

Scenario:

A guest arrives at a hotel after a long journey. At the **Contact stage**, the receptionist does not greet the guest properly. During **Rapport**, the staff seems uninterested and avoids eye contact. At the **Presenting stage**, the room features are explained unclearly. During **Making the Sale**, the guest is not offered any upgrade options. At **Completing the Transaction**, payment takes too long. In the **Delivery stage**, the room is not ready on time. Finally, no follow-up is done at the **Satisfaction stage**.

The guest leaves feeling dissatisfied and writes a negative review.

Q1 (Identification): Identify TWO stages where service failed.

Q2 (Analysis): Explain ONE problem caused by poor service in this scenario.

Q3 (Application): Suggest ONE improvement for ANY stage of the service cycle.

Q4 (Evaluation): Which stage of the service cycle is the MOST important? Why?

Q5 (Higher Order): How can staff ensure guest satisfaction at the final stage?
