

AA Hospitality & Service Workshop

Course overview

This course defines hospitality & service and the impact/importance it has on both a business and customers and how a business can improve on both of these areas.

The workshop explores all aspects surrounding the proactive delivery of hospitality and service at all levels. Topics include the attributes for good hospitality, service detail, best practice, customer interaction and complaints, all with the objective of improving hospitality and service levels.

*Delegates will receive an attendance certificate after the course



Who should attend...

- General managers
- Food & beverage managers
- Supervisors
- Heads of department
- HR & training managers
- Front facing team members

About the course

- To define Hospitality & Service
- To define the impact/importance on both the business and the customer
- To explain how the AA assess & measures hospitality & service
- How to improve your levels of hospitality & service
- To create action plan based on course content



WE TALK, DISCUSS & TEST DELEGATES KNOWLEDGE ON...

Defining hospitality & service

- The definitions and the difference between hospitality and service
- Examples of good and bad hospitality
- Attributes for good hospitality and service

Impact of good or bad hospitality & service

- What do hospitality and service mean to a customer?
- What are a customer's expectations?
- What is the impact and end result of good and bad customer care?

AA requirements and assessment

- How the AA scores hospitality and service during the inspection process
- What the AA looks for when assessing hospitality and service

Best practice / ways to improve

- First impressions and building rapport
- Body language, manners, people skills and timings
- Attributes for good hospitality and service in various hotel departments
- What makes an "ideal" efficient and hospitable employee?

Review and plan moving forward

- Self evaluation, ways to improve and an action plan!

*The course content is subject to change



Who will be carrying out the course?

The AA Hospitality and Service Workshop will be led by one of the AA's experienced and professional inspectorate team.

BOOK NOW!

To book call **01256 844455** or email
Hospitality.Solutions@theAA.com

This course is also available for private bookings for individual hotel and restaurant groups

View www.AAhotels.com/Hospitality-Solutions for information on our full range of training and consultancy services.