

Name: Heng Chia Ching

Login ID:hengchiaching@oasis-portal.com

Course Tittle: Essentials of Marketing and Customer Relationships

Subject Code: BHM02

Submitted Date: 17-07-2017

**Table of Contents**

|  |  |  |
| --- | --- | --- |
| No | Details | Page |
| 1 | Summary | 2 |
| 2 | Introduction | 3 |
| 3 | Assignment Question |  |
|  | Question 1 | 4-5 |
|  | Question 2 | 6-7 |
|  | Question 3 | 8 |
|  | Question 4 | 9-11 |
| 4 | Conclusion | 12-13 |
| 5 | Reference | 14 |

**Summary**

In this assignment, I have studied the essentials of marketing and customer service. For the first part of the assignment, I will introduce the marketing and the customer service. And then second part of assignment, I will explained the four questions about the marketing and customer service. For the first question I will explain the brief explain about marketing in hospitality and the important of hospitality marketing**.** The second question I will explainthe difference between marketing and customer service. And then explain the ethics of marketing and customer service. For the third part of the question, I will describe about marketing strategies and how you can apply your studies in hospitality management. For the last part of the question, I will explain in detail on customer service skills and characteristics. And then explain the important of hospitality customer service.

**Introduction**

Marketing is about how companies find, create and deliver value to meet the needs of a certain target market, while gaining profitable discipline. In simple terms, marketing is used to identify unmet needs, define, measure the size and profit potential of the target market, find the market segment that is best suited for the business entry, and market supplies that fit the segment. Customer service is also called customer service, as the fifth factor of marketing services, from the overall concept of the product extends out, the service object and the contents of the new changes. It not only includes the services of real customers, but also the services of potential customers: not only to improve the customer’s real (after=sales) satisfaction, but also to improve the expected (presale) satisfaction. They are consumer-centric. Their services effectively increase the chances of new sales and resale of the business.

**Assignment Questions**

**Question 1**

**Briefly explain about Marketing in Hospitality and The important of Hospitality Marketing.**

Marketing is the research and management of communication relations. The marketing is the activities, institutions and processes for creating, communicating, delivering and exchanging products for suppliers, customers, partners and the community as a whole. Marketing is used to create, maintain and meet customers. Customer focus for the event, you can conclude that marketing is one of the primary components of business management. Additional operations (or production), human resources, accounting, legal and legal aspects of other services and management activities can be “bought” or “outsources”. The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P’s of marketing:

1. Product: identification, selection and development of a product. Marketing products refer to the specification of goods or services, and how it meets the needs of end users and addresses user needs. The scope of the product usually includes support, such as warranties, guarantees and support.
2. Pricing: determination of its price. This is the process of setting the price of the product, including discounts. The price is not only traded in money: it can also be simply used for exchange of products or services (such as time, energy or attention). The price is given to consumers can know the value of the product and how much be paid to get the product, but also the company deducted the cost of profits.
3. Placement: selection of a distribution channel to reach the customer’s place. This refers to how the product arrives at the customer, such as where to sell. The third P is also sometimes call Place, which refers to the channels of sales or products or services (such as online to retail), which geographical area or industry, which are (young people, families, business people), etc. Then also refer to product sales how the environment affects sales.
4. Promotion: development and implementation of a promotional strategy. This includes advertising, sales promotion, including promotional education, promoting the product, brand, or company.

This four elements are often referred to as the marketing mix, which a marketer can use to craft a marketing plan.

In any business, the role of marketing strategy is to build a brand, attract new customers to understand and maintain loyalty play a key role. The hotel industry customers composed of tourism, so the brand image of the hotel industry is also consistent is also essential. Markets want to ensure that brand awareness exists so that customers can reuse their services. Repeat the customer to bring part of the revenue, so the marketing strategy must be separated from the relationship with the customer in the past to find new customers. The hotel industry uses different methods to develop and maintain effective marketing program. The following five major reason why the hospitality marketing is very important.

Research

Customers choose hotels and other hospitality services for a variety of reasons. The role of the marketing staff is to identify what factors make the customer choose a specific reception service, which requires extensive research. Must be through the current customers and former guests to interact, and then on the site to observe and judge customer evaluation, view industry data, to help professionals understand customer needs.

Awareness

Brand awareness is critical to attracting customers. If the customer does not understand the service, it can not buy or trade. So the task of the marketing staff is to ensure that hotels, resorts and restaurants information is easy to find and must always be up to date. They can be through the relevant travel site advertising, and in the same marketing with other non-competitive reception services to achieve.

Promotion

This is another elegant strategy for attracting customers to carry out promotional activities at certain times or days of the years. This activity is generally when the business is slow, to provide incentives to achieve this goal and to seize the market one of the most prominent way. Promotion is a never-ending process.

Relationship

Relationship is also very important in business, and good customer relationship is designed to ensure duplication of business. Not only by the customer’s favorite, will get the customer’s praise.

Resources

The best way to embark your career in hospitality management is with the right kind od education. Because marketing plays such an important role in the industry, it is important to choose a program that provides a strong background od business and marketing courses.

**Question 2**

**Explain the difference between Marketing VS Customer Service.**

|  |  |  |
| --- | --- | --- |
|  | Marketing | Customer service |
| meaning | Marketing refers to the process of marketing activities consistent with the specific market segments and the sales of specific products. | Customer service implies the marketing of economic activities, offered by the business to its clients for adequate consideration. |
| sell | value | relationship |
| Who comes to whom | Products come to customers | Customers come to service |
| Return ability | Product can be returned | Services cannot be returned after they are rendered |
| imagery | They are imagery and hence, receive quick response from customer | They are non-imagery and do not receive quick response from customers |
| Quality comparison | Quality of a product can be easily measured | Quality of service is not measurable |

**Explain the Ethics of Marketing and Customer Service.**

Ethics of marketing

Consumers should be treated fairly (depending on the nature of the product and the nature of the consumer), such as selling to children. The privacy of the customer must never be disclosed to anyone. Salespeople must comply with government rules and standards for sales. The purpose of marketing is to sell products, services and ideas to customers. They do the trade in a variety of ways, but not all are moral. Professional organizations will remind members of the concept of respect, fairness, responsibility and so on into their campaigns. Marketing is a process that incorporates products and services into social and environmental factors that allow customers to interest in product services. So that interested customers will ask the relevant units of the product and services, so that we have the opportunity to customers to create the most satisfied with the products and services.

Ethics of customer services

Customer service personnel play an important role in customer relationship management, because they are the first person to contact the customer. So each behavior of the customer service staff is very important (including the positive attitude towards the customer, loyalty, etc.).

Courtesy

Is an attitude that determines whether a customer needs a service for the customer service. Customer service personnel must be courteous to each customer, which also allows customers to feel that they are very popular and attention.

Respect

Every customer needs to be treated with respect. At the same time customer service staff must wholeheartedly concerned about the customer, not to focus on other things. Respect can also take the way of listening and speaking.

Commitment

Customer service staff usually through the promise, will be unpleasant customers become satisfied customers. Commitment to win the trust and confidence of customers, but also may affect their views and purchase habits, once the commitment to customers, we must comply with the promised things.

Honest

Leaving the customer, that is, but can not do things, will allow customers to produce many negative ideas. If the customer service personnel in the bill or account errors, but the customer service staff honestly and quickly solve the error, then the customer will be able to accept the situation. Honesty can also allow customer service personnel and customers to establish trust between, but also allows customers to become more.

**Question 3**

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

Marketing strategies the most basic purpose is to increase the number of sales and can maintain long-term business. Marketing strategies can be divided into short-term activities (such as the first anniversary of the offer) and long-term activities (such as the application to do the members will be able to enjoy special discounts). They can help strategies by analyzing, evaluating, and selecting goals to reach the company's goals.

Every time you talk to someone about your career, you are involved in marketing. Any conversation about your company is an opportunity to help you promote your business and increase your sales. The marketing strategy will help you focus. It will determine the way you can talk with customers and focus on creating the most sales. It can let you know what to say, how to say and who said it so that you can achieve more sales. Because each time is very important, missed it may be robbed by other companies to take a pen deal, so it will tell you when to respond and what time to propose what.

For example the strength of the phone store is now the community will have a mobile phone, mobile phone damage can allow customers to repair the phone shop or buy a new phone. So that the mobile shop’s boss and the customer's trading opportunities more and more. But weakness is the mobile phone shop only to repair and buy a new phone, but did not sell the phone shell, cable, and mobile phone accessories. Because there are other areas of the mobile phone shop, so his mobile phone shop is a big threat, after all, every mobile phone store phone prices certainly not the same.

**Question 4**

**Explain in detail on Customer Service Skills and Characteristics.**

Customer service personnel must understand and patiently deal with the problems encountered by customers. With the best attitude to face the customer's question, so that you can win the trust of customers and maintain the image of the enterprise. They analyze and judge the customer often encounter problems, so that in the shortest possible time to give customers the best answer and solution. In the solution to customer problems, but also must analyze the customer point of view to judge, so you can achieve the balance between the interests of enterprises and customers to maintain.

The main skill of customer service:

Patience

Customer service staff will encounter a wide range of customers every day (such as long-winded, biting, talking too fast, too slow to speak, etc.), so be sure to stay patiently listening to them that they are experiencing problems Not directly absent-minded to listen. This will not only solve the customer's problem, and ultimately may allow customers to the company's customer service sector had a bad impression.

Clear communication

Whenever an important point is told with the customer, it is necessary to transfer the message to the customer with the simplest and most clear way, allowing the customer to receive 100% of what you say and to make it easy for the customer to understand the message you want to express.

Knowledge of the product

Each customer service staff must understand all the information (including price, function, place of origin, expiration date, etc.) of the product they sell, so that the customer's product can be quickly resolved. Simply speaking, each customer service staff must understand the function and operation of the product, as if to use as a customer every day.

Time management

While it takes time to solve the customer's problems, it must also give yourself a time limit to help customers solve the problem in the shortest possible time with the most effective way or method.

Ability to “read” customer

Customer service personnel must understand how to judge and listen to the customer's current mood, patience level and personality behavior. This is one of the most important skills to keep up with customers. If the error reads the message conveyed by the customer, they will eventually lose them because of misunderstanding.

Characteristics of customer service:

Asking skill

Every question must have a solution. Ask the right questions to find the customer's actual questions and needs.

Responsible

Each customer service must have a sense of responsibility (including service, loyalty attitude). Knowing your behavior determines the customer's situation.

Responsive

In order to solve every customer need, problems or concerns. Customer service personnel must conduct a wide range of inquiries.

Knowledgeable

Customer service must be determined to understand the products and services they are responsible for. And with confidence to answer questions. If you do not know, must also admit that do not know, and then go to find the answer or ask his customer service staff.

Accurate

Customer service personnel must accurately send leaflets to customers, such as the warranty period. All the information must be true.

**Explain the Importance of Hospitality Customer Service.**

Customer service plays a very important role in the hospitality industry. Because they are the first contact with the customer, this is the first impression of the new customer to the hotel, so it also determines whether the customer will stay at the hotel.

Hotels and restaurants are a reception service provider that has a specific job to maintain customer satisfaction. No matter what the hotel, the customer will get the level of customer service in the process of living, this process will help determine whether they come back again to visit, or warn their friends to avoid future care for the hotel. After all, customers have a lot of hotel options when they leave home. First-class customer service is often the choice of customers to choose your choice or the difference between competitors.

Customer expectation

Customer service is mainly satisfied with the customers are looking for an unforgettable experience and a vibrant service. What they need to note is that because guests can review their experiences on many feedback sites, whether their experience is good or bad, they are becoming more and more popular. Hospitality outlets need to me mindful of this as bad feedback can be extremely damaging.

Fulfill your promise

No matter what companies need to keep the customer a good mood, but in the hotel industry to allow guests to re-open and referrals the purpose is very important. In order for the customer to return, what you need to do is deliver the promise. If you can more than expected in the circumstances, this is a good tool to help get referrals.

Online effect

Modern travelers are very familiar with the Internet. They can easily find and book hotels on laptops and smartphones for the convenience and peace of mind to have a place to live. Customer service staff will be through the Internet hotel with the price and also tell the world their online review of the business experience on the site. When customers book online, they often choose to get the best customer feedback within the budget. The bad feedback about customer service can be very damaging. If enough guests have bad experience in your business, they will spread quickly to let others know.

Customer Loyalty

Most of the happy customers are loyal customers. If they have needed to provide additional items in a particular situation, it is always impressive. Customers are the most important part of the business and are concerned at all times and will make them happier.

Feedback is important

If a customer is experiencing a bad experience, for whatever reason, you need to make sure that it can tell you clearly. At the same time to understand, let them tell their own unsatisfactory service items, to avoid telling others And then a short period of time to solve the problems encountered by customers, so that customers finally happy.

**Conclusion**

In this assignment, I will be taught about the first things is I will explain the brief explain about marketing in hospitality and the important of hospitality marketing. Marketing is the research and management of communication relations. It is mainly used to create, maintain and meet the customer. Through customer attention events, you can conclude that marketing is one of the main components of business management. While the transfer of goods and services from concept to customer management process. It includes the coordination of four elements, called Marketing 4 P: (1)Product-Can be observed according to the function of the product, customers can see a touch of a product. (2)Pricing-To the material cost of the product to carry out a fixed price. So that customers can understand the value of the product, and then further understand the price of the product is reasonable. (3)Promotion-The purpose is to special discounts, to promote the product, so that more people understand and find the existence of the product. Discounts at the same time, you can also allow new customers to try new products.(4)Placement-The purpose is not to waste time in the crowd less places. So choose a good destination is also very important, so as to make the product unfamiliar customers can easily find. But also allows customers to understand the sale of the product location. The most hotel industry is very important. Because there is no marketing hotel industry boss cannot predict the customer like the type of room and service content. Special day hotel owners can offer special offers so that more customers can come to pay for the hotel to enjoy the service. The best way to do business management is proper education. Relationships are also important in business, and good customer relationships are designed to ensure business continuity. Brand awareness is critical to attracting customers. If the customer does not understand the service, they cannot buy or trade. The second thing, I will explainthe difference between marketing and customer service. They are not the same place is a study of how to sell products to the market, the other is to study how to sell the product to the customer's hands. Marketing is responsible for the product can be touched to see the value of the product, and customer service staff only after the purchase will appreciate the value of the service. The products sold by the marketing are valuable, and the customer service sells the relationship with the customer. And then explain the ethics of marketing and customer service. Consumers should be treated fairly (depending on the nature of the product and the nature of the consumer), such as selling to children. Any privacy for the customer must not be disclosed to anyone. Salespeople must comply with government sales rules and standards. The purpose of marketing is to sell products, services and ideas to customers. They trade in a variety of ways, but they are not all moral. Professional organizations will remind members of respect, fairness, responsibility and other concepts. Marketing is the process of integrating products and services into social and environmental factors, enabling customers to be interested in product and service. For the third things, I will describe about marketing strategies and how you can apply your studies in hospitality management. The goal of the marketing strategy is to focus on how to keep customers through regional or regional sales. The purpose of the sales strategy is to understand the needs of the customer, understand what they want, and how to say that they buy from you. The marketing strategy is to have a plan that is designed to understand the budget for each month. But also learn how to find more customers, such as through advertising, networking, etc., so that we are more likely to achieve the goal. At the last things, I will explain in detail on customer service skills and characteristics. Customer service personnel must understand and patiently deal with customer problems. They analyze and judge the customer often encounter problems in order to provide customers with the best answers and solutions in the shortest possible time. In solving customer problems at the same time, but also to analyze the customer's point of view to judge, so that enterprises can achieve the balance between the interests of customers and customers. And then explain the important of hospitality customer service. Customer service plays an important role in the hospitality industry. Customer service plays an important role in the hospitality industry. Customer service plays an important role in the hospitality industry. Because they are the first contact with the customer's role, it also determines whether the customer will stay in the hotel. There are many hotel options when customers leave home. First-class customer service is often the choice of customers to choose your choice or the difference between competitors. Customer service staff must come up with the best attitude to treat each customer, whether new or old customers. So that customers can advertise for the hotel to show relatives and friends have the opportunity to come to this hotel overnight, and second to get more customers praise. So customer service is very important to the hotel.

**Reference**

1. marketing

RETRIVED FROM:

<http://www.investopedia.com/terms/m/marketing.asp>

1. important of hospitality marketing

RETRIVED FROM:

<https://medium.com/@geetacollegepanipat_72854/the-importance-of-marketing-in-the-hospitality-industry-aa2ed38487e8>

1. ethics of marketing

RETRIVED FROM:

<https://en.wikipedia.org/wiki/Marketing_ethics>

1. marketing strategies

RETRIVED FROM:

<https://www.inc.com/murray-newlands/15-marketing-strategies-that-inspire-strategic-thinkers.html>

1. important of hospitality customer service

RETRIVED FROM:

<http://smallbusiness.chron.com/importance-customer-service-hospitality-tourism-81068.html>

**THE END**