

Customer Experience and Service Excellence in Food Beverage

Duration: 5 Days

Language: en

Course Code: IND10 - 119

Objective

By the end of this course, participants will be able to:

- Understand the key principles of customer experience (CX) management in F&B settings.
- Apply service excellence frameworks to enhance satisfaction and loyalty.
- Design and implement service standards that reflect brand identity and culture.
- Manage complaints and service recovery effectively and empathetically.
- Foster a customer-centric culture through leadership and staff empowerment.

Audience

This course is ideal for:

- Restaurant Managers and F&B Supervisors.
- Hospitality and Service Quality Professionals.
- Customer Relations and Guest Experience Managers.
- Hotel and Resort Operations Leaders.
- Entrepreneurs and Business Owners in the F&B sector.

Training Methodology

The course integrates interactive lectures, customer journey mapping, and scenario-based learning. Participants will engage in group discussions, role-play exercises, and service design activities to apply theoretical concepts in practical, real-world contexts.

Summary

This comprehensive course is designed to equip hospitality and food service professionals with the knowledge, mindset, and skills to deliver exceptional customer experiences and world-class service standards across all areas of the Food & Beverage (F&B) industry.

Participants will explore the psychology of customer satisfaction, the principles of service design, and the operational systems required to build loyalty and trust. The programme combines practical strategies for customer interaction, service recovery, and staff engagement with leadership insights that foster a culture of hospitality excellence.

By the end of the course, participants will understand how to transform everyday customer interactions into memorable brand experiences that drive repeat business and long-term growth.

Course Content & Outline

Section 1: Understanding Customer Experience in F&B

- Defining customer experience and its strategic importance in hospitality.
- Analysing customer touchpoints — before, during, and after the dining experience.
- The psychology of satisfaction: expectations, perception, and emotion.
- Building a consistent and differentiated brand experience.

Section 2: Principles of Service Excellence

- The fundamentals of service excellence and quality management.
- Setting service standards and key performance indicators (KPIs).
- Aligning service delivery with brand promise and customer expectations.
- The role of staff behaviour, empathy, and attitude in service outcomes.

Section 3: Designing and Managing the Guest Journey

- Mapping the customer journey in different F&B contexts.
- Identifying critical moments of truth in guest interactions.
- Integrating technology to enhance convenience and personalisation.
- Continuous improvement through feedback, analytics, and reviews.

Section 4: Service Recovery and Complaint Management

- Turning service failures into loyalty opportunities.
- The LEARN and HEART models for handling complaints effectively.
- Emotional intelligence in managing difficult customers.
- Building resilience and confidence in front-line service teams.

Section 5: Leadership, Culture, and Sustainable Excellence

- The role of leadership in creating a service excellence culture.
- Coaching and motivating teams to deliver consistent service quality.
- Linking employee engagement with customer satisfaction metrics.
- Developing long-term CX strategies for sustained business success.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Food and Beverage

Tags

Customer Experience, Food and Beverage

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