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**Executive Summary**

The purpose of this assignment is to be able to understand hospitality marketing and customer service better as well as knowing the essentials in marketing and customer service in hospitality management which will help me in future. Marketing plus customer relationship is a business process in which client relationships, customer loyalty and brand value are built through marketing strategies and activities. First of all, I will introduce four parts which entitled in this task. In first part, I will explain about marketing in hospitality and the importance of hospitality marketing. Furthermore, in second part I will explain about the difference between marketing verses customer service. In the same part also, I will explain about the ethics of marketing and customer service. In third part, I will describe about marketing strategies and elaborate the way to apply my studies in Hospitality Management. Finally, in fourth part I will briefly explain about customer service skills and characteristics. On the other hand, I also will explain the importance of hospitality customer service in this part. From every part, we can learn about the importance and the roles of marketing and customer service in hospitality management.

**Introduction**

First of all, we must know meaning and role play of marketing and customer service. The management process through which goods and services move from concept to the customer is called marketing. Customer service means 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. Customer service and marketing should have a harmonious relationship. The two should go hand in hand like peanut butter and jelly. When your business focuses on good customer service as your marketing strategy, it positively affects your bottom line, reducing your business costs and increasing your prices. It is very important for organizations to change the policies of old and have marketing and customer service work together, as each department can make the other’s job easier and achieve goals faster. When marketing and customer service teams work together, it solves one of the age old problems of customer service being unaware of the special promotions that the marketing team advertises. At the same time it also solves a new problem that occurs today, when poor customer service results in a problem for the social media marketing division of the department. As a conclusion, we can identify that marketing and customer service is one of the smart pair which improves the quality of business.

**Assignment Questions**

**Question 1**

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

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 process of planning and executing the conception, pricing, promotion and distribution of offers (ideas, goods and services) to create exchanges that satisfy individual and organizational objectives. The essence of marketing is a transaction or exchange intended to satisfy someone’s needs and wants. The marketing concept holds that the key to achieving organizational goals consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and wants of target markets. Moreover, the marketing concept rests on four pillars such as target market, customer needs, integrated marketing and profitability.

**Target market**

Companies do the best when they choose their target market’s carefully and prepare tailored marketing program.

**Customer needs**

A company can carefully define its target market yet fail to correctly understand the customer needs. Clearly, understanding customers need and wants is not always simple. Some customers have needs of which they are not fully conscious; some articulates these needs or use words that require some interpretations.

**Integrated marketing**

When all of the company’s departments work together to serve the customer interests, the result us integrated marketing.

**Profitability**

The ultimate purpose of the marketing concept is to help organizations achieve their objectives. In the case of private firms, the major objective is profits; in the case of nonprofit and public organizations, it is surviving and attracting enough funds to perform useful work. Private firms should aim to achieve profits as a consequence of creating superior customer value, by satisfying customer needs better than competitors.

**The importance of Hospitality Marketing**

Market vs Marketing. Market is an arrangement to provide an opportunity to exchange goods. Marketing is sum total of all those activities that are related to flow of goods from production to consumption. Marketing, Selling & Merchandizing Marketing is a broader concept which is driven from customer’s demand. Selling is one part of marketing which deals with persuading customers to buy products that are available with seller. Merchandizing refers to the process offering a variety of products to a retail consumer in a manner which stimulates demand. From the content of hospitality marketing, there was many importance of hospitality marketing.

**Marketing helps to achieve, maintain and raise the standards of living.**

There are financial benefits to both people who take part in the marketing process and consumers who will be able to make an informed choice. Thus is the contribution of marketing to standard of living from a commercial aspect. Furthermore in the first case, marketing (which includes marketing research, product development, advertising) improves the standard of living beyond the commercial aspect. But, in the second case, marketing leads to low standard of living (especially in a country like India where the levels of education are very low) because people get carried away by something really illogical. Marketing helps in increasing the living standard of people. Because of mass production, costs of manufacturing and marketing have come down. This facilitates the fixing of cheaper rates and are a boon to the society. Thus, reduction in price will result in a higher standard of living.

**Marketing Increases employment opportunities**

Marketing is directly related to sales. With the right marketing strategy, you would raise sales. More sales means more production work. More production work means you need more people working for you therefore, there is a positive relationship between marketing and job creation. Like a business markets in order to have people buy their products or services, a person can market so companies will want to buy their skills/abilities, etc. Therefore, marketing yourself will lead to more companies wanting to hire you.

**Marketing increases national income**

Marketing tells you what a thing is and where to get it and saves you from wandering around looking for it for hours. So theoretically it makes the economy more efficient. Of course, it turns into a huge arms-race and a way to convince people to buy things they don’t need, so on a national level, most marketing is wasted economic energy that could have been invested in something useful instead. On the other hand, a lot of this wasted marketing money ends up directly funding technology and entertainment companies which we all value. On the other hand, a lot of marketing is totally ruthless, working tirelessly to persuade people to do things that are contrary to the national interest, e.g. eating junk food, smoking and gambling all have a costly negative impact on the economy. So it’s hard to say whether marketing overall has a net positive or negative impact on the national income.

**Link between producer & consumer**

Marketing is a connecting link between the consumer and the producer. Marketing process brings new and new items to retail shops, from where the consumers can have them. In hospitality management especially hotel section, we can see the relationship between producer and consumer. Producers are workers and consumer refer to tourist. When producer show a good service then only consumer will appreciate their products by giving business. Scientific marketing has a stabilizing effect on the price level. Producers produce what consumers want and consumers have a wide choice of products, there are no frequent ups and downs in prices. Scientific marketing is the very antithesis of hoarding, profiteering and black- marketing.

**Helps create utilities of time, place & possession**

Marketing models educate business owners, marketing and advertising professionals about consumer spending habits. Consumers purchase products for a variety of reasons. The utility marketing model takes into consideration how consumers feel about a product, the convenience of purchasing the product and obtaining the product when they want it. Understanding consumer demand allows you to make better business decisions. For example, determining when to increase production and inventory allows you to meet increased demand during specific times of year. Pinpointing which regions sell the most products or the types of retail outlets, including department stores or discount stores, that sell the majority of your inventory helps when determining how much inventory to send and where to send it. Understanding why consumers value your products helps you create more effective marketing campaigns.

**Business Firms**

Marketing generates revenue to firms. A firm fulfils its motive only through marketing. Development of market is possible-local to world market. When markets are widened, sales increase, and thus profit to the firm increases. Marketing section of a firm is the source of information to the top management for taking overall decisions on production. The information is the basis on which decisions will be taken by the management. Marketing and innovations are the two basic functions of all businesses. The world is dynamic. Change is permanent. Change is the essence of life. Changing a business, on the basis of requirements of customers-new products, new methods etc. There is more important than running a business more efficiently. The behaviour and demand of customers keep on changing. In order to run a business successfully one should adopt the changing preferences, changing styles, changing fashions etc. The marketer informs retailers; retailers inform wholesalers, and they in turn inform manufacturers. Marketing facilitates the development of business and creates employment opportunities for people.

**Question 2**

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

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

|  |  |  |
| --- | --- | --- |
| **Features** | **Marketing** | **Customer Service** |
| Bring new customer from market. | Yes | No |
| Bring indirect customers | Yes | Yes |
| Sales target | Yes | No |
| Happy customer target | No | Yes |
| Before purchase interaction with customer | Yes | No |
| After purchase queries and problems resolving with customer | Yes | Yes |

Figure 1.0: Difference between Marketing verses Customer Service

They are not totally different. As we see, some activities are different in both while some are similar. In companies, departments of both are being kept different. It is just for better management. So that people can focus on particular thing and contribute more. Ultimately, they have to be under one unit which is Business Development improvement. There will be some support and communication from both ends for betterment of company growth.

From above figure 1.1, we can see that both are about knowing your customer better and give them what they need. Marketing and Service both are part of each other. One cannot stay without other. If there is no marketing, no service will be there. If there is no service, customers will not buy the product. Hence, marketing and service are part of the one department and there will be communication of what’s happening on both part.

**Ethics of Marketing and Customer Service**

Marketing ethics is an area that deals with the moral principles behind marketing. Ethics in marketing applies to different spheres such as in product, pricing, placing and promotion. We need ethics in Marketing because:

* When an organization behaves ethically, customers develop more positive attitudes about the firm, its products and its services.
* To create values or trust with key stakeholders
* To build good image about the organization in the minds of customer, employees, shareholders and the society.

There are times when there comes a difficult dilemma and we need to use ethical decision making skills, in order to resolve them. By using these ethical approaches, it means that it can help determine the right course of action. Sometimes with using business ethics, it can teach us to analyze if decision or reaction are correct for a particular setting. In customer service plays a vital role between company and their client. It is essential that ethics influence the manner of how companies behave in customer service. During the tight situation the ethics of customer service should take place to overcome the situation.

* Utilitarian

The inept greatest good. To have a balance of benefits and harms from an action, the ethically right thing that would give the biggest benefit.

* Rights

To make decisions that will best maintain the rights of those who are being affected.

* Fairness

Treating people as fair as possible and equally or proportionally.

* Virtues

Be a good human who does certain practices of fairness, honesty and integrity

* Command good

How does this benefit everyone if we engage in a particular action?

**Question 3**

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

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies that contribute to the goals of the company and its marketing objectives. Marketing strategies is all about the 7 P’S that plays such an important role in hospitality management. 7 P’S are as shown in figure 1.1.

The 7 P’S are a set of recognised marketing tactics or strategies, which can use in any combination to satisfy customers in your target market. The 7 P’S are controllable, but subject to your internal and external marketing environments. Combining these different marketing strategies to meet your customers' needs and wants is known as using a 'tactical marketing mix'.

Figure1.1: 7 P’S

1. **Product**

Product refers to what you are selling, including all of the features, advantages and benefits that your customers can enjoy from buying your goods or services. When marketing your product, you need to think about the key features and benefits your customers want or need, including (but not limited to) styling, quality, repairs, and accessories. In hospitality Management our product can be our hotel rooms.

1. **Place**

Place is where your products and services are seen, made, sold or distributed. Access for customers to your products is key and it is important to ensure that customers can find you. Our hotel should be located in strategic place mostly for tourists example like hotels along Batu Ferringi.

1. **People**

People refer to the staff and salespeople who work for your business, including ourself. When we provide excellent customer service, we must create a positive experience for your customers, and in doing so market your brand to them. In turn, existing customers may spread the word about your excellent service and we can win referrals. We should observe those type of people whom can give good business for us mostly if our strategic place. For example, in Batu Ferringi we must know the number of our people will be tourists coming to there.

1. **Price**

This refers to your pricing strategy for your products and services and how it will affect your customers. You should identify how much your customers are prepared to pay, how much mark-up you need to cater for overheads, your profit margins and payment methods, and other costs. To attract customers and retain your competitive advantage, you may also wish to consider the possibility of discounts and seasonal pricing. We should set a price which can cover up all our costs and in another way we get a revenue. The price we set should be affordable by our tourists because if too expensive we will lose our business.

1. **Promotion**

These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing. To attract more people be our customers we can use promotion. We should set promotion example like if we provide family fun package that entitled for free lunch and dinner.

1. **Process**

Process refers to the processes involved in delivering your products and services to the customer. It is also about being 'easy to do business with'. Having good process in place ensures that we repeatedly deliver the same standard of service to your customers and save time and money by increasing efficiency. When refer to hospitality management, as a staff we must our duties correctly which can satisfied our customer. For example, who work as reception must have good care about customers by giving correct and right information about hotels. And then it will help by staff who carry customers bag and take them to their rooms. This process will gave good name to hotel.

1. **Physical evidence**

Physical evidence refers to everything your customers see when interacting with your business. This includes the physical environment where you provide the product or service, the layout or interior design

our packaging and our branding. Physical evidence can also refer to your staff and how they dress and act. For example, when we in food and beverage part in hotel management, we must wear head mask which avoid our hair from falling down to food. This will give a good looking for customers about our servings.

When we apply the 7P’S in hospitality management we can manage it very well. The hotel industry is so competitive that it requires the hotel to formulate a dynamic mechanism which can adapt to the changes in the market environment, the competitiveness of the market as well as the economic climate. The ultimate goal of having a marketing strategy is usually to identify opportunity to serve the market in a way that is profitable and effective enough to the extent that it becomes difficult if not impossible for another company to take up the venture without running into losses. Some authors believe that at the initial stage of starting a hotel business, the hotel will not make a profit, even in the second year the hotel will only break even and the hotel may start to make a little profit from the third year.

On the other hand, other marketers in the hotel industry think that the hotel can start to make a profit immediately from the first year of entering into the industry if the right marketing strategies were used. An hotelier that wants to achieve success needs to have a deep understanding of marketing and how to combine various marketing elements such as the price, product promotion and distribution. The above figure 1.1 is a representation of the entire marketing strategy of a hotel. A hotel needs to use different combinations of various inputs such as advertising marketing channels, personal selling, and advertising and so on to get the desired return on investment. It is common to see society changes in its value and needs so hotel marketers also have to change the overall marketing strategy to fit the changes in society.

**Question 4**

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

**Explain the Importance of Hospitality Customer Service**

**Customer Service Skills**

It's not that this trait is outright wrong, but it's so vague and generic that it is hardly a help to those looking to get involved in support positions within a company, and certainly doesn't help out entrepreneurs or founders who are looking for the right set of skills when hiring the all-important folks who will be taking care of their customers. This are a few skills that every employee or staff should have:

1. **Patience**

If you deal with customers on daily basis, be sure to stay patient when they come to you stumped and frustrated but also be sure to take the time to truly figure out what they want and also they rather get competent service than be rushed out the door.

1. **Attentiveness**

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.

1. **Clear Communication Skills**

More importantly, you need to be cautious about how some of your communication habits translate to customers, and it's best to err on the side of caution whenever you find yourself questioning a situation.

**Characteristics of Customer Service**

In order to be successful at any endeavour, one has to identify the essentials required to accomplish that feat. It’s the same in customer service. Some are the essentials are required to create great customer experiences which lead to maximum customer retention. For example :

1. **Reliability**

Customers expect product or service providers to be dependable and accurate during interactions.

1. **Competence**

This characteristic measures knowledge and skill level in regards to one’s product or services.

1. **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?

1. **Courtesy**

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 are unhappy with your product or service.

1. **Consistency**

Consistency means establishing a pattern of behaviour. Does your customer’s rating of your organization indicate a pattern of great behaviour in regards to the customer experience?

**Importance of Hospitality Customer Service**

1. **Customer expectations**

Satisfied customers are looking for a memorable experience and an energetic service, where it matters the most. Hospitality 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.

1. **Deliver on your promise**

Any hospitality department needs to keep customers and clients happy and also very 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.

1. **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.

1. **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 to focus on them at all times and they will be happy.

1. **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 through communication and remember keep calm and try to resolve the situation so the customer ultimately goes away happy.

**Conclusion**

In this part, I finally learned and covered about marketing and customer service and how it’s applied in hospitality management. Marketing plus customer relationship is a business process in which client relationships, customer loyalty and brand value are built through marketing strategies and activities. Moreover, marketing plays a significant role in the hotel industry. Based on the assignment, it is concluded that marketing plays a crucial part in any hotel outlet and in the hotel industry as a whole. As a result of that, the one who want to be successful in the hospitality section especially hotel industry should pay great attention to marketing. Furthermore, the investments in marketing by hotel management should be well coordinated in such a way that other aspects of the hotel business are also put into consideration when marketing decisions are being taken. In other words, marketing should be integrated with research and development, finance and production to mention but a few. Since marketing creates a platform of bridging the gap between a hotel and its customers, it is important that a hotel as a company ensures that the right messages are passed across to the customers with its marketing campaign. Furthermore, the ultimate goal of marketing should be the facilitation of a win-win situation between the hotel and the customers. The hotel management should adopt the most effective and efficient marketing strategies that serve the interest of the company without jeopardizing the interest of the customers. On the other, customer service also one of the main part in hospitality management which combined with marketing to make a success business. Besides that, skills and characteristics in customer service also one of the part which must gave a high attention to provide quality job and service in hospitality management. As overall conclusion, we must study marketing and customer service carefully and deeply to improve or build wonderful business in hospitality management.

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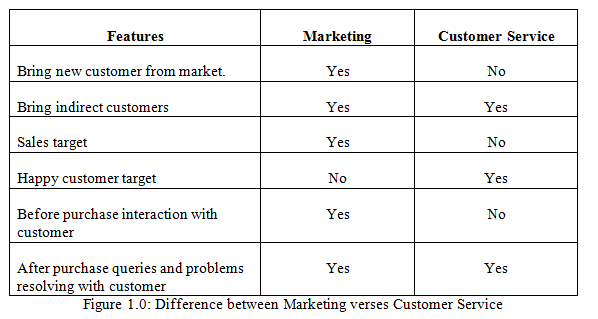
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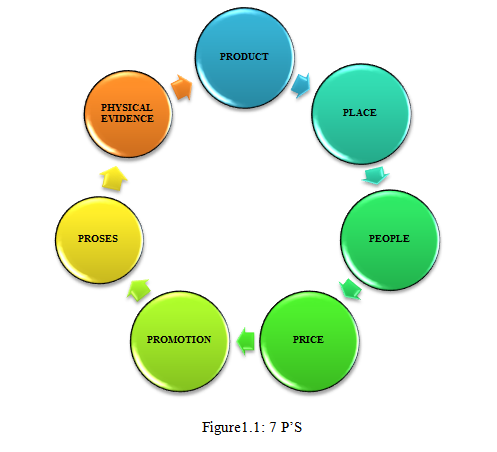
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**Appendix**





THE END