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**Executive Summary**

I studied about Marketing and Customer Service within a hospitality management operations in this module. For the first part , I learned Marketing operation in hospitality. Marketing is and I also will explain what is the importance of Hospitality Marketing. Second part , I will describe what is the difference between Marketing and Customer Service. I covered the topic , I understanding the ethics of Marketing and Customer Service. Furthermore , I will describe about Marketing strategies and how I apply my studies in hospitality management. And I also can explain in detail on Customer Service Skills and Characteristics. Finally , I can explain the importance of hospitality customer service.

**Introduction**

In this assignment, I learned and understand about the essentials of marketing and customer relationship. Marketing mean is an enterprise confirm who is the consumer and meet consumer needs and desires. In the process of trading, not only to sell products to consumers but also to try to meet the needs and desires of consumers. I also have learned about the bonds of marketing and customer relationship . Such as they help each another to expand the area of market . Marketing is to promote some products or goods into market and make public to know more about their own products . On the other hand , customer service is to introduce the products to customer and provide the accurate information to customers . They must also remain positive looks , emotions and so on to customer.Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.



Figure 1 ( Idea of marketing , 2016 )

**Assignment Questions**

**Question 1**

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

Answer :The basic function of hospitality marketing is to understand the needs of consumers, knowing the segments of market and developing the best marketing tool to increase the market share by reaching more and more customers. In the dynamic competitive environment, it is important for any hospitality organization to adapt itself with the changes in consumer’s preference, lifestyle, purchasing power etc. So the strategic control is very necessary to ensure that the marketing strategy, objective and system are so designed that it can adapt to changing external and internal environment. All the elements of marketing mix are significant for developing the strategy . Creative planning and effective advertisements helps the hotel to attract new customers and retaining the old ones . The marketer should consider all the internal and external business environmental factors and their far reaching influences before designing and implementing strategies. All this revolves product, place and promotion and all these aspects are governed by social, technological, environmental, economical and legal factors. As one cannot control the external changes so the marketer can respond to the changing situation. Understand the concepts of marketing in a services industry .Next ,discuss concepts of marketing for a relevant services industry Marketing in the hospitality industry plays a key role so as to help the leaders in meeting up with the needs of consumers by having a brief outlook of their wants and demand. A large number of products and services are a part of hospitality industry in form of restaurant, dining, accommodation, leisure etc. A number of customer retention techniques are also used for the same so as to increase the effectiveness of services .

Furthermore , 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 sizable portion of revenue, so marketing strategy must be split between maintaining relationships with past customers while seeking out new ones.Besides that , face-to-face marketing is a crucial marketing activity. Use Linked Into network online, but don’t forget to attend professional events in your industry and community. Carry business cards at all times. As the currency of networking even in today’s hyper-electronic world, the old-fashioned business card lives on as a quick way to exchange information. It’s a great way to raise awareness and secure reservations.

**Question 2**

Explain the difference between Marketing VS. Customer Service.

|  |  |
| --- | --- |
| Marketing | Customer Service |
| Marketing is based on thinking about the business in terms of customer needs and their satisfaction. | Customer service is traditionally based on interaction with customers after a purchase |
| Customer relationship management is everything from the very beginning of marketing efforts through sales and including any interaction anyone in the company has with any customer | Customer service is that personal encounter with your client or customer, whether it be via email, telephone or in person. |
| Marketing is what does clients want to buy | [Customer service](https://www.brandwatch.com/ebook-guide-to-customer-service-form/" \t "https://www.brandwatch.com/blog/customer-service-and-marketing/_blank) helps retain the customers that marketing spent their budget obtaining in the first place. |
| Marketing is to promote something into market and make more people get to know about this item . | Customer service play a role to promote and introduce a product to customer to get profit . |
| Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product | Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. |

Explain the Ethics of Marketing and Customer Service.

Marketing ethics is an area of applied ethics which deals with the moral principles behind the operation and regulation of marketing . Next , ethical marketing is less of a marketing strategy and more of a philosophy that informs all marketing efforts. It seeks to promote honesty, fairness, and responsibility in all advertising. Ethics is a notoriously difficult subject because everyone has subjective judgments about what is “right” and what is “wrong.” For this reason, ethical marketing is not a hard and fast list of rules, but a general set of guidelines to assist companies as they evaluate new marketing strategies. Besides that , there are distinct advantages and disadvantages to ethical marketing. Unethical advertising is often just as effective as it is unethical , and since unethical behavior is not necessarily against the law, there are many companies who use unethical advertising to gain a competitive advantage and some marketing practices are clearly unethical. For example, if you lie about what your product does and the consumer ends up finding out the reality right after purchase, you’re creating unhappiness and a lack of good . Example , for those companies looking to improve the image of a brand and develop long-term relationships with customers, this kind of unethical behavior can quickly lead to failure. Customers do not want to feel manipulated by the brands they like. Companies can use ethical marketing as a way to develop a sense of trust among their customers. If a product lives up to the claims made in its advertising, it reflects positively on the entire company. It can make the consumer feel like the company is invested in the quality of the products and the value they provide customers.

At the same time , ethics of customer service does similar things . Such as some of the customer must always come first. One happy customer may tell a few people about their service experience; however, the unhappy ones will tell everyone in their circles . Some research estimates that it takes twelve positive service incidences just to make up for one negative incident. Besides that , we should understand our customer are our future ,even the world's most successful companies can't take survival for granted. When your customers needs change, change to meet those needs. Abandon the status quo and push beyond your comfort zone.Next , we also must treat customer like our own family member , please don’t see your customers as walking wallets and you should make them feel special because they are the one who make your company alive . Build rapport be fully present when you are with them . So they will be very grateful for your concern and because of that gratitude will translate you profit . On the other hand , always be a listener to our customer . We should ask about services that we given and quality of a product so we can do it better next time . Pay attention in what they needs and make a better change , because of that you can remain your regular customer instead they choose to leave . The biggest reason they leave its because they sense you or your company do not bother about theirs feedback . Furthermore , we work smart on problems solving , when customer have a problems , then you have a problems. Don’t let yourself satisfy until they are . You must learn to solve they problems so that you can retain these customers because they want you to be fully prepared to solve they problems . We also make maintain a positive attitudes , please don’t share your negative emotions to customer . The smile on your face and the volume of your voice can make a huge changes of customer . So , give them better and always provide a good smiling face even you due with some private problems .

**Question 3**

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

Answer :Driving sales can be challenging, especially for retailers that have to consistently sell products in high volume to consumers. In order to stay with the demands of investors, retailers have to encourage consumers to buy using coupons, discounts, liquidations, and sales events. High volume big-box retailers like Target are constantly running promotional events in order to get interested consumers into their stores. Next ,what product or services are you going to offer? Discuss the branding, the packaging , and ongoing product or development. You should consider the features and benefits you offer, your unique selling points and what potential spin-off products of services might be. You should also maintain the quality of your product remain as good as before . Images , logo and brand also play a main role in strategy marketing , these types of things always catch customer eyes ball due to the beautiful picture . At the same time , while selling your product in market you should also provide variant type of products that you sell . Because of this , customer have more choices to choose from and not the only one anymore . This could help you to increase customer as well . On the other hand , price is a critical part of your marketing mix. Choosing the right price for your products or services will help you to maximise profits and also build strong relationships with your customers. By pricing effectively you will also avoid the serious financial consequences that can occur if you price too low or too high . Such as , we can give on cash discount or reduction on an item or price . We also should provide variety type of payments method . Cash payment , bank transfer , online payment or card payment .

Furthermore , place is one of the main point to customer . Places is actually where exchange of products always happened . Trade could divide into two types . Online purchasing or trade face to face . Online purchasi1ng where customer choose their products online and pay through card payment . Face to face where seller require to meet buyer in reality and places they choose to meet up and most probably payment will be cash . Moreover , one of the important marketing strategy are promotions . Example of promotions , promotions is a activity which is created by the seller to attract buyers . It is a activity that business does by giving introduction to customer . There are few types of promotions idea such as marketing communication . Social media like Facebook , Instagram , Television and so on . This helps a lot to promote your product to public . The second , channel level . The more you open your shop , the more branches you have . This maybe cause customer save a lot of time and money to travel to selected places to purchase your products . If you have employees in your business, they can influence the marketing of your products and services. Knowledgeable and friendly staff can contribute to creating satisfied customers, and can provide the unique selling experience that an organization is often seeking. If an outstanding team provides a competitive advantage, then the quality of recruitment and training becomes essential to achieving your marketing objectives. Make sure you [have processes and training in place](http://www.business.vic.gov.au/hiring-and-managing-staff/staff-management/staff-training-needs-analysis) to get the most out of your team.

However , process represents the buying experience the customer gets when they buy your product or service. For example, the way a fine bottle of wine is presented and served in a restaurant, the reaction of a business to a complaint or the speed of delivery in a fast food outlet.A poor process can undermine the other elements of the marketing mix. Budget airlines, for example, may offer very competitive headline prices, but if the final price is inflated by additional charges such as baggage charges and administrative fees, customers may begin to feel they have been taken advantage of. Finally , The physical environment where your products or services are sold and delivered can have a significant impact on how your customers' experience your business. The physical environment can be the quality of the furnishings in your consulting rooms, the design of your reception area or website.Creating a positive physical environment doesn’t have to be costly – a vase full of fresh flowers or a creative window display can make a big difference.

**Question 4**

Explain in detail on Customer Service Skills and Characteristics.

There are few type of customer service skills and characteristic

* Listening skills - A customer service representative must be able to listen to the needs of the customer. They take notes and summarize the customer’s words back to them to ensure understanding. Instead of planning their answer or retort as the customer is speaking, they listen with the goal of comprehension
* Asking skills - Those in customer service know that asking the right questions can yield the answers that are necessary to solve the problem or address the issue. Quality questions help to uncover the actual needs, goals, objectives and concerns of the customers so the representative can work to meet those needs and alleviate the concerns.
* Responsible - To work in customer service, responsibility is a must. This responsibility is two-sided, as it covers the agents’ responsibility in attendance, service, loyalty and attitude. It also covers the ability of the agent to take responsibility for mistakes and results--to know that their own actions determine the results in customer situations.
* Knowledgeable - Customer service agents should be completely knowledgeable in the department/product/service for which they are responsible. Along with this knowledge comes confidence, which leads to customer satisfaction. If a situation arises where an agent does not know an answer, he must be willing to admit not knowing, and find the answer or pass the client to a representative that can answer the question.
* Accurate - Any information relayed from a customer service representative to a customer must be 100 percent accurate. Whether it is instructions on assembly or performance, or information on warranties, everything must be factual. Along with accuracy in fact, the representative should be precise in the actions performed on the customer’s behalf.

Here are few examples of customer service characteristics

* Patience - Managing one customer’s question while simultaneously responding to another via email can be enough to make most throw down their headsets and never look back. Patience, as they say, is a virtue, and one that anyone that deals with customer service issues must have.  From the technical support client who doesn’t know how to turn on the computer to the customer calling to complain (again), handling customers with care is a special and important quality to have regardless of your role.

Here are some tips for finding patience in difficult situations:

* Take a deep breath and let it out slowly.
* Politely put customer on hold while you regain your composure.
* Remember that the customer’s anger isn’t directed at you personally .
* Hand the call over to your a supervisor or colleague if the customer is being abusive.
* Expediency - The faster you resolve a problem, the happier your client will be and the lower the cost per call will be. And while you shouldn’t rush through a customer’s problem, there should be a level of efficiency to quickly get to the root of the issue by determining the best solution.

Be sure that ****everyone**** on your team is familiar with the company’s customer service policies and automate what can be automated.  If you use [customer service chat](http://www.futuresimple.com/blog/should-your-small-business-offer-customer-service-chat/" \t "https://www.futuresimple.com/blog/5-characteristics-for-great-customer-service-regardless-of-your-title/_blank) or have a customer service team or call center, have pre-written material and a detailed solutions guide accessible.

* Assertiveness - If you enable your staff to do whatever it takes to make the customer happy, they should take on a level of assertiveness that prevents them wasting time getting approval.

[Disney](http://www.marketingeggspert.com/you-could-learn-a-lot-from-a-fairy-godmother-how-disney-renewed-my-faith-in-loyalty-and-marketing" \t "https://www.futuresimple.com/blog/5-characteristics-for-great-customer-service-regardless-of-your-title/_blank), for example, enables its employees to assist guests by providing solutions within a particular budget. So for example, if a guest has a nest of non-Mickey mice living in their hotel room, the customer service rep is authorized to give them one night in a mouse-free upgraded room.

Set policies for your sales staff, customer service team, and yourself.  Readily provide those solutions to make customers happy and quickly resolve problems.

* Self Improvement - We all can get the tendency to be complacent when we do the same job over and over. You want your employees to be hungry and step up their game helping customers. Do your part by offering training, resources, and incentives to help with customer service.
* Commitment - Call centers and customer service positions are notorious for their [turnover rates](http://www.customer1.com/blog/call-center-turnover-rates" \t "https://www.futuresimple.com/blog/5-characteristics-for-great-customer-service-regardless-of-your-title/_blank). It is important to keep your employees interested and passionate about your product or service.  If someone on the receiving end of a customer service call believes in their company and offerings they are going to be better at resolving problems.

Explain the Importance of Hospitality Customer Service.

## **Customer Expectations**

Travelers, particularly those on vacation trips, want memories they can look back on and smile. When it comes to hotels and tourist destinations, guests expect staff members to be courteous, helpful and friendly. They also want staff members to be knowledgeable about the area and attractions. Remember, many travelers are visiting your area for the first time and are unfamiliar with it. If your staff can direct people to attractions and sites, they will help guests build those memories they crave.

## **The Online Effect**

Modern travelers are very Internet-savvy. They find and book trips, destinations and hotel rooms on their laptops and smart phones. They also tell the world about their experiences with your business on online review sites. When guests book online, they often choose businesses that have the best customer feedback within their budget. Bad feedback about customer service can be extremely damaging. If enough guests have bad experiences with your business, word will spread rapidly.

## **Positive Attitudes**

Apathy, complacency and employees who complain in front of guests can sour their image of your business forever. Excellent customer service begins and ends with smiling staff members, positive attitudes and helpful, friendly tones. This is important for individual employees as well as teams, such as those who help guests check in -- desk clerks, concierges and porters. These employees are the face of your business and the employees guests will most often see during their stay. Their cheerful attitudes will greatly influence the joy guests take in their visit.

## **Complaints are Opportunities**

The oldest adage in customer service is that the customer is always right, even if he's 100 percent wrong. This is not just about making customers happy and keeping them from visiting your competitors, it's also an opportunity to learn what shortcomings or problem areas your business might have. Courteously helping a guest solve a problem often creates a loyal patron more willing to return in the future.

Other than that , the underlying truth behind this statement is recognising that customers are the life blood for any business. Understanding the importance of good customer service is, therefore, essential for a healthy business in creating new customers, keeping loyal customers, and developing referrals for future customers.

The importance may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees who can adjust themselves to the personality of the guest.

In other ways, it is known that the customer is the most important person in a business premise, he is always right and that is the reason why the business opens.

Excellent customer service is vitally important in all businesses. It’s the first point of contact between, for example, the client and business representative or staff. It is the first opportunity an establishment gets to amaze and create a lasting impression. For the customer to return, a need to deliver what was promised is paramount, and perfect if you can exceed expectation where possible.

Every business needs to keep customers and clients happy, but in the hospitality industry it’s so vitally important to keep guests engaged in order for the business to grow and prosper. Good customer service is one of the keys to success in any business, but is particularly important in the hotel industry, where guests are looking to staff to help them make their stay as relaxing and comfortable as possible.

The issue is strongly related to how service quality is managed and which holds a significant importance to customers’ satisfaction and their perceived performance of hotels. In order for them to grow and survive, they must find new ways of handling their clients.

Great service make customers feel that you care about developing a long-term relationship that means more than just making a sale. Focusing on delivering customer service benefits hotel business more than a mere advertising. Improving “first contact” resolution is one of the primary drivers of customer satisfaction. Good listening skills and questioning techniques can shorten the interaction time with customers.

**Conclusion**

In this far ,what I have learned are the understanding between marketing and customer service within a hospitality management operations. First of all ,I have learned how they functions and help each other in business and grow up together . The major activities is very important because related to the operation of the entire company. Besides that , I do learn about the differences between marketing and customer service , actually they help each other to expand the market but yet , they are different from some point of view . Next , there are also strong tools to help you retain your customer on how you apply your marketing strategies on your product and also on your customer . Because of that , I have seen how marketing strategies or skills and management are important to play on business . Company is one of the main reason for customer and workers to choose from , your company should be provide a very sharp idea on how they manage their workers and products on market . Such as , the importance of customer service skills and characteristics development . Finally what I have learned in this assignment is the relationship bonds between marketing and customer service in hospitality management system does . Thank you .

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**Appendix**

(Appendix is for more detailed information on a subject that is too long to explain in 1 page)



( Figure 2 ) ( What is marketing , 2015 )