

Name: Ruben Goh Sen Lee

Login ID: ruben@oasis-portal.com

Course Title: Essentials of Marketing and Customer Relationship

Subject Code: BHM02

Submitted date:

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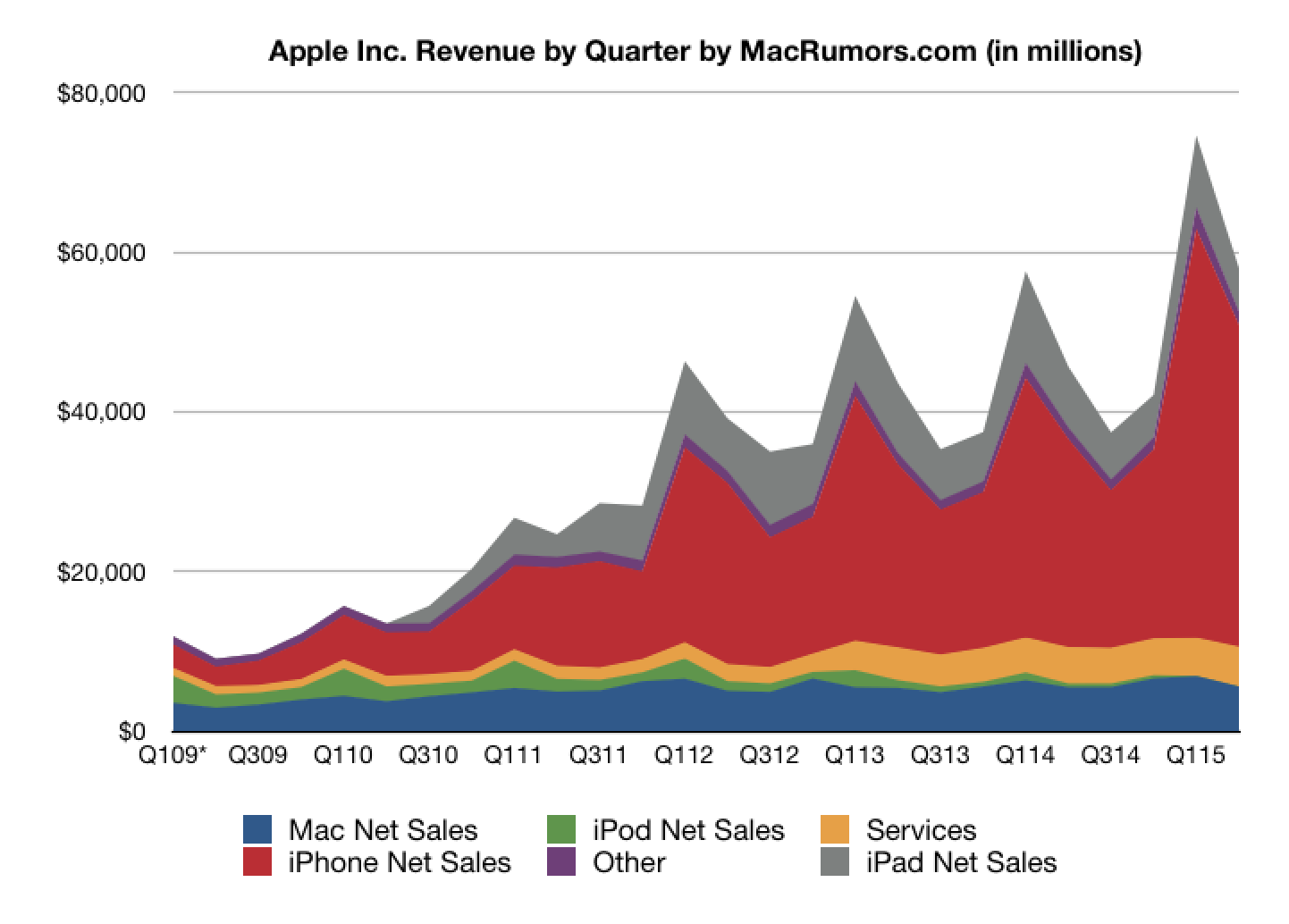
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**Executive Summary**

In this assignment, I will be explaining about my understanding on the essentials of marketing and customer relationship. Marketing and customer relationship plays an important role in every organizations as it attracts potential customers, consumers and buyers which will give the organization a boost in profit gain and also regulars depending on the effect of the marketing and customer service. In the first part, I will briefly explain about the marketing in hospitality and the importance of hospitality marketing. In the second part, an explanation about the difference between marketing and customer service will be given and I will also explain in detail about the ethics of marketing and customer service. In the third part, I will give a brief description about marketing strategies and explain how I can apply my studies in hospitality management. In the final part, I will explain in detail on customer service skills and characteristics and also explain the importance of hospitality customer service.

**Introduction**

What is marketing? Marketing is an action or business of promoting and selling products or services. Its sole purpose is to promote an item or service by highlighting its good uses to the public which will attract potential consumers or buyers that will contribute to the profit gain of the company that provides the promoted item or service. Customer relationship is also a vital part in maintaining a good reputation. Skills and good work ethics are needed to ensure customer satisfaction.



The picture above shows the Apple Inc. Revenue which results in a massive profit gain through marketing and customer relationship.

**Assignment Questions**

**Question 1**

Briefly explain about Marketing in Hospitality and the Importance of Hospitality Marketing.

Marketing is a type of process that plans and executes the conceptions, pricings, promotions and distributions of offers such as ideas, goods and services to create exchanges that satisfy individuals and organizational objectives.

There are 3 basic elements in the marketing process which are:

Marketer

A person whose duties are identification of goods and services and to introduce those goods and services that are desired by a set of consumers on behalf of the company.

What is being marketed (Product or Service)

The item and goods that are being promoted by different means. The information that must be displayed and introduced about the product or service which are pricings, advantages and good uses through different advertising methods such as newspapers, television, radio ads, internet advertising and even through word of mouth.

Target Market

A particular group of consumers at which the products or services are aimed.

Marketing also has to take in socio cultural factors such as consumer rights. Consumerism is a type of social force within the environment designed to aid and protect the consumer by exerting legal, moral, and economic pressures on business. Consumer rights includes the right to choose freely, the right to be informed, the right to be heard and the right to be safe. These rights ensures protection of the consumer and prevents them from engaging in in fraud or specified unfair practices from gaining an advantage over competitors.

The role of marketing in society includes operations done within societies where marketing operates in an environment external to the firm. These environmental relationships exist with customers, employees, the government, vendors, and society as a whole. They form the basis of the societal issues that confront present-day marketing. Marketing's relationship to its external environment has a significant effective on the relative degree of success the firm achieves. Marketers must frequently find new ways to deal with the social issues facing our cut-throat system.

Marketing in society is not without any difficulties. There are two major social issues in marketing. Current issues in marketing include marketing ethics and social responsibility. Marketing ethics are the marketer's standards of conduct and moral values while social responsibility is the marketer's acceptance of the obligation to consider profit consumer satisfaction, and societal well being of equal value in evaluating the performance of the firm.

The Marketing Concept

The marketing concept holds the key elements to achieving organizational goals consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and wants of targeted markets.

Target Market

There are no company that can utilize in every market and fulfill every need. Nor can it always do a good job within one broad market.

Customer Needs

Marketing is about meeting the demands of target markets profitably. The key to professional marketing is to understand their customers' real needs and meet them better than any competitor can. Some marketers draw a distinction between responsive marketing and creative marketing. A responsive marketer finds a stated need and fills it. A creative marketer discovers and produces solutions that customer did not ask for but which they enthusiastically respond.

Integrated Marketing

When all the company's departments work together to better serve the customer's needs, the result is integrated marketing. Integrated marketing takes on two levels. First, the various marketing functions sales force, advertising, product management, marketing research and so on must work together. Second, coordination must be aligned with other company departments. The company is doing proper marketing only when all employees appreciate their impact on customer satisfaction. To encourage teamwork among all departments, the company must carry out internal marketing as well as external marketing. External marketing is marketing directed towards people outside the company. Internal marketing is the task of successfully hiring, training and motivating employees who want to serve the customers well. In fact, internal marketing must introduce external marketing. It makes no sense to promise excellent service before the company's staff is ready to provide excellent service.

Profitability

The ultimate purpose of the marketing concept is to help organizations achieve their goals. In the case of private firms, the major goal is profit. Marketing managers have to provide value to the customers and profits to the organizations. Marketing managers have to evaluate the profitability of all alternative marketing strategies and decisions and choose the most profitable decisions for long-term survival and growth to the firm.

**Question 2**

Explain the difference between Marketing VS Customer Service.

|  |  |
| --- | --- |
| Marketing | Customer Service |
| Promotes or selling a certain product or service through ways such as media, flyers and many others to sell them in exchange for money. | Provides necessary information regarding product or services for consumers to better understand the uses of products or services and to support them to increase customer satisfaction. |

Explain the Ethics of Marketing and Customer Service.

Ethics Of Marketing

Ethical marketing is more of a philosophy that informs progress of marketing and is less of a marketing strategy. It attempts to find the good natured part of advertising which are honesty, fairness and responsibility. Ethics is a notoriously strenuous subject because everyone has their own individual judgements on what is wrong and what is right. Because of this very reason, ethical marketing is not a hard and fast list of rules but a general set of guidelines to assist growing companies as they assess new marketing strategies.

Ethics of Customer Service

Ethical marketing is an important part which shows company values. In ethical marketing, the customer always comes first. A happy customer will tell a few about their service experience. However, unhappy ones will tell many others. Ethical marketing requires a constant attitude of positivity.

**Question 3**

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

Marketing strategies requires a plan in advance before making any moves. Many marketing strategies requires a basic element. Influencers. It is sometimes the best choice to collaborate with influencers who share a similar goal corresponding to the company's goal. Influencers are those with many people followers that enjoy viewing them. An example of an influencer would be Pewdiepie, a well known Youtuber, who has over 55 million subscribers and has an average of 7 million views of videos. Many companies have been shown in the videos he makes and some are sponsored by them. This is mainly the reason why it is best to cooperate with the best influencers in the industry. There are also other strategies of marketing such as mass marketing, relationship marketing, cause marketing and many others.

Mass marketing involves major industries that drive large numbers of purchasing of their products in order to survive and grow. While it looks like a shotgun approach to marketing, this is far from the actual truth. Big businesses spend big money in understanding big data. This gives them an insight to where to place media for their potential national customers who buy their products and services. Walmart is a prime example of an effective mass market retailer. As the number one retailer in the world, they are very smart about their mass marketing efforts, often giving their customers a feeling of locality and warmth.

Relationship marketing involves the focus on building relationships with their customers instead of always exclusive trying to sell them something. Customers who loves your brand more will also spend more money with your brand.

Cause marketing involves finding a cause that both your customers and company cares about that will create magic for your business. This requires internal understanding about what your organisation cares about and who they want to help in the world. A good example of this is Toms Shoes. Instead of doing the traditional “buy one get one free” promotion, Toms built a strong customer following and reputation for giving back by giving away a free pair of shoes to someone in need for every shoe purchase made by their customers.

**Question 4**

Explain in detail on Customer Service Skills and Characteristics.

Customer service skills are what every employee needs to provide to the customers to ensure customer satisfaction. Some of the customer skills are:

Patience

Patience is a very important trait to have for customers who constantly reach out to support when they are confused and frustrated and having difficulties using our products.

Attentiveness

The ability to really listen to customers is crucial for providing great service for a great number of reasons. Not only is it important to pay attention to individual customer interactions (watching the language or terms that they use to describe their problems), but it's also important to be mindful and attentive to the feedback that you receive *at large*.

Clear Communication Skills

It is best to address the problem quickly and efficiently. Employees should be cautious of their communication habits as it will create misunderstands or miscommunications that stops customers from coming back again because of the horrible experience.

Good Knowledge of the Product

The best forward-facing employees in your company will work on having a deepknowledge of how your product works. It's not that every single team member should be able to build your product from scratch, but rather they should know the ins and outs of how your product works, just like a customer who uses it everyday would.

Acting Skills

Sometimes you're going to come across people that you'll never be able to make happy. Situations outside of your control (they had a terrible day, or they are just a natural-born complainer) will sometimes creep into your usual support routine, and you'll be greeted with those "barnacle" customers that seem to want nothing else but to pull you down.

Explain the Importance of Hospitality Customer Service.

Excellent customer service is vitally important in the hospitality industry. It’s the first point of contact, between for example, the hotel guest and the representative of the hotel. It is the first opportunity an establishment gets to impress and create a lasting great impression.

Hotels and restaurants and everything in between in this type of industry, is a hospitality service provider that has a job to maintain customer happiness and satisfaction. That includes any type of business where customers are paying attention to the type of service they receive, is within the hospitality industry a great example of first class customer service in this industry is North West based [Thornton Hall Hotel & Spa](http://www.thorntonhallhotel.com/).

Great businesses like them that put their customers at the forefront of their operation will generally have a steady flow of loyal customers to keep the business afloat.

Here are some of the tips shared from industry experts Thornton Hall Hotel & Spa, who have shared their advice to help ensure other business in the hospitality industry provide their customers with a positive and memorable service.

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 be 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 be 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**

In my opinion, marketing has its merits as it advertises and promotes about our products showing the good uses but it is unable to function properly without proper customer service. Marketing brings in the customers while customer service tends to them to give the best experience.

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