

Name: Koh Chin Huat

Login ID: kohchinhuat@oasis-portal.com

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**Executive Summary**

In this assignment I learn about the Essentials of Marketing and Customer Relationship. I able to define explain about the Marketing and Customer Relationship. In the introduction part, I will explain about Marketing and Customer Relationship, and also giving a graph to understanding. First part I learn about is Explain about Marketing in Hospitality and The importance of Hospitality Marketing. Second part I learn about is Explain the difference between Marketing and Customer Service and Explain the Ethics of Marketing and Customer Service. Third part I learn about is Describe about marketing strategies and how do i can apply my studies in Hospitality Management. Last part is I learn about is Explain in detail on Customer Service Skills and Characteristics and Explain the Importance of Hospitality Customer Service.

**Introduction**

In this assignment, Marketing is about to process the planning and executing the concept to pricing, promotion, and distribution of offers also include ideas, product, and services, to create exchanges and communication the satisfy individual and company goals. Marketing mainly refers to the needs of someone to meet the transaction or exchange. The marketing process got three mainly of point and the first is marketer. The marketer is responsibility to identifying which product and services expect to suitable for the consumers, and as well as the sale of those product and services on behalf of the company. Second point is what is being marketed, like properties, services, events, information, places, person, experiences, organization, and ideas. And the last is target the market, which is the mainstream product of the market find it and use correctly. Customer service is the support provided to customers before and after the purchase of the product. This helps them to experience this customer service with ease and pleasure. This is not just an answer; this is an important part of the product's brand commitment to the customer. This is critical to the success of the company's business.



Figure 1 (Alwyn Cosgrove, 2016)

As you can see, in the figure first marketing is composed of these. They are very important to marketing.



Figure 2 (Contact Telephone Numbers, 2017)

As you can see, in figure second customer is composed of these. . They are very important to customer.

**Assignment Questions**

**Question 1**

Briefly explain about Marketing in Hospitality and The importance of Hospitality Marketing

In any kind of business, the important marketing strategies are essential to building your own brand, attract new consumers and maintain your reputation. In the hospitality industry is no different. Because consumer reputation is important, marketing managers and administrators sacrifice a lot of time and resources to building brand awareness and the establishment of ongoing interrelated activities. These marketing efforts usually include both print and digital collateral that target previous customers at the same time also attract new customers. Understanding the importance of marketing in the hospitality industry can help organization in the competitive job market stands out.

Hospitality sales are different with consumer products sales because marketer must and will sell visible as well as invisible products. In much kind of cases, this means that they are marketing services but then products, and the key of the success is create the good feeling in the consumers. For example, like a resort will want to cultivate a relaxing, interesting atmosphere, for customers like and recognized, and stimulate the same feelings of consumers.

Because the hospitality industry is mostly made up by tourism and other experiential services, a consistent brand rank is also very important. Marketers want to make sure that brand reputation exist, so that the clients will continue use their services again and again. Repeat the customers will bring a considerable amount of income, so in the search for new clients at the same time, marketing strategy must maintain a relationship with the previous clients.

Organization in the hospitality industry use many ways to develop and maintain make sure an effective marketing plan is working. There are some of the strategies used by marketers to make the brand successful. First is Research, clients choose a variety of reasons for hotel and other hospitality services. From location to facility and promotion, the organization must ensure that they are looking for what kind of products. Hotel services are required for a lot of research. By communicating with current clients and previous clients, evaluate client review; inspect industry data, so marketers will understand what makes hotel services stand out and how to improve them. Second is awareness, must make the clients understand the service, and will be conscious to buy. That is where brand awareness comes in. The marketers must make sure those hotels, resorts and restaurants information is easy to find and update. The marketers also can advertise on some related travel websites and advertise on social networking sites, or create a website that increases their visibility and can work with other non-competitive hotel services in the same market. Third is promotion, another wise strategy to attract customers is to run some promotion activities at some point in time, usually is when business become slower, school holiday or continuous public holidays. The marketer will planning an incentive plan to attract customer, this is some of the way to achieve their goals. And the last is maintaining the relationship, to ensure that there are repeat customers, you must maintain a good relationship with the repeat customer. Repeat customers not only through the conversation or from the social media to promote services, but also can help create a stable income and good reputation. Maintain a good relationship you can reward customers who regularly use a specific hospitality service by rewarding clients, or rewarding customers who have long supported.

**Question 2**

Explain the difference between Marketing VS Customer Service.

Explain the Ethics of Marketing and Customer Service

|  |  |
| --- | --- |
| Marketing | Customer Service |
| Drives demand for the product or service  Let the customer get the product or service  The activity of opening | Meet the needs and establish good relationship  Give the product or service to the customer  The activity of closing |

Marketing and Customer Service is very different, although they are very similar and very closely related. The marketing objectives should fit and support the overall business objectives, marketing goals should be measurable. The goal must also be concrete and realistic. If this area is negligent, it means that potential customers will not buy. With Customer service objectives are specific goals and guidelines for the company to ensure that every customer is satisfied with the service. A high quality customer service means meeting every customer's needs and aspirations in a timely manner. Negligence in this field would be a customer leaving dissatisfied. If this area of negligence, it will make a customer leave and dissatisfied. Excellent marketer will have the marketing technology and customer service knowledge. In customer service we should be more listening to our customer and identify what they are talking about or do, to help and understand the needs of customers. In marketing, we can spread anything to anyone whether they like or need it. In marketing we also advise customers to buy our products. In customer service we should persuade customers to buy products, so that they know the knowledge and the value of the product purchased is as much. A product may lost out of style or become crushed (just for few examples) and no longer be of any value to the customer. However, when good customer service is administered within marketing, although the product may be worthless, but the experience within the purchase remain is fresh. Good experiences same as good recollect will make customers remember and they may come again. Bottom line, sure products must be sold but when customers know they can buy product from companies that afford them the privilege of feeling important and that of familiarity, a great marketer has offer them an excellent customer service.

Ethical marketing is less marketing strategy, more marketing work philosophy. It usually refers to the promotion of advertising in the honesty, fairness and responsibility. Ethics is a harder problem, because everyone has different subjective judgments about "right" and "wrong". Therefore, ethical marketing is not a difficult and fast list of rules, but a set of general guidelines to help companies assess new marketing strategies. There are clear advantages and disadvantages to ethical marketing. Unethical advertising is often just as effective as it is unethical. And because unethical behavior is not necessarily illegal, many companies use unethical advertising to gain a competitive advantage. For example, many people buy diet pills, even if though they are rare and if effective. This is because some slimming companies use exaggerated and manipulative practices that fundamentally deceive customers to buy these products. If the same company promises to use ethical advertising, they may be unemployed. But their sneaky business model is possible, it is not illegal, but kept open. This unethical behavior will soon lead to failure for companies that want to improve their brand image and establish long-term relationships with their customers. Customers do not want to be manipulated by their favorite brands. Companies can use ethical marketing as a way to develop trust among customers. If the product meets some of its advertising requirements, it will have a positive response to the entire company. It can make consumers feel like the company investment in product quality and the value they provide to customers. It is impossible to claim that any company is completely ethical or unethical. Ethics is located in a gray area with many fine lines and borders. Many companies behave ethical on one aspect of advertising, on the other hand unethical.

|  |
| --- |
| **Principles of ethical marketing** |
| All marketing communications share the common standard of truth.  Marketing professionals abide by the highest standard of personal ethics.  Advertising is clearly distinguished from news and entertainment content.  Marketers should be transparent about who they pay to endorse their products.  Consumers should be treated fairly based on the nature of the product and the nature of the consumer  The privacy of the consumer should never be compromised.  Marketers must comply with regulations and standards established by governmental and professional organizations.  Ethics should be discussed openly and honestly during all marketing decisions. |

Customer service personnel play a vital role in customer relationship management because they tend to be the first point of contact between the business and the customer. At this stage, the first impression is to promote the confidence and loyalty of the consumer brand is essential. In particular, customer service ethics influence the manner in which behave and are an important respect of customer service. And also customer service ethics are essential for building trust with customers and creating a good customer experience.

First of the customer service ethical is Politeness. Whether the customer enters the store to speak to a customer service staff or phone call to a service center regarding their accounts, they all need to be polite. This means that the customer is immediately welcomed after the first contact and politely asked to wait for the customer service staff to assist them. Popular polite is a long way to get customers to appreciate and value, to help win the dissatisfied guests or to conduct routine inquiries.

Second of the customer service ethical is Respect. All customers need to respect the treatment, whether they are just asking questions or expressing concern. Showing respect means that customer service staff is paying full attention to customers and are not preoccupied with other things. Respect also takes two forms of listening and speaking, allowing the customer to fully express himself before intervening .If the customer wants to file a complaint or have other types of complaints, respect is essential to calm negative emotions.

Third of the customer service ethical is Commitment. Often, customer service staff can fulfill their promises and turn unpleasant customers into satisfactory customers. This means that if the account differences need to be studied within the agreed time, the customer service staff will respond within the assigned turnaround time. If the customer is committed to sending an e-mail or calling back, the customer service staff needs to follow up and contact the customer. Commitment can inspire confidence in the customer, which may affect their opinions and buying habits.

Last of the customer service ethical is Honesty. One of the quickest ways to alienate customers is to promise that things that cannot be delivered, or to lie to them, which can have many negative effects. A bad customer experience is enough to make the company get a bad reputation. If some company errors in the statement or other errors, then if the customer service staff honest, and quickly resolve the differences, will make it easier for customers to accept the situation. Honesty can also build trust with the company customer base in the long run, help to retain more customers.

By using these ethical methods, this means that it can help determine the correct mode of action. Ethics must influence the way the company behaves in customer service. The implementation of ethical standards enables enterprises to prepare for conflicts in different situations in the workplace.

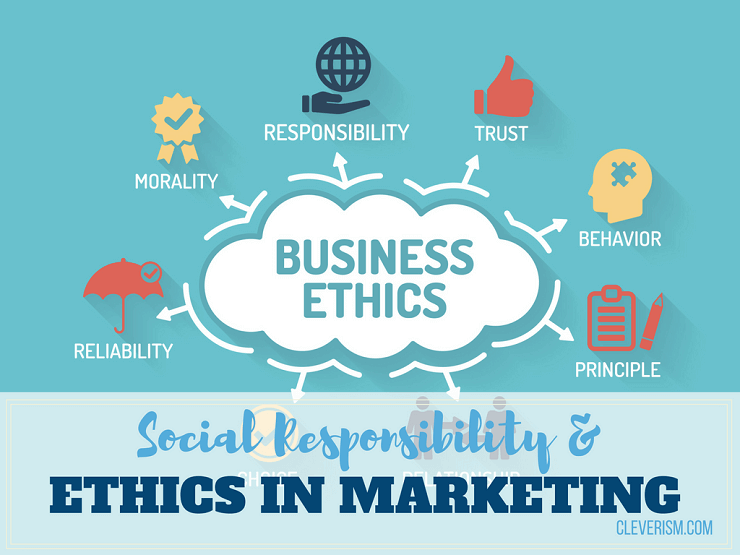


Figure 3 (**CLEVER**ISM, 2017)



Figure 4 (Powerling Smart Language Solutions, 2017)

**Question 3**

Describe about Marketing strategies and how you can apply your studies in Hospitality Management

We can use SWOT analysis to develop marketing strategy. SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats; it is a very effective tool used and also a basis for creating marketing strategies. It takes into account any potential benefits or disadvantages that company can and cannot do, and related to the company's products or services. It can help from internal factors comprehensive data to find the Strengths and Weaknesses of company. External factors can also be used to identify Threats and Opportunities.

Another controllable tactical marketing tool we call it, 4 P’s - product, price, place, promotion, physical evidence, people and process, business integration in the target market to produce the desired response.

There are several forms of product. Consumer products can be classified as convenient goods; consumers are willing to invest in very limited shopping activities. Therefore, these products must be made easy to obtain and have a well-known brand name. On the contrary, shopping refers to the consumer is willing to invest a lot of time and energy of goods. For example, consumers will spend a lot of time looking for new cars or medical procedures. Special goods are commodities that are only interested in narrow population groups, such as drilling machines. Industrial supplies can also be divided into subgroups according to their use. It should also be noted that, in the context of marketing decisions, the term product refers not only to tangible goods and services but also products.

The price is the amount that the consumer pays for the exchange of the product or service. A common strategy for the start-up company is to create a cheap price impression by price the product below its competitors. While this may increase initial sales, the low price is usually equivalent to low quality, which may not be what consumers want to see in the product. The price strategy should reflect the positioning of the product in the market, and the resulting price should cover the cost and profitability of each item. The amount should not put the business into timidity or greed. Low price hinder business growth, and high price will let the company stand out. Companies can follow many price strategies. Some strategies may require complex computational methods, while other strategies may require intuitive decision making.

The place is the element of the marketing mix, ensuring that the product is distributed and conveniently provided to the consumer - at the right time in the right place. When consumers enter the store to buy products, this product is easy to get, without any problems. When consumers are faced with problems involving product availability, it is almost certain that they will be doing business elsewhere. That's why the product becomes so important at the right place in the right place.

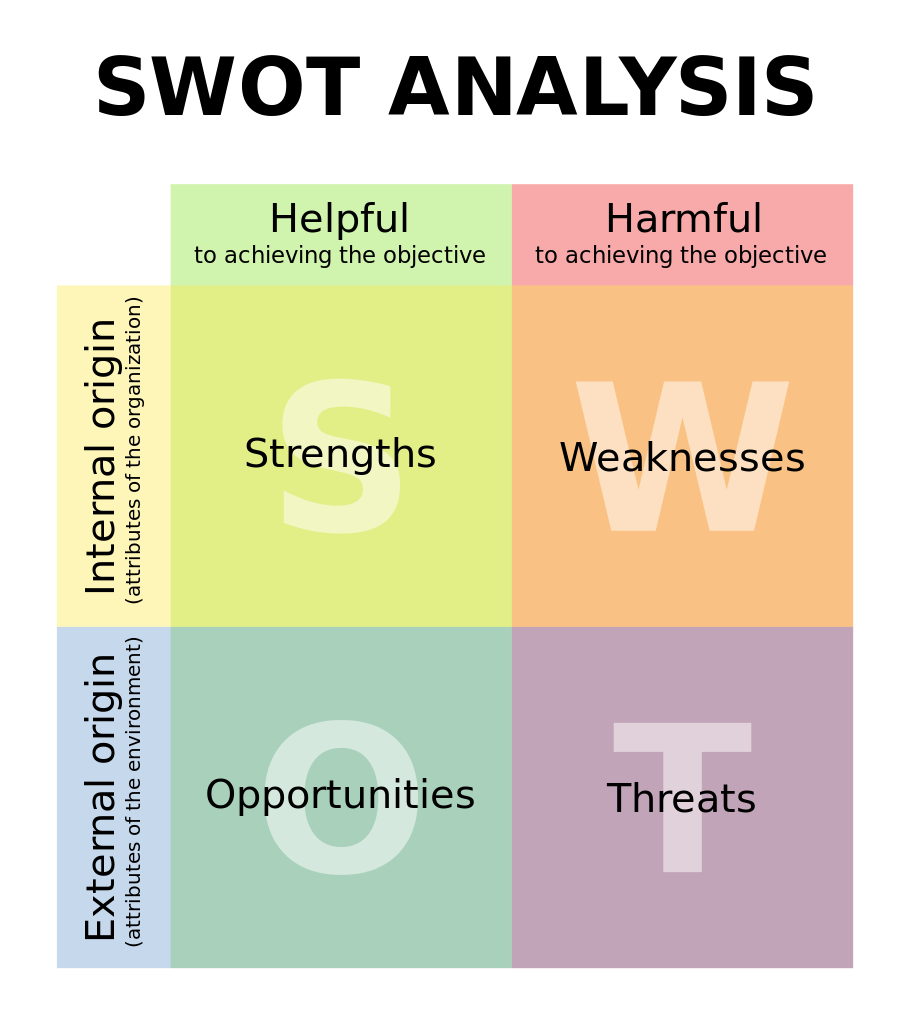
Promotions are part of the marketing, where companies can promote and sell their products, also known as promotional strategies. Through it, companies can let prospective customers know which products are being sold. To convince prospective customers to buy a company's products, we need to explain what it is, how to use them and why you want to buy them. The trick is to let consumers feel that their needs can be met by what is sold by the company. Effective promotions include clear information about certain audiences and are done through appropriate channels. The target customer is the person who uses, affects, or decides to purchase the product. Identifying these people is an important part of the company's market research. The marketing image that the company is trying to deliver must meet the advertising information. It should attract the attention of the target customers and persuade them to buy or at least explain their views on the product. The way the company chooses to communicate to the target customer may involve multiple marketing channels. 

Figure 5 (PROFESSIONAL ACADEMY)



Figure 6 (G&L CHARTERED BUSINESS CONSULTANTS, 2017)

**Question 4**

Explain in detail on Customer Service Skills and Characteristics.

Explain the Importance of Hospitality Customer Service

Good customer service skills and characteristics are critical to many different kind of work. Such as talk face to face in a retail environment, call by phone, or meet customers or patients at the front desk. Regardless of position, customer service skills are very important. Some specific skills can support employees to master the interaction with their customers every day. The first is patience, not only patience is very important to the customer, they are often confused and frustrated when they get support, but the whole business is also important. Patience should not be used as an excuse for lazy service. The second is the communication skills are clear, to ensure that the problem quickly resolved; customers do not need to know anything else. More importantly, we need to be careful about how certain communication habits into customers, it is best to find their own problems when cautious. The third is product knowledge that employees in the company will focus on in-depth understanding of how the product works. This is not every employee should start from the beginning to imagine the product, but should know how the product works inside and outside, just like using its customers every day. The fourth is the acting skills, and sometimes you will meet some people and let yourself cannot be happy. Each great customer service representative will have the necessary basic performance skills to keep happy with the customer, although it is possible to deal with the grumpy people. The fifth is to be able to "read" the customer, and you will not always be able to face the customer, and in many cases (now), you will not even hear the customer's voice. This eliminates the need to understand some of the basic principles of behavioral psychology and can "read" the customer's current emotional state. This is also an important part of the personalization process because it needs to understand your customers to create a personal experience for them. More importantly, this skill is vital because you do not want to misread the customer and eventually lose them because of confusion and communication. Look and listen to the subtle clues about their current mood, patience level, personality and so on, and you will keep your customers face positive. The sixth is to persuade the skills, usually, the inbox will receive more information about the company's product curiosity, rather than a problem. To really raise customer service skills to a new level, you need to master some persuasion in order to be able to convince interested customers. The seventh is listening skills, customer service representatives must be able to listen to the needs of customers. And then take notes, and the customer's words summed up to them to ensure understanding. When the customer speaks, they do not have to plan their answers or refute, but listen for the purpose of understanding. The eighth is responsibility, in order to serve customers, responsibility is necessary. This responsibility is two-way because it covers the agent's responsibility in attendance, service, loyalty and attitudes. It also covers the ability of the agent to be responsible for the error and the outcome - knowing that his behavior determines the customer's situation. The ninth is the response, in the quality of customer service to solve every need, problems or concerns. If you bypass a problem, because the answer is not sure, will let customers feel ignored. Many of the service-related queries are multifaceted, so a query must be fully responded before moving to another query. The last is accurate, and any information forwarded from the customer service representative to the customer must be 100% accurate. Whether it is instructions for assembly or performance, or information about the warranty, everything must be true. In addition to the exact facts, the representative should make an accurate decision on the behavior of the customer representative.

A quality customer service is vital in the hospitality industry. This is the first contact, such as hotel guests and representatives of the hotel. This is the first time that the institution gets an impression and creates a lasting impression. Everything in the hospitality industry is a reception service provider that has a job to keep the customer happy and satisfying. Like excellent companies put their customers at the forefront of operations, there will usually be stable loyal customers flow to keep business stable. Satisfied customers are looking for an unforgettable experience and energetic service, the most important thing is. Companies need to be aware that, for the guests, regardless of their experience is good or bad, will let them review their experience on many feedback sites. If a customer is experiencing a bad experience, for whatever reason, it is necessary to ensure that it can easily and clearly tell the customer service. At the same time to understand, and strive to solve the problem, communication is the key, try to solve the problem, so that customers finally happy.



Figure 7 ([Carri Hamilton](http://www.h2insider.com/author/carri/), 2016)

**Conclusion**

In this assignment I learn about the first thing is Marketing in Hospitality and The importance of Hospitality Marketing the important marketing strategies are essential to building your own brand, attract new consumers and maintain your reputation. Because consumer reputation is important, marketing managers and administrators sacrifice a lot of time and resources to building brand awareness and the establishment of ongoing interrelated activities. There are some of the strategies used by marketers to make the brand successful. First is research, second is awareness, third is promotion, and the last is maintaining the relationship. Second thing I learn about is difference between Marketing and Customer Service, the Ethics of Marketing and Customer Service. Marketing and Customer Service is very different, although they are very similar and very closely related. The marketing objectives should fit and support the overall business objectives, marketing goals should be measurable. The goal must also be concrete and realistic. If this area is negligent, it means that potential customers will not buy. With Customer service objectives are specific goals and guidelines for the company to ensure that every customer is satisfied with the service. Ethical marketing is less marketing strategy, more marketing work philosophy. It usually refers to the promotion of advertising in the honesty, fairness and responsibility. Ethics is a harder problem, because everyone has different subjective judgments about "right" and "wrong". In particular, customer service ethics influence the manner in which behave and are an important respect of customer service. And also customer service ethics are essential for building trust with customers and creating a good customer experience. Third thing I learn about is marketing strategies and how apply my studies in Hospitality Management. We can use SWOT analysis to develop marketing strategy. SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats; it is a very effective tool used and also a basis for creating marketing strategies. It takes into account any potential benefits or disadvantages that company can and cannot do, and related to the company's products or services. It can help from internal factors comprehensive data to find the Strengths and Weaknesses of company. External factors can also be used to identify Threats and Opportunities. Another controllable tactical marketing tool we call it, 4 P’s - product, price, place, and promotion business integration in the target market to produce the desired response. There are several forms of product. Consumer products can be classified as convenient goods; consumers are willing to invest in very limited shopping activities. Therefore, these products must be made easy to obtain and have a well-known brand name. The price is the amount that the consumer pays for the exchange of the product or service. A common strategy for the start-up company is to create a cheap price impression by price the product below its competitors. The price strategy should reflect the positioning of the product in the market, and the resulting price should cover the cost and profitability of each item. The place is the element of the marketing mix, ensuring that the product is distributed and conveniently provided to the consumer - at the right time in the right place. Promotions are part of the marketing, where companies can promote and sell their products, also known as promotional strategies. Through it, companies can let prospective customers know which products are being sold. The last thing I learn about is Customer Service Skills and Characteristics, the Importance of Hospitality Customer Service. Good customer service skills and characteristics are critical to many different kind of work. Such as talk face to face in a retail environment, call by phone, or meet customers or patients at the front desk. Regardless of position, customer service skills are very important. Some specific skills can support employees to master the interaction with their customers every day.

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