



As a customer enters your establishment, their impression of your service can stand or fall by the greeting, attitude and efficiency of your front of house staff. The value of great communications, personal presentation and going the extra mile are all immeasurable.

Often requiring discretion, patience and a tireless smile, FOH staff can sometimes feel they are continually on the front line... This course will help them realise quite how important this role is, and encourage them to sell on other services and provide smooth seamless delivery 24:7.

Qualification aim

To develop customer service skills relevant to the working environment while maintaining a high level of personal professionalism and front of house standards.

Who is this qualification suitable for?

Those working within a customer facing reception environment, providing customer service and administrative functions in the hospitality sector.

Learners will be assessed in the workplace and so it is essential that their current role allows them to demonstrate reception skills in practice.

What is involved?

The Diploma is made up of three mandatory units, which cover aspects of maintaining a safe, hygienic and secure working environment, working effectively as part of a hospitality team and giving customers a positive impression of your organisation. Learners then have a choice of optional units covering a range of customer service and business administration topics, allowing them to choose units to meet the needs of their own role.

Example units

- Maintain a safe, hygienic and secure working environment
- Work effectively as part of a hospitality team
- Give customers a positive impression of yourself and your organisation
- Maintain and deal with payments
- Provide reception services
- Resolve customer service problems
- Promote additional services and products to customers
- Deal with customers across a language divide
- Store and retrieve information
- Resolve customer service problems
- Maintain customer service through effective handover
- Communicate in a business environment

Qualification and progression

This Diploma can form part of an Intermediate Hospitality Apprenticeship; check with the training provider at the point of registration if the learner is to be enrolled onto the Diploma only or an apprenticeship programme.