

Quality of Service Assessment Checklist

Quality Dimension Samples of questions to ask

Tangibles:

The appearance of physical facilities, equipment, personnel, printed and visual materials

- Are facilities attractive, clean and visually appealing?
- Is provided equipment and facilities in good working order?
- Do staff give a neat, professional appearance?
- Are materials and written communications associated with the hospitality property brand visually appealing and easy to understand?
- Is technology and equipment up to date?

Reliability:

Ability to perform promised service dependably and accurately

- Is service performed right, to the required standard, the first time and as promised?
- Is the level of service the same at all times of the day and for all members of staff?
- Are all services/ facilities available as promised?
- Is there dependability in handling guest problems?
- If a response or action is promised within a certain time, does it happen?

Responsiveness:

Willingness to help guest to provide prompt service

- Is service provided at times and places it is needed?
- Is service provided with minimum inconvenience to the guest?

- Do staff show a readiness to respond immediately to guest requests?
- When there is a problem, do staff respond to it quickly and with empathy?
- Are guest needs anticipated and acted upon?
- Are guest kept informed about relevant changes?

Competence:

Possession of required skill and knowledge to perform service

- Can staff provide service without fumbling around?
- Are materials provided appropriate and up to date?
- Can staff use technology quickly and skillfully?
- Do staff appear to know what they are doing?

Assurance:

The ability to instil confidence and perceived security in all interactions the guest has with the establishment

- Do staff and management instil confidence in a guest?
- Do guests feel safe and secure on the premises?
- Are staff consistently courteous?
- Are staff able to answer guest questions about the Hotel's facilities?

Courtesy:

Politeness, respect, consideration and friendliness of contact personnel

- Do staff make eye contact and smile when a guest approaches?
- Do staff greet first?
- Do staff give guest their undivided attention (free of interruptions or distractions)?

- Do staff attempt to address the guest by name?
- Do staff members have a pleasant demeanour?
- Do staff refrain from acting busy or being rude when guest ask questions?
- Are those who answer the telephone considerate and polite?
- Do staff observe consideration of the property and values of guest?

Empathy:

Making the effort to know guests and understand their needs.

- Do staff and management understand the needs of different guests?
- Do guests receive individual attention?
- Do front-line staff recognize regular guests and address them by name?
- Do staff and management listen to guests problems and demonstrate understanding and concern?
- Are various options to a particular query clearly explained?
- Do staff have the guests 'best interests' at heart?

Security:

Freedom from danger, risk, or doubt

- Is it safe to enter the premises and to use the property's facilities?
- Are documents and other information obtained from the guest held securely?
- Are use records of guests safe from unauthorized access and use?
- Can guests be confident that the service provided will be done correctly?

Access:

Approachability and ease of contact.

- How easy is it to talk to a knowledgeable staff member when guests have a problem?
- Is it easy to reach the appropriate staff member...
 - o in person?
 - o by telephone?
 - o by email?
- Is management easily accessible to the guests?

Communication:

Listening to guests and acknowledging their comments; keeping guests informed in a language they can understand.

- When guests contacts service point, will staff person listen to their problem and demonstrate understanding and concern?
- Can staff explain clearly the various options available to a particular query?
- Do staff avoid using technical jargon when speaking with guests?
- Are guests informed in a timely fashion when there are problems that could affect them or the hospitality properties services?