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SI4LIFE

LESSON PLAN LO7-A-1

Define a customer satisfaction protocol and place customer service at the hearth of decision-making and activities

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Introduction

This template would allow to formalize a suggested approach to the teaching of LO7-A-1. Once completed it can be used by teachers in order to design their own lessons addressing the specific LO.

LO7-A-1

Define a customer satisfaction protocol and place customer service at the hearth of decision-making and activities

KNOWLEDGE

He/she is able to:

- Recognize the different types of service and the correlation with the characteristics of the user
- Outline, identify and select the main techniques and tools to design a protocol
- Illustrate techniques and tools for detecting expectations and analyzing satisfaction.
- Describe procedures and techniques for organizing and drafting initiatives aimed at building customer satisfaction.
- Illustrate customer segmentation and clustering techniques.
- Master the basic elements of CRM (Customer Relationship Management) applied to collective catering
- Correlate the peculiarities of the service offer in relation to the forecast budget

SKILLS

He/she is able to:

- Create a protocol to detect the customer satisfactions
- Compose a report describing clients' satisfaction and impression together with healthcare team
- Modify recipes, menus and delivery service according to clients' satisfaction
- Apply techniques of interviewing samples of privileged targets on: foods, recipes and menus (combinations)
- Compare tastes and the most appropriate food according to different ages and pathologies/diesis
- Detect the degree of customer satisfaction and translate the results of the surveys into product / service improvement



Lesson Plan LO7-A-1

PERSONAL AND TRANSVERSAL COMPETENCES

He/she is able to:

- Take responsibility on cooperation with individuals in order to understand improvement of clients
- Demonstrate empathy and communication / relationship skills with specific targets
- Demonstrate a decision-making mindset

MANDATORY OR OPTIONAL: Mandatory

LINK TO OTHER LOs:

Linked to LO2-E-1

EQF LEVEL: EQF4

PREPARATORY LOS

These LOs should be linked to LO2-E1

LO2-E-1: Know the main techniques and tool to detect clients' satisfaction and impressions and be able to apply them in daily work, in collaboration with the interdisciplinary team

FLEXIBILITY TABLE SUGGESTIONS ABOUT EDUCATIONAL STRATEGY

Lecture:	YES
Individual study:	YES
Group work:	YES
Lab:	NO
WBL:	NO

Total hours LO7A-1	Lecture	Individual study
12,5 h	10 h	2,5 h

HOW TO ADDRESS THE NEEDED KNOWLEDGE (EQF 4)

CONTENTS AND MATERIALS

KNOWLEDGE TO BE ADDRESSED	RELATED CONTENTS	EDUCATIONAL MATERIALS
<ul style="list-style-type: none"> •Describe procedures and techniques for organizing and drafting initiatives aimed at building customer satisfaction. •Recognize the different types of service and the correlation with the characteristics of the user 	<ul style="list-style-type: none"> • Quality management system <ol style="list-style-type: none"> 1) ISO 9000 in 2008 a set of standards and guidelines developed by the International Organization for Standardization (ISO) <p>The four important basic standards:</p> <ol style="list-style-type: none"> 1) ISO 9000:2000 Fundamentals and terminology 2) ISO 9001:2000 Quality Management Systems Requirements 3) ISO 9004:2000 Quality Management System Performance Improvement Guidelines 4) ISO 9011 Audits 	<p>Customer Satisfaction for ISO 9001:2015 with examples (certificationmalta.com)</p> <p>Any specific national guidelines¹</p>

¹ See for instance the Italian Guidelines for hospital or care catering: https://www.salute.gov.it/portale/documentazione/p6_2_2_1.jsp?id=1435&lingua=italiano



	<ul style="list-style-type: none"> • Customer satisfaction detection: • The customer feedback and turning it into performance indicators for the company in order to achieve continuous improvement over the competition. <p>The most effective strategies:</p> <p>The different type of questionnaires and the right target group</p> <p>The most used channels to distribute questionnaires:</p> <p>via the Web. via e-mail, Face2Face interviews</p> <p>The Right Rating to express the degree of satisfaction:</p> <p>The value scale from 1 to 10</p> <p>The measure of customer satisfaction means listening to the consumer's expectations and observations on the whole experience</p> <p>The translation into the concrete benefits of observations the CS:</p> <ul style="list-style-type: none"> • correct the weak points of your service • measure the effectiveness of the corrective action taken on your service and assess the market response • positively influence loyalty 	
<p>•Illustrate techniques and tools for detecting expectations</p>	<p>From LO2-E1</p> <ul style="list-style-type: none"> • The main tools and techniques tools to detect clients' satisfaction and impressions • The role of a good cooperation with the client to enhance the care outcome and high satisfaction 	



<ul style="list-style-type: none"> • Outline, identify and select the main techniques and tools to design a protocol 	<ul style="list-style-type: none"> • Create a protocol to detect the customer satisfactions 	<ul style="list-style-type: none"> • Questionnaires for customer satisfaction² • Guidelines for CS in health care³
<ul style="list-style-type: none"> • Illustrate techniques for analyzing satisfaction. 	<p>Customer Satisfaction Analysis Techniques and strategies aimed at maximizing customer satisfaction with a view to improving the service offered. Preparation of the questionnaire in order to collect the info for the evaluation of CS results; Defining the criteria for sample selection and sample size; Collection of information: The satisfaction of a user resulting from the use of a product or fruition of a service; The correspondence between the level of perceived quality and expected quality. Data processing and analysis of results</p> <ul style="list-style-type: none"> • Classification of services with respect to customer assessment 	<p>Report describing clients' satisfaction and impression together with healthcare team</p> <ul style="list-style-type: none"> • To privilege target on foods for recipes and menus (combinations) • To Compare tastes and the most appropriate food according to different ages and pathologies/diesis • To Detect the degree of customer satisfaction and translate the results of the surveys into product / service improvement • To modify recipes, menus and delivery service according to clients' satisfaction <p>Dedicated questionnaires</p>
<ul style="list-style-type: none"> • Master the basic elements of CRM (Customer Relationship Management) applied to collective catering 	<p>The CRM:</p> <ul style="list-style-type: none"> • The database that contains all the information • The strategy for managing all relationships with potential and existing customers <p>Key features of a CRM system:</p> <ul style="list-style-type: none"> • Contact management • Lead management • Sales forecasting • Instant messaging between employees • Email tracking and integration with Outlook and Gmail • File and content sharing 	<p>Materials on the usefulness of Customer Experience Management (CXM)⁴</p>

² See for instance

<http://www.narrareigruppi.it/index.php?journal=narrareigruppi&page=article&op=view&path%5B%5D=290>

³ See for instance these Italian resources: http://www.aslcarbonia.it/documenti/7_49_20110329102623.pdf ; <https://salute.regione.emilia-romagna.it/normativa-e-documentazione/linee-di-indirizzo/archivio-documenti-tecnici/rilevazione-della-soddisfazione-nei-servizi-per-anziani-proposte-metodologiche> ; https://www.regione.liguria.it/homepage/salute-e-sociale/item/5531-strutture-residenziali_5531.html

⁴ See for instance <https://framedigitalportal.it/l-utilita-del-cxm-nel-settore-alimentare/>



	<ul style="list-style-type: none">• Dashboard-based analytics	
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SUGGESTED ACTIVITIES FOR ADDRESSING THE NEEDED KNOWLEDGE (in compliance with flexibility table)

Total hour: 12,5

- Teaching stage face to face: 10 hours
- Individual study: 2,5 hours

How can you share with students the needed contents?

A face-to-face lesson will deal with the contents listed in the table

Sharing of pdf documents

On-line lesson using Google G-suite

HOW TO ADDRESS THE NEEDED SKILLS (EQF 4)

In this case there won't be any steps or activities, but only frontal (f2f) lesson

ADDITIONAL HINTS ABOUT HOW TO ADDRESS PERSONAL AND TRANSVERSAL COMPETENCES

Explain how to address the following competences:

Implementation of experimental protocols about consistency and texture of food

- AUTONOMOUSLY master food combination
- Collaborate with kitchen team to ensure balance and taste in dishes
- TAKE RESPONSIBILITY for the consistency changes in dishes
- Work as part of a team to prepare consistency changes in dishes
- Provide responsible explanations to teams about the necessity of the changes in the dishes