

3A CLIKS Core Competencies and Outcomes: Performance Levels

Demonstrated Competencies of 3A Certified Members

You can expect all 3A Certified Members to have reached a minimum standard acceptable for careers in the Hospitality field catering to International guests.

It is unrealistic to expect complete English fluency and perfect service knowledge from any Academic learner or new front-line staff member. Our primary expectations are for the learner to have demonstrated skills, and understanding, in communication, critical thinking, customer service, cross-cultural interactions, and display the “service attitude” essential to hospitality.

The following lists show the primary competencies a 3A Certified Member needs proficiency in to achieve certification.

K = Knowledge based outcome assessment

P = Performance based outcome assessment

Culture & Communication	
Demonstrates sensitivity to cultural differences and communicates effectively with people from other cultures to provide appropriate customer service	P, K
Understands the importance of and demonstrates using the correct tone of voice, facial expressions, gestures, and body language to best represent the company	P, K
Understands and uses non-verbal communication techniques in a professional setting. Reads another’s body language and acts accordingly	P
Actively listens to the people around them, and is fully conscious when communicating	P
Understands the importance of complaints and how people complain. Demonstrates complaint management skills	P, K

Language	
Knows and uses appropriate cross-departmental customer service language	P, K
Knows and uses correct terms and vocabulary important to hotel staff	P, K
English for Special Purposes (ESP): Demonstrates ability to use professional language to handle complaints, give directions, up-sell, describe amenities & attractions, provide recommendations and speak the “language of hospitality”.	P, K
Ability to use small talk and knows acceptable topics that can be discussed in a professional work environment	P, K
Demonstrated ability to use spoken techniques to add meaning to their message and increase receiver understanding	P, K

Industry Knowledge	
Ability to identify various types of travellers & motivators influencing their decisions	K
Ability to identify the different parts of the hotel that are common in most lodging properties	K
Understands the overall operation of lodging properties, key hotel division functions, and the important connections between departments.	K
Understands the hiring process in a hotel and has developed job interview skills	P, K
Understands staff roles in the guest cycle (Pre-arrival, Arrival, Occupancy, Departure)	K

Service & Sales	
Uses critical thinking in service to anticipate guest needs (Pro-active Service)	P, K
Demonstrates skills to create a customized experience for each guest (Personalized Service)	P, K
Understands how to handle guest requests correctly. Demonstrates ability to say “no” to guest requests (diplomatically and professionally)	P, K
Understands the hiring process in a hotel and has developed job interview skills	P, K
Understands staff roles in the guest cycle (Pre-arrival, Arrival, Occupancy, Departure)	K
Demonstrates methods to increase sales to promote customer satisfaction (up-selling).	P
Understands and demonstrates handling guest complaints using the LEAF system. (Listen, Empathize, take Action, Follow up)	P, K

Performance Levels

LEVEL 6

95-100%

Effective proficiency in CLIKS Core Competencies and Outcomes. Has the capacity to deal with material in English which is academic or cognitively demanding, and to use language to good effect, at a level of performance similar to an average native speaker.

LEVEL 5

85-94%

Good proficiency in CLIKS Core Competencies and Outcomes. Ability to communicate appropriately and has the capacity to deal with unfamiliar topics.

LEVEL 4

70-84%

Adequate proficiency in CLIKS Core Competencies and Outcomes. Capacity to achieve most goals and express oneself on a range of topics.

--- MINIMUM REQUIRED FOR CERTIFICATION -----

LEVEL 3

50-69%

Developing proficiency in CLIKS Core Competencies and Outcomes. Ability to deal with simple, straightforward information and begin to express oneself in familiar contexts.

LEVEL 2

30-49%

Acquiring proficiency in CLIKS Core Competencies and Outcomes. Basic ability to communicate and exchange information in a simple way.

LEVEL 1

0-29%

Minimal proficiency in CLIKS Core Competencies and Outcomes. Unable to communicate and exchange information in a simple way without significant help.