

## Satisfaction Lesson Outline

<b>Goal</b>	In order to achieve true customer satisfaction, restaurants must consider routine customer evaluation in order to increase the food quality. Food quality is one of the major elements effecting customer satisfaction. The goal of this lesson is to define the important elements of successful food service and understand the significance of menu engineering.
<b>Objectives</b>	At the end of this lesson students will be able to: <ul style="list-style-type: none"> <li>• Describe elements of successful food service</li> <li>• Understand the relationship between food quality, menu design and customer satisfaction</li> </ul>
<b>Length</b>	This lesson will take approximately two 2-hour sessions to complete.
<b>Content outline</b>	<ul style="list-style-type: none"> <li>➤ Define elements of successful foodservice</li> <li>➤ Significance of production control</li> <li>➤ Significance of food quality</li> <li>➤ Customer feedbacks</li> <li>➤ Employee satisfaction</li> </ul>
<b>Learning Activities</b>	Learners will engage in the following activities for this lesson <ul style="list-style-type: none"> <li>• <i>Brainstorming</i> – Have students discuss the elements which has the most impact on customer and employee satisfaction</li> <li>• <i>Case Study</i> – Students can be asked to work on case studies of real life examples</li> </ul>
<b>Evaluation Strategy</b>	Students' mastery of this content may be evaluated through individual/group projects, case studies, exams, and quizzes.