

Name: PAVETRA RAVICHANDRAN

Login ID:Pavetra@oasis-portal.com

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**Executive Summary**

In this assignment, i studied about marketing and customer relationship.I had better understanding on how they marketing the product and by that product how they make a good relationship with customer.First of this part assginment is, understanding about marketing in hospitality.Second part of this assignment,i will explained about difference between marketing and customer service.In addition, i able to describe the character about marketing and customer service.Third part of this assignment ,i coverd the topic, brief and flaborate about marketing strategies.I studied how can apply in hospitality management.Fourth part,i explain about customer service skills,role and responsibility in hospitality management ...in finally i coverd the topic about the importance and valuation of customer service in Hospitality.Lastly I covered the topic about the important and valuation of customer service in hospitality ...

**Introduction**

This course introduces students to customer relations, marketing, advertising, and sales in the tourism and hospitality industry. Students will gain a good understanding of the key concepts of marketing and sales techniques. I will learn how a hospitality or tourism business is affected by external factors in the broader market. Students will get the opportunity to develop skills to empower them to deliver outstanding customer service and to recognise areas for improvement.

**Assignment Questions**

**Examples:**

Assignment question in this part contain 4 questions

**Question 1**

Briefly explain about Marketing in Hospitality and The Importance of Hospitality Marketing . (20 Marks)

Marketing in hospitality?

Hospitality marketing is marketing efforts directed towards the increase of revenue in the hospitality industry and Marketing is the process for getting a company's product or service out to consumers. Hospitality marketing takes a look at how segments of the hospitality industry, such as hotels, restaurants, resorts and amusement parks, utilize marketing techniques to promote their products or services.

The importance of Hospitality Marketing ?

In any business, a solid marketing strategy is critical to building a brand, attracting new customers and maintaining loyalty. The hospitality industry is no different. Because customer loyalty is key, marketing managers and executives devote a lot of time and resources to building brand awareness and creating ongoing, interconnected campaigns. These marketing efforts usually include both print and digital collateral that target former guests while also attracting new clientele. However, this particular industry has a unique set of challenges that must be overcome. Understanding the importance of marketing in the hospitality industry can help you get ahead and stand out in the competitive job market.

**The Basics**

Hospitality sales are different from consumer goods sales because marketers must sell tangible as well as intangible products. In many cases this means that they are marketing services rather than goods, and success hinges on creating the right *feeling*in the consumer. For example, a resort will want to cultivate a relaxing, fun atmosphere that is recognizable to customers and inspires those same feelings in the consumer.

Because the hospitality industry is mostly made up of tourism and other experiential services, a consistent brand identity is also very important. Marketers want to ensure that brand recognition exists so that customers will use their services again and again. Repeat customers bring in a sizeable portion of revenue, so marketing strategy must be split between maintaining relationships with past customers while seeking out new ones.

**Strategies for Success**

Companies in the hospitality industry use various methods to develop and maintain an effective marketing plan. The following are some of the general strategies that marketers use for brand success.

**Research**

Customers choose hotels and other hospitality services for a variety of reasons. From location to facilities and perks, companies have to be sure that they’re providing what buyers are looking for. The role of marketers is to identify what factors make customers choose a particular hospitality service, and this requires extensive research. By speaking to current and former guests, monitoring customer reviews on websites, reviewing industry data and more, marketing professionals learn what makes a hospitality service stand out, as well as how it can be improved.

**Awareness**

If potential customers don’t know about a service, they can’t purchase it. That’s where brand awareness comes in. Marketers make sure information on hotels, resorts and restaurants is easy to find and up-to-date. They can do this by buying ad space on relevant travel sites, creating an engaging website and collaborating with other, noncompeting hospitality services in the same market.

**Promotion**

Another smart strategy for attracting customers is to run promotions during certain times of the year, usually when business is slower. Introducing incentives and offering incentives are just some of the ways that marketing professionals achieve this. Have you purchased a Groupon for a spa weekend? That’s promotion at work.

**Relationships**

To ensure high levels of repeat business, good customer relationships are vital. Not only do repeat customers usually promote a service through word-of-mouth and social media, but they also create a stable revenue base. One way to build relationships is through customer loyalty programs, which reward customers who regularly use a particular hospitality service.

**Question 2**

Explain the difference between Marketing VS. Customer Service.

Explain the Ethics of Marketing and Customer Service.. (20 marks)

**7 compelling reasons why it's important for Marketing and Customer Service...**

## ****1) For Better Social Media Support****

As we already mentioned, most marketers are [using social media to provide customer service](https://blog.hubspot.com/blog/tabid/6307/bid/31600/How-to-Tackle-Real-Life-Social-Media-Customer-Service-Obstacles.aspx). But is your marketing team's social media account manager reallycapable of handling these customer service issues as effectively as someone on your customer service team? Probably not. Your business' customer service team has likely been given the proper training and resources needed to assist customers and resolve issues, meaning they are the best people for the job.

While it absolutely doesmake sense for your business' social media account management to be a function of Marketing, that doesn't mean people from other departments can't be involved. Why provide your customers with a subpar customer service experience just for the sake of keeping social media management solely in Marketing? Luckily, there are a number of tools available to marketers to make this possible -- and easy! Using a third-party social media management tool, such as HootSuite or [HubSpot](https://offers.hubspot.com/free-trial-social-media-tools), marketers can easily collaborate with other departments such as Customer Service (or even Sales), routing customer support questions to the support team and making it easy for communications to be handed off to the most appropriate person. Coming up with a system that enables members of your customer service team to participate in customer service-related inquiries via social media will only make for a better customer experience.

## ****2) For Content Creation Ideas****

Savvy inbound marketers understand how important regular and consistent content creation is to their [marketing strategy](https://www.hubspot.com/inbound-marketing-assessment-targeted-blog-cta/). Unfortunately, regular and consistent content creation means marketers also need a steady flow of ideas about which to create content, and even the most experienced content creators sometimes suffer from [the struggle to come up with remarkable content ideas](https://blog.hubspot.com/blog/tabid/6307/bid/26638/10-Ways-to-Never-Run-Out-of-Blog-Ideas-Again.aspx)that their audience will find valuable.

This is where your customer team can save the day! As people who are constantly communicating with customers and learning about their problems, interests, and needs, your customer team is probably an untapped goldmine of viable content ideas. After all, marketers are trying to create content that helps solve their audience's problems, and your customer team knows firsthand what those problems are. They will also probably be able to provide Marketing with real-life customer examples and successes to use in their marketing content, which is always an added bonus.

As a marketer, open the lines of communication between the content creators on your team and your customer teams. Consider meeting regularly to learn about the problems your customers are facing, and think about the types of content you can create to address those problems. For example, our blogging team uses a page on HubSpot's internal wiki as a way for members of the sales and customer teams to submit blog article ideas based on their communications with customers and prospects.

## ****3) For a Deeper Understanding of Buyer Personas****

How well do you really understand your buyer personas? Buyer personas are fictional representations of your target customers, so if you implement the suggestions we provided in tip #2 above, you might learn that you don't really understand your customers as well as you thought you did. Or perhaps you haven't even developed well thought-out buyer personas in the first place. Truly understanding the inner-workings of your ideal customers can provide you with [a number of business and marketing benefits](https://blog.hubspot.com/blog/tabid/6307/bid/29583/6-Core-Benefits-of-Well-Defined-Marketing-Personas.aspx)such as a better understanding of customer needs, problems, and interests; knowledge of where customers spend time; better quality leads; consistency across your business; richer closed-loop analytics; and better product development.

The great thing is, your customer team is talking to your customers all the time, meaning they probably know more about them than any other department within your company. So because understanding buyer personas is so critical for creating effective marketing campaigns, it behooves marketers to work more closely with customer service to help them truly understand customers' needs and thoughts. As a marketer, sit in on customer team meetings, and join in on customer calls for better insight into the personas you're marketing to.

## ****4) For Setting Customer Expectations****

One very telling indicator of an effective marketing team is when leads have clear expectations for how your business' products and services will help them. And when leads have clear expectations, the transition from lead to customer, as well as that customer's subsequent experience asa customer, can go much more smoothly. This is how Marketing can help prevent customer loss, since often customer churn is the result of misleading expectations that can be attributed back to misleading marketing campaigns.

So how does customer service factor into this? When the two teams are better aligned, Customer Service can notify Marketing of instances when inadequate or misleading expectations have been set, since members of your customer service team will likely be the ones to stumble across these inconsistencies. Then, as a marketer, you'll be able to modify your campaigns to better set expectations for potential customers. For example, if your marketing team was relying heavily on the messaging that the indoor paint you sell dries in minutes, but in reality customers report that it takes hours, your marketing team could rectify the false expectations they were setting in their marketing campaigns.

## ****5) For Unified Messaging & Communications****

When prospects and customers have a question about a promotion your marketing team is running -- who they gonna call? Support! The reason is simple: it's the easiest phone number to find on most business' websites. So what happens if your customer support team knows nothing about that live webinar Marketing is currently holding and a prospect calls looking for the webinar link they forgot to bookmark when they signed up? "Umm ... what webinar?" says the support team rep. Not good.

That's why it's so important for Customer Service to be in the know about what promotions Marketing is deploying -- so they can be well-equipped to answer any questions that pop up from prospects and customers alike. They should know where on the website to find that ebook, how to log in to that webinar, and where to enter that contest. As a marketer, arm your customer team with the resources they need to be successful. At HubSpot, for example, we keep a shared Google Doc where our support team can access the links and log-in information for every upcoming webinar we host. This eliminates the wasted time and effort of Support trying to contact Marketing while a caller waits on hold, making for a happier caller and a more efficient support process.

## ****6) For PR/Marketing Promotion of Customer Success & Happiness****

Customer problems aren't the only discussion topic your customer team shares with Marketing. They are also often the best equipped and first to identify customer happiness and success.

Better customer service and marketing alignment enables Marketing to more easily pinpoint the customers that make great case study candidates, especially if they're looking for specific examples of customer success and the customer team knows about these preferences in advance. Your customer service team can also be on the lookout for awesome customer testimonials and examples of customer happiness, as well as encourage those happy customers to [provide those online reviews we marketers covet](https://blog.hubspot.com/blog/tabid/6307/bid/31852/A-Marketer-s-Guide-to-Accumulating-Awesome-Online-Reviews.aspx).

As a marketer, be sure to let your customer team in on these types of initiatives so you can more easily source customer successes and happiness to support your public relations outreach and other customer-centric marketing initiatives. At HubSpot, for example, we've tasked our customer team with helping us identify customers who are interested in participating in our " [I HubSpot Because ...](https://www.hubspot.com/hubspotting/)" initiative.

## ****7) For Informing Product Marketing Initiatives****

Your business' customer team is likely the most in tune with understanding how customers actually use your products/services. And to many marketers' surprise, sometimes the way customers use a product doesn't exactly line up with how marketers have been marketing it.

Marketing/Customer Service alignment to the rescue! Hold regular meetings with members of Marketing and Customer Service to avoid situations where marketing is heavily promoting a product feature that is underutilized by or unsatisfying to customers. Or perhaps your customers are using your product/service in a way that wasn't originally intended and that your marketing team never thought to promote. This will help inform future, more successful product marketing initiatives and collateral.

**Question 3**

Describe about Marketing strategies and how you can apply your studies in Hospitality Management. (20 marks)

**Marketing strategy** has the fundamental goal of increasing sale and achieving a sustainable [competitive advantage](https://en.wikipedia.org/wiki/Competitive_advantage). Marketing strategy includes all basic, short-term, and long-term activities in the field of [marketing](https://en.wikipedia.org/wiki/Marketing) that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of [market-oriented](https://en.wikipedia.org/wiki/Market-oriented) strategies that contribute to the goals of the company and its marketing objectives.

Marketing Mix

1. Product

A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented. In FMCG parlance, a brand can be revamped, re-launched or extended to make it more relevant to the segment and times, often keeping the product almost the same.  
  
**Description:**A product needs to be relevant: the users must have an immediate use for it. A product needs to be functionally able to do what it is supposed to, and do it with a good quality.  
A product needs to be communicated:Users and potential users must know why they need to use it, what benefits they can derive from it, and what it does difference it does to their lives. Advertising and 'brand building' best do this.  
  
A product needs a name: a name that people remember and relate to. A product with a name becomes a brand. It helps it stand out from the clutter of products and names.  
  
A product should be adaptable:with trends, time and change in segments, the product should lend itself to adaptation to make it more relevant and maintain its revenue stream.

1. Price

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. It is targeted at the defined customers and against competitors.   
  
**Description:**There are several pricing strategies:   
  
Premium pricing: high price is used as a defining criterion. Such pricing strategies work in segments and industries where a strong competitive advantage exists for the company. Example: Porche in cars and Gillette in blades.   
  
Penetration pricing:price is set artificially low to gain market share quickly. This is done when a new product is being launched. It is understood that prices will be raised once the promotion period is over and market share objectives are achieved. Example: Mobile phone rates in India; housing loans etc.   
  
Economy pricing: no-frills price. Margins are wafer thin; overheads like marketing and advertising costs are very low. Targets the mass market and high market share. Example: Friendly wash detergents; Nirma; local tea producers.   
  
Skimming strategy:high price is charged for a product till such time as competitors allow after which prices can be dropped. The idea is to recover maximum money before the product or segment attracts more competitors who will lower profits for all concerned. Example: the earliest prices for mobile phones, VCRs and other electronic items where a few players ruled attracted lower cost Asian players.   
  
These are the four basic strategies, variations of which are used in the industry.

1. Place

Place in the marketing mix refers to the channel, or the route, through which goods move from the source to the final user. Place could be the intermediaries, distributors, wholesalers and retailers.   
  
**Description:**The right place means greater chances of sales over a longer period of time. This translates into greater market share, more profits and better ability to track the changes in the marketplace in thinking, styles, fashion and needs.   
  
What players make up the 'place' aspect of the marketing mix? Retailers, wholesalers, distributors, warehouses and even the Internet make up the 'place' aspect of the marketing mix. All of these move, stock and sell goods. Retailers may brand themselves, and in fact, some of the largest companies in the world are retailers like Wal- Mart.   
As retailers consolidate and become bigger in the channel, their power for margins and goods also grows.

1. Promotion

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.   
  
**Description:**There are several types of promotions. Above the line promotions include advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort.   
  
There are also:   
1. Personal selling: one of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time.  
 This can also be expensive and time consuming, but is best for high value or premium products.   
  
2. Sales promotions: this includes freebies, contests, discounts, free services, passes, tickets and so on, as distinct from advertising, publicity and public relations.   
  
3. Public relations:PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public.

5) People

People are the most important element of any [service](http://www.marketingteacher.com/introduction-to-services-marketing/) or experience. Services tend to be produced and consumed at the same moment, and aspects of the [customer](http://www.marketingteacher.com/what-is-a-customer/)experience are altered to meet the individual needs of the person consuming it. Most of us can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy from people that they like, so the attitude, skills and appearance of all staff need to be first class. People have an important role in service delivery, they are relied upon to deliver and maintain transactional [marketing](http://www.marketingteacher.com/what-is-marketing-2/) and people play an important part in the [customer relationship](http://www.marketingteacher.com/customer-relationship/).

6) Process

The marketing process is a process of analyzing the opportunities in the market, selection of the target markets, and development of the Marketing Mix and management of the marketing efforts. Below are the 4 marketing process steps that involved in targeting the right audience in the market.

**Marketing Process Steps**

1. Analysis of the opportunities in the market.
2. Selection of the target market.
3. Development of marketing mix.
4. Management of marketing efforts.
5. **Analysis of the Opportunities in the Market**

The first component of the Marketing Process is to analyze the market in order to find the opportunities that should be availed. These opportunities are related to the needs and wants of the customers that are not properly satisfied by the competitors in the market. A company that is initiating the marketing process focuses the opportunities that would be beneficial in the long run success so that its performance would be effectively improved. For this purpose, the company gets help from the [**marketing information system**](http://www.businessstudynotes.com/principle-of-marketing/types-of-marketing-information-system/)(MIS), which plays a significant role in providing useful information about the market.

The company also conducts effective market research that would tell him the value able information about the customers, competitors, general trends, and any extraordinary change occurred in the market that can be useful for the company. Then company identifies the potential opportunities from the collected information and split the whole market into different segment. These segments are based on some factors like age group, geographical location etc. The company evaluates each segment separately to check the potential of the segment in the light of its strengths and weaknesses. Finally, it selects the target market segment to proceed further.

**2 .Selection of the Target Market**

This is the most important step of the marketing process in which the target customers are selected. For this purpose, the company conducts a careful analysis of the target markets in order to choose the final customers. As it is obvious that the company do not satisfy the needs and wants of the whole market therefore it must divide the whole market into different segments and choose the segment that will best meet its strengths and opportunities. In this regards, there are certain step you need to follow.

* **Market Segmentation**:

The process in which the whole market is split into different units of consumers, each unit having similar wants, characteristics and behavior of consumers which need different marketing mixes and strategies.

* **Market Targeting**

In this process the targeted segments of the total market are evaluated to ascertain the attractiveness of each segment so that the one or two most suitable and potential segments should be selected and entered. The simple rule of selecting the target unit or segment is that it must provide the opportunity to the company to create potential customer value in the long run. Another important rule is that a certain company has the option to satisfy the needs and wants of one or two segments. In this case the company focuses on that relevant segments and develops its products and strategies for them only. Such small segments are called “niches”. The company has also another option to split the whole market into different segments and offers different products and marketing mixes to each segment of the market. But the most effective method is to focus on one or two segments and after succeeding in those segments, further new segments should be targeted.

* **Market Positioning**:

This concept relates to the positioning of the product of a company in the minds of the customers as compared to the products of competitors. In other words the company tries to maintain a clear and specific perception in customers about its products. When a company wants to position its product, it first specifies the competitive edge for which it offers competitive advantages to its target customers. The whole marketing program of the company should concentrate its identified positioning strategy. The positioning is effective when the company truly provides the efficient, competitive offering to its customers in order to give them maximum value as compared to the offering of competitors.

1. **Development of Marketing Mix**

After setting of a complete [**marketing strategy**](http://www.businessstudynotes.com/marketing/marketing-strategy-types-of-marketing-strategies/) of a company, then it is ready to initiate the planning of its marketing mix.

* **Marketing Mix**

[Marketing Mix](http://www.businessstudynotes.com/marketing/4ps-of-marketing-basic-ingredients-of-marketing-mix/) is composed of certain variables of markets that are mixed by the company in order to generate certain desired response in the targeted segments.

1. **Management of Marketing Efforts**

This is actually the action phase of the development marketing program in which a suitable marketing mix is set for a target market. For the management of marketing efforts four functions are adopted which are as follow.

**01- Analysis of the Market** in which the company identifies the internal strengths and weaknesses along with the external opportunities and threats.

**02- Marketing Planning** in which certain marketing plans or strategies are developed so that the overall objective of the marketing should be accomplished.

**03- Marketing Implementation** in which the developed plans and strategies are practically implemented in order to achieve the marketing objectives.

**04- Marketing Control** in which the performance results of the [**marketing plans**](http://www.businessstudynotes.com/marketing/marketing-plan-how-to-make-a-marketing-plan/) and strategies are evaluated and necessary steps are taken to ensure the accomplishment of overall marketing objectives of the company.

**Question 4**

Explain in detail on Customer Service Skills and Characteristics.

**Customer Service Skills**

**Communication**  
Clear communication is essential in customer service – you need to know what the customer wants and be able to articulate what you can do for the customer. Enunciating, speaking loudly enough, and employing an upbeat tone, will help you communicate clearly and positively with your customers. These skills are essential in phone communication as well. If you write or email with customers, be sure to use proper grammar and spelling, and choose words and phrases that convey a similarly upbeat attitude. Here's a [list of communication skills](https://www.thebalance.com/communication-skills-list-2063737).

**Listening**  
[Listening skills](https://www.thebalance.com/types-of-listening-skills-with-examples-2063759) are just as important as communication skills. Listen carefully to the customer to know exactly what she needs and how you can help her. Demonstrate that you are [actively listening](https://www.thebalance.com/active-listening-skills-with-examples-2059684) through body language and responses (nod when you understand something, make eye contact, etc.).

Don’t be afraid to ask clarifying questions to make sure you understand the other person. An important aspect of customer service is simply making the customer feel heard. When you're talking on the phone, don't interrupt the customer and carefully respond to all of his or her questions.

**Self-Control**  
People that work in customer service need to be able to calmly handle all customers, even the most negative ones.

You must strive to remain calm and cool, even when your customer is not. Patience and self-control will keep you from getting upset and saying something inappropriate. Remember to try not to take it personally when the customer is upset. When the customer is angry, it's even more important to stay calm and try to tone down the conversation.

**Positivity**  
A positive attitude goes a long way in customer service. Make sure you know all of the benefits of the products or services your company provides and convey them to your customers. If a customer has a problem with a product or service, focus on what you can do to help him or her. While you don’t want to seem overly happy when a customer is upset, being proactive and optimistic can help a customer stay positive, too.

**Assertiveness**  
When dealing with a customer, you want to be able to take control of the situation and do what you need to do in an efficient manner. If you are meek or passive, the customer may not have faith in you. However, you also don’t want to be aggressive or demanding, which can offend customers. By speaking in a strong, steady voice, asking direct questions of the customers, and keeping track of what you need to do, you will convey confidence without being aggressive.

**six** **characteristics**

**Reliability –**Customers expect product/service providers to be dependable and accurate during interactions. Take your home electricity – as long as you pay the bill you expect the lights to come on when you flip that switch. Do customers consider your organization to be reliable? Are you rated high for dependability? Can your customers trust that you will do what you say you will do? These are key factors to providing a great customer experience.

**Competence –**This characteristic measures knowledge and skill level in regards to one’s product/services. If you surveyed your customer, what would they say about the level of competency exhibited by those within your organization? Internet access allows today’s customer to gain knowledge about yours and your competitor’s organization. Once the interaction begins, will your customer know more about your products/services than front line personnel and others within your organization? Make sure that everyone within your organization is a product/service expert in order to receive a high rating for competency.

**Responsiveness –**When customers enter your brick and mortar location, call on the phone, email or initiate a web chat, how long does it take for someone to acknowledge their presence? One of the most dreaded customer experiences is waiting to be serviced or even just to be acknowledged! How long are your customers waiting for service? When issues arise, how long before the situation is addressed and a resolution provided to the customer? The responsiveness clock is ticking in your customer’s head while waiting to be serviced or to receive a reply to inquiry.

**Courtesy –**In my opinion, this one is the easiest characteristics to exhibit. If there is one thing that we can all control is our ability to be kind and polite. All customers deserve common courtesy. Courtesy goes a long way with customers, especially when they’re unhappy with your product/service.  Body language and facial expressions also contribute to the courtesy factor. What score will your customer contact personnel receive for courtesy?

**Credibility –**Can your customer deem your organization as credible? This characteristic is an image builder. We’re taking about trustworthiness here! Does your performance match what you advertise? Does your organization deliver on its promises? Choosing to take the steps necessary to ensure credibility helps to create a reputation for believability. One act by one person which puts your organization’s credibility into question can be an image killer. Protect your organization’s future by insisting that everyone perform their duties in a manner that passes the credibility test.

**Consistency –**This is the glue that holds it all together. Consistency creates long term customers. Consider this – If your organization is consistently reliable, competent, responsive, courteous and credible, you’re probably providing many great customer experiences. Consistency means establishing a pattern of behavior. Does your customer’s rating of your organization indicate a pattern of great behavior in regards to the customer experience? Can your customer depend upon your organization to provide a high level of service every time they choose to utilize your products/services? The ability to intermittently exercise the five aforementioned characteristics will not help in your quest to provide great customer service. When consistency is added, long term retention is usually the result.

Explain the Importance of Hospitality Customer Service ..

(20 marks)

**Customer expectations**  
Satisfied customers are looking for a memorable experience and an energetic service, where it matters the most. Businesses need to be aware that it’s becoming ever more popular for guests to leave a review of their experience on a number of feedback sites, whether their experience was a good or bad one. Hospitality outlets need to me mindful of this as bad feedback can be extremely damaging.

**Deliver on your promise**  
Any business needs to keep customers and clients happy, but in the hospitality industry it’s so important to keep guests engaged in order for repeat business and for referral purposes. For the customer to return all you need to do is deliver what was promised, if you can exceed expectation where possible this is always a good tool to help gain referrals.

**Be realistic**  
Remember to be realistic, don’t big your business up if it’s not 5 star, don’t say that it is, as this only sets expectations for the customer, and excites them only to disappointed when they find out it’s more of a three star standard.

**Customer loyalty**  
Remember happy customers are loyal customers, go the extra mile if needs be, provide additional items where possible, this always tends to impress. Just remember, customers are the most important part of the business without them what would you have – focus on them at all times – and they will be happy.

**Feedback is important**  
If a customer is unfortunate enough to have a bad experience, for any reason, you need to make sure it’s made easy and clear for them to tell you about it. At the same time be understanding and allow them to get it off their chest to you, so they’re not inclined to tell someone else. Try hard to fix the problem – communication is key – and remember keep calm and try to resolve the situation so the customer ultimately goes away happy.

**Conclusion**

Customer relationship management is based on customer because survive was made in the global market and focused on the customer and the customer is becoming a key factor for the small and big companies. The companies know that its cost is more to acquire a new customers than to get an existing customer for a making a purchase. Another aspect of survival of CRM is that knowing the customer better and also his/her preferences will allow the companies to acquire new customers more easily and facilitates targets crossselling. CRM is based on the basic marketing belief that an organization that knows its customer like an individual. The organization’s components include the database warehouse that store all the company information of the customer. For the collection of the customer database, they are using the customer service system, call centre, e-commerce, web marketing, operation system than get the complete information of the customer and the sales system. In the portable sales communication, the CRM is appointment making of the service. In the practice, the CRM system is the range from automated customercontacts system to the company wide pooling for the customer information. CRM is a system for capital investment that integrates the strategy, marketing and the IT system. It is also is a strategic know how to handle the customer relations from a company point of view. The strategy is based how to develop, establish and increase the relation with the customer for profitability perspective. It is based on the knowledge of the individual customer’s need and potential, the company makes a strategic to find out the different of the customer with other customer to gain the customer for a long period of time. The cut across traditional the organization structure is to force the customer in the integration of the company activities. By the implementation of CRM is not a small task of any organization. There is no doubt that the CRM can be major factor that give the competitive advantage for the maximum market and customer. If any company implement the inappropriate CRM than quality demand by the customer is going to be declined.

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