Communication & record-keeping

Good communication is essential in the catering industry as it is a ‘service industry’.
Different types of communication:

- Verbal
- Non-verbal - unspoken for example body language.
- Written
- Telephone
- Fax
- Internet - Internet, email, web.

Different types of communication are needed in different circumstances. E.g. some customers may have communication difficulties - partially sighted or blind, deaf or hard of hearing.

The main purpose of staff employed in the industry is to look after customers’ needs. Good communication = a successful business and happy customers.
Good communication is a combination of:

- **Observing** - Watching customers and offering them help and advice.

- **Listening** - Listening carefully to what is being said.

- **Thinking** - Thinking carefully about what to say to using easy to understand language, not jargon.

- **Knowing** - What the establishment offers.

- **Describing** - Describing items on menu and the services provided by the establishment.

- **Suggesting** - E.g. wine, food, alternatives.
Uses of ICT in the industry:

• **Reservation systems** - A customer can ring or email a central reservation number/email address and a room can be booked for any hotel in the group.

• **Management system** - Room reservation, guest billing, guest history.

• **Electronic point of sale (EPOS)** - A number of machines are linked to a central computer. Guests can order from the bar, restaurant or shop. All transactions are passed through a central computer for bills to be generated automatically.
Uses of ICT in the industry 2:

- **Stock control system** - These hold details of suppliers. They generate orders automatically when stock level fall.

- **Food and beverage management systems** - A database of recipes, quantities needed, ingredients codes etc.

- **Events management** - Used when planning, organising and running large events. Data from one event can be saved and used for similar future events.

- **Dietary analysis programs** - Nutritional analysis of menus, recipes and ingredients.
Record-Keeping

It is very important to keep accurate, appropriate records. The types of records used are:

- Stock control sheets
- Invoices
- Staff rotas
- Food and drink orders
- Restaurant bookings
- Details of accidents.