




Unit 14

Meeting Customer needs

Customers' need & requests



1  14.1 Listen to three dialogues. What do the customers need? Use the information on the left to help.

Reason

Need

1 no shampoo

more toiletries in bathroom

early flight

.....

reception party

.....

2 driving to hotel

.....

get out of car park

.....

3 party dress

.....

bathroom towels

.....

2  14.1 Listen again and complete the sentences.

1 We need toiletries in the bathroom.

2 I'll ask housekeeping some in your room.

3 I'll see if available.

4 We need the hotel.

5 Do we need to get a from reception?

6 Is there I can help you with?

7 My daughter's dress needs
urgently.

8 The dress will be back by four this
afternoon.

9 The children in the bath by accident.

! Expressions to learn

I'll ask housekeeping to put some in your room.

I'll book a wake-up call for you now.

What time would you like to be called?

I'll see if we've someone available.

You need to come off the motorway at exit 33.

You'll need a card to get out of the car park in the morning.

My ... needs pressing.

The bathroom towels need changing.

! New words to use

birthday

log (vb)

slip road

budget

motorway

succeed

exceed

roundabout (US circle)

successful

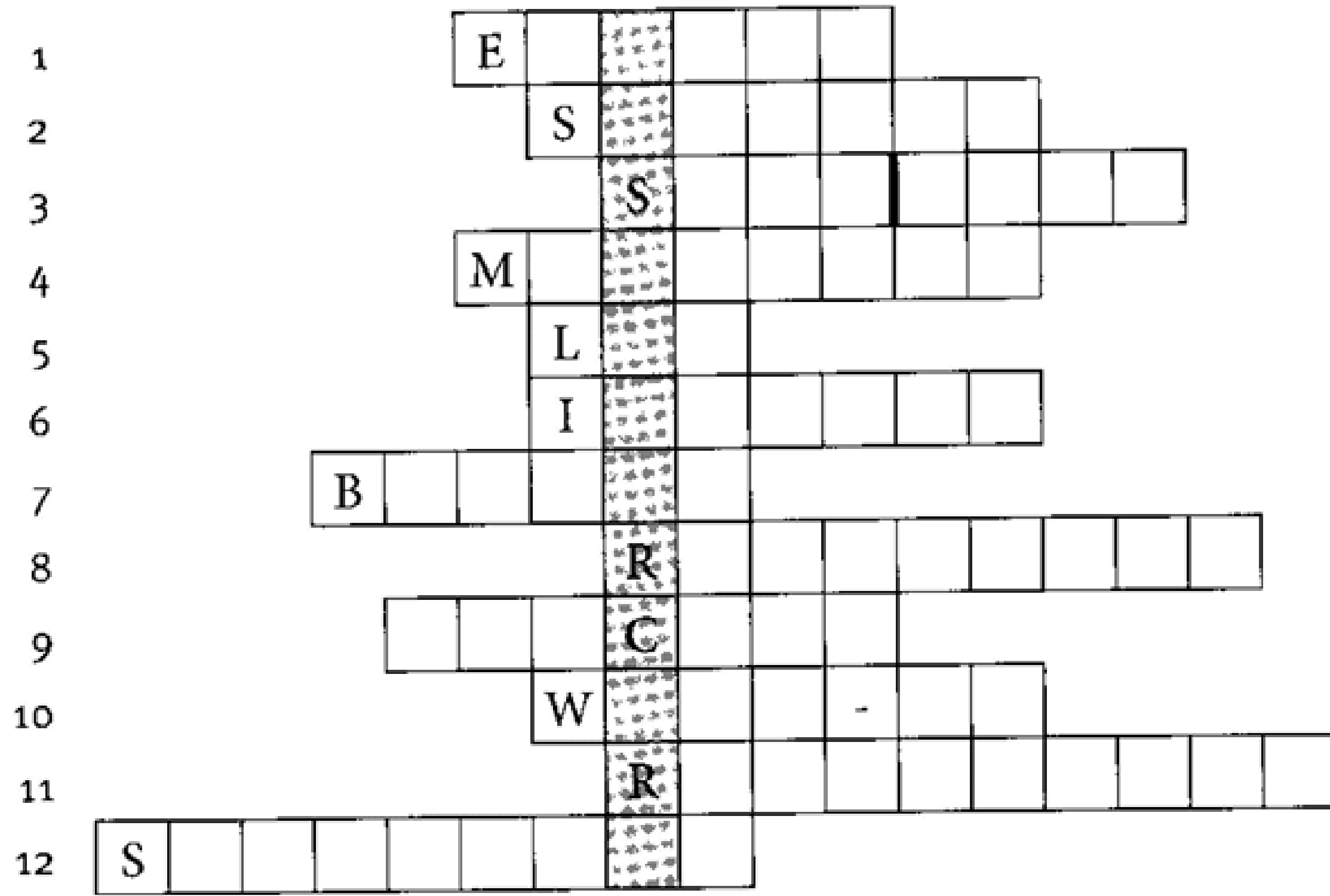
expectations

satisfied

wedding reception

improve

 Glossary page 102



- | | | | |
|---|--|----|---|
| 1 | To do better than expected. (6) | 7 | Amount of money you plan to spend on a project. (6) |
| 2 | The achievement of something you've been trying to do. (7) | 8 | A big formal party to celebrate something. (9) |
| 3 | A road going onto or coming off a large road. (4, 4) | 9 | A guest may have needs because of diet. (7) |
| 4 | A major road, normally with four or six lanes. (8) | 10 | The customer wants a call early tomorrow morning. (4-2) |
| 5 | Make a note of something in the hotel diary. (3) | 11 | Where two or more roads meet in a circle. (10) |
| 6 | Make something better than before. (7) | 12 | Happy with the service provided. (9) |

! Language check

need

Look at these examples of how *need* is used.

- *need* meaning 'require'

*We **need** some more **toiletries**.*

*I **don't need** a **babysitter**.*

*Do you **need** a **wake-up call**? Yes, I **do**. / No, I **don't**.*

(need + noun)

*My husband's suit **needs** dry cleaning.*

(need + -ing)

- *need* meaning 'have to'

*You **need to come** off the motorway at exit 33.*

(need + to infinitive)

need

- Use need as:

1 a main verb (*need* + noun) to mean 'require'.

Our guests need clean towels in their room.

2 an auxiliary verb (*need* + *-ing*) to mean 'require'.

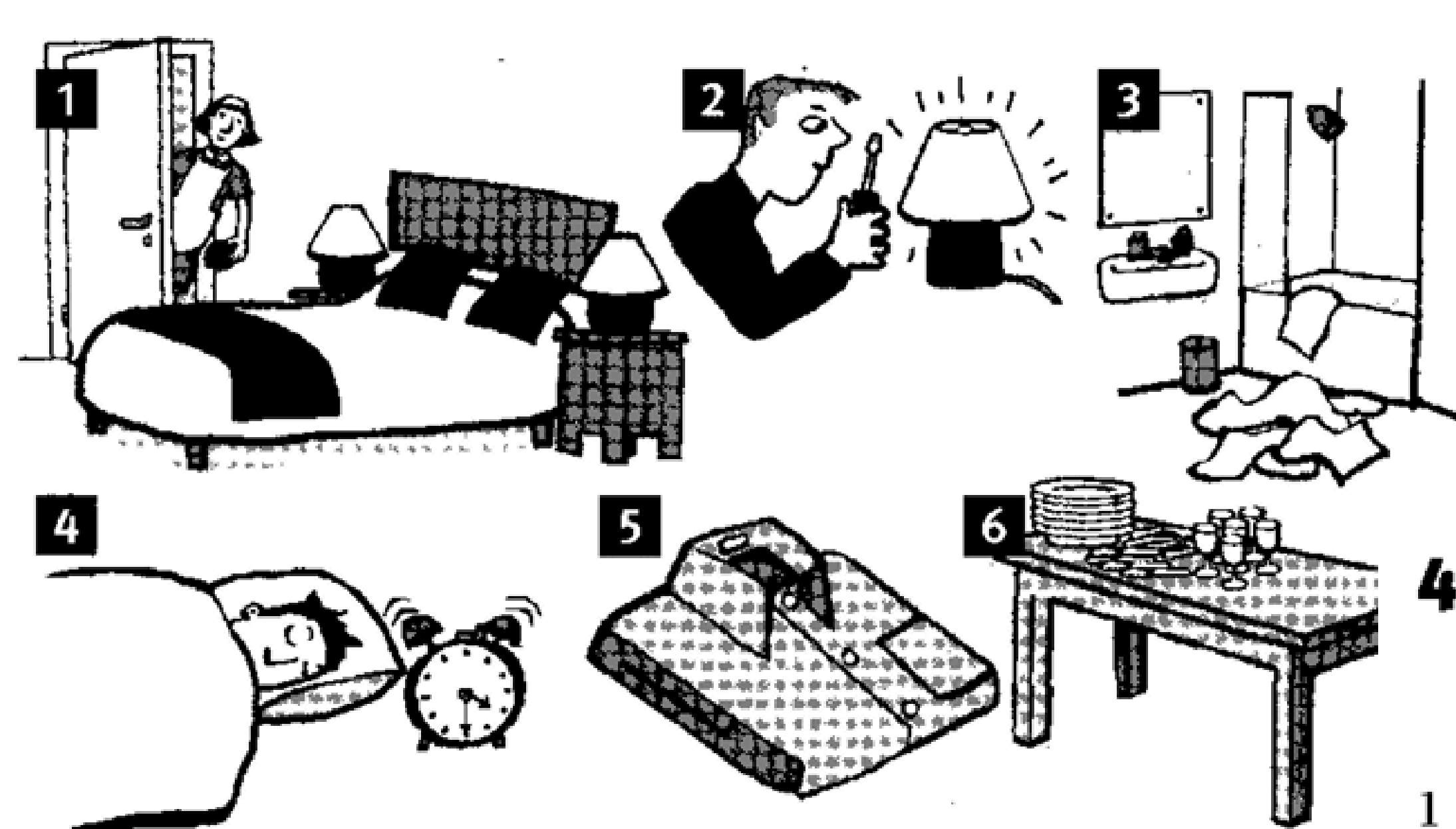
Do the tablecloths need ironing?

3 an auxiliary verb (*need* + *to* + infinitive) to mean 'have to'.

You don't need to reserve tickets in advance.

Complete the sentences with the correct form of the verbs in brackets.

- 1 I (need / book) a wake-up call for tomorrow.
- 2 The guest in room 176 his suit (need / press) urgently.
- 3 Guests with cars (need / get) a permit from reception before parking.
- 4 The lady in room 557 (not need) a babysitter for the whole evening.
- 5 (they / need) more pillows in 432?
- 6 The rooms (need / clean) before the tour group arrives.
- 7 Reception staff (need / work) overtime when the hotel is busy.
- 8 The new arrivals (need) a map and directions to the city centre.




4 Look at the pictures and complete the sentences with the correct form of *need* and the verbs in brackets.

- 1 She *doesn't need to clean* (clean) the room.
- 2 Frank (repair) the lamp.
- 3 The towels (change) today.
- 4 Chef (wake up) early today.
- 5 The shirt (iron).
- 6 The table (set) before the guests arrive.

1  14.2 Listen to the presentation and underline the correct alternative.

- 1 The hospitality industry is all about the *staff/customer*.
- 2 A business must try to meet and even *succeed/exceed* customer needs and expectations ...
- 3 A successful business is always working to *improve/increase* customer service.
- 4 A 5-star hotel has a *laundry/porter* service, but a 3-star doesn't.
- 5 *Leisure/Business* travellers at the weekend are on a budget.
- 6 Guests may have *certain/specific* needs because of disability or diet.
- 7 A *satisfied/dissatisfied* customer will come back.
- 8 They'll *suggest/recommend* the hotel to new customers.

2  14.2 Listen again. Match 1–8 with a–h to make phrases. Then practise saying the phrases.

- | | | | | |
|---|--------------------------|--------------|---|-------------------|
| 1 | <input type="checkbox"/> | exceed | a | travellers |
| 2 | <input type="checkbox"/> | a successful | b | expectations |
| 3 | <input type="checkbox"/> | improve | c | needs |
| 4 | <input type="checkbox"/> | different | d | customer |
| 5 | <input type="checkbox"/> | leisure | e | services |
| 6 | <input type="checkbox"/> | basic | f | business |
| 7 | <input type="checkbox"/> | specific | g | customer service |
| 8 | <input type="checkbox"/> | a satisfied | h | levels of service |

AS HOTELS try hard to attract more customers, they offer services which are different or unusual. In Germany, this includes letting guests watch what is happening in the hotel kitchen on their television 24 hours a day. In some areas, guests can use their room identification card for free public transport, while the manager of another hotel takes his guests on a free historical tour to visit interesting buildings in the area. For guests who enjoy hiking, one hotel offers to bring a herbal footbath to the guest's room, while another hotel brings hot food to the rest place in the countryside.

In America, a special family deal includes a visit from 'the ice cream man', who will make whatever the children request. A full pet service is also on offer. There are pet beds and toys as well as a special dog menu and dog room service. At one hotel, guests get a personal wake-up service. A member of staff enters the guest's room, opens the curtains, serves breakfast in bed, lays out the guest's clothes and fills the bath with water. Personal concierge services have also become popular. The concierge takes guests shopping, takes them to nightclubs or expensive restaurants and, in one hotel, even delivers a selection of hand-made soaps.

- 1 Choose the best title.
 - a Strange services
 - b Guests at luxury hotels can expect luxury service
 - c Giving luxury room service
- 2 Why do hotels offer such special services?
- 3 How many special services at German hotels are mentioned?
- 4 What special service is aimed at children?
- 5 Which special service do you think will attract the most guests?
- 6 Describe a special service that you have experience of or design a new special service you think would be successful.