to read and analyse the case study. Once you analysed the case study, you must answer the questions listed below in details. Once completed, submit to your trainer/assessor for marking for this unit.

Case Study on Golden Sand’s Resort Customer Feedback

A customer service audit survey was conducted by Golden Sands holiday Resort, which has a section at the bottom of the form where guests can write anything they like about the Hotel’s services. The Statement is:

‘Please feel free to provide us with any additional feedback you may have’.

Some of the feedback received and analysed by the hotel’s marketing coordinator over the past month included comments such as:

We liked the buffet meals you offer, but could you please offer more vegetarian dishes. The bed in this room is very uncomfortable.

I ordered room service and on both occasions the meal was not hot when it arrived. I asked for a replacement meal and was provided it both times, but this should not have happened.

Thanks for organising two adjoining rooms for us and our kids- it was great.

The marketing coordinator sorted the feedback into groups. There were two related to food that she would pass on the hotel’s chef, one about a bed that housekeeping would receive and one compliment for the front desk manager and his team about arranging adjoining rooms for a family.

She logged all the feedback she received into a spread sheet that was sorted into areas such catering, housekeeping, front of house and so on. Managers of different areas presented a summary of the feedback they received from guests at each month’s management meeting and used it to set performance goals for their teams. The feedback was used to improve service delivery and to keep track of things they were doing well, she also considered expanding the survey part of the feedback forms to include a section on the standards of food offered, as this was obviously an issue among guest.

Answer the following questions based on the above case study

1. ‘There is only on boss, The Customer’- said by Sam Walton founder of Wal Mart
Identify the customer needs from customer service of Golden Sans Holiday Resort.

Customer service needs and expectations	Description