****

**NAME: Yogeswari**

**LOGIN ID : yogeswari@oasis-portal.com**

**COURSE TITLE: Essentials of marketing and customer relationship  
SUBJECT CODE: BHM02**

**Submitted date : 25/7/2017**

**TABLE OF CONTENT**

|  |  |
| --- | --- |
| Executive summary | 3 |
| Introduction | 3 |
| Question 1 | 3 - 4 |
| Question 2 | 5 - 6 |
| Question 3 | 6 - 7 |
| Question 4 | 7 - 8 |
| Conclusion | 8 |
| References | 9 |

**EXECUTIVE SUMMARY**

The summary communicates briefly concluded that in a service related business as in case of a café the need of proper marketing strategy cannot be ignored. The basis of a strong and loyal customer base that is satisfied and happy with the services, there is a need to provide proper and systematic customer service training to the staff members right from the front desk employees to the sales force on the hospitality workplace. Executives are also required to be trained on a different front to acquire some special skills required to be successful in hospitality workplace which is characterized with high attrition rate and low job satisfaction among employees.

**INTRODUCTION**

Most aspects of your business depend on successful marketing and customer service. The overall marketing umbrella covers advertising, public relations, promotions, sales and services after sales. Marketing and customer service is a process by which a product or service is introduced , promoted to potential customers and maintain customer satisfaction. Without marketing and proper customer service, your business may offer the best products or services in your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close.

**QUESTION 1**

In today’s world, the role of marketing in organizations is too important to be ignored. Large and small organizations are today competing for the same market and the most innovative and proactive have emerged victors.. As a result, a company’s survival is dependent upon their wise marketing efforts coupled by good customer service provides great success in business growth.

Maintaining a focus on the customer is extremely important if you want to achieve success, since customers are at the very heart of this industry. **Marketing campaigns** should be conducted to promote the product or service you aim to provide, targeted at a clear group of individuals who can be expected to discern the value to be added from the intended product or service. Beyond this, how the establishment treats its customers once they come is crucial. Thus, **reliability and quality of service** have to be top-notch. To achieve this, product quality and employee welfare must be given due attention.

Marketing campaigns will however not work on their own, if the product on offer is not of good enough quality, is not engaging enough or innovative enough. Getting this part right will go a long way towards creating a strong foundation from which to build the business. Often, a good product can itself create enough buzz that will see the establishment generate impressive new business, while maintaining healthy levels of returning business.

When it comes to quality of service, you must be ready to invest in good employees. This is because the hospitality industry is customer facing, so the people who meet them must be properly trained and motivated. Many customers can attest that, at times, the reason they go back to a restaurant or hotel would be the excellent and courteous service they received there.

**QUESTION 2**

**The Definition of Marketing**

Marketing is the process of letting consumers know why they should choose your product or service over those of your competitors. If you're not doing that, you're not marketing – it's really that simple. The key is to find the right method and to define the right message to educate and influence your consumers.

Companies make the mistake of thinking that marketing is just one thing, but it's actually much broader than that. It's everything the consumer encounters when he does business with you. This includes advertising, what he hears by word of mouth, and the customer service he receives. It includes the follow-up care that your business provides. All these efforts fall under the umbrella of marketing and creating a decision within the consumer as to whether to choose your company initially or for repeat business.

**The Definition of Customer Service**

Customer service is the support you offer your customers — both before and after they buy your product that helps them have an easy and enjoyable experience with you. It’s more than just providing answers; it’s an important part of the promise your brand makes to its customers. And it’s a critical to the success of your business.

Customer service is that personal encounter with your client or customer, whether it be via email, telephone or in person. How you conduct that personal experience determines whether you create a customer who will develop loyalty toward your place of business. Good customer service makes a client or customer feels special and unique, and this comes down to efforts made and behaviour exhibited by you and your staff. Although a business needs to constantly attract and capture new customers, the focus and priority should be on pleasing and keeping your existing customer base. Companies that neglect to nurture and retain their customer base ultimately fail.

**QUESTION 3**

Today, it’s more important than ever for hotels and hospitality marketers to stay on top of the latest travel tactics and tools, and then make room for these techniques in their overall marketing strategies. With the ever-increasing popularity of the sharing economy and online travel agencies , competition for travellers is at an all-time high. As a result, travel brands simply can’t afford to continue using outdated marketing practices and platforms. With the new year just underway, now is the ideal time to review and revise your dull, dated plans and discover innovative ways to make your marketing strategies much more effective and efficient. The key is basing your strategies on the needs of your target audience, the leading trends in the industry, and the goals of your travel brand. Aligning all of these elements with your hospitality marketing strategy is truly the key to better marketing performance, a solid competitive advantage, and a larger share of the travel market.

Digital Marketing

Most hoteliers are known for underinvesting in digital hotel marketing and over relying on OTAs. This strategy requires digital marketing in order to work effectively and grow exponentially. As such, industry experts strongly recommend prioritizing website bookings by allotting up to 75% of the hotel’s marketing budget to digital and keeping those funds flexible to accommodate for changes in the industry and the needs of the target audience.

Make Accommodations for Mobile

Today, mobile has become a mainstay in daily life, especially for tasks like travel planning. There’s been a huge increase in the amount of travel research conducted on mobile devices. If a hotel’s website isn’t optimized for easy mobile viewing and navigation, prospective travelers will likely depart the website moments after they arrive. With mobile becoming an essential component of life, the way for hotels to stay on travelers’ radar is to optimize their online properties for every mobile device.

Stay Social

Social media serves as a favorite way for consumers to connect today, and these platforms can be outstanding tools to highlight all amenities a hotel has to offer. They can also serve as a simple way to engage and communicate with both prospective guests and current customers. In addition, social channels have emerged as a trusted form of free advertising, with travelers posting their trip photos on various social networks for the world to view. Adding social media to a marketing strategy can help a hotel reach new heights.

Let Data Drive Decisions

With a world of traveler data within a hotel marketer’s reach, it would be a waste not to take advantage of these robust audience insights. This knowledge can help a hotel make more targeted marketing decisions that can lead to better results. In addition, this data can guide a hotel toward better ways to engage travelers and develop customer loyalty. For all of these reasons and more, hotels should start to incorporate data into their marketing strategies to improve their performance.

**QUESTION 4**

Good customer service skills are essential for many different types of jobs. You may be face to face in a retail setting, communicating over the phone in a call centre or greeting customers or patients at a front desk. Whatever the position, customer service skills are critical if you are applying for a customer-focused position or are looking to be hired at any company dedicated to customer experience and engagement. Excellent customer service is the lifeblood of any organization. It generates new customers. A great customer service reputation is a powerful differentiator in a competitive market where consumers have a lot of product/service options. It generates return business. A happy customer is much more likely to come back and buy.. In fact, 58% of consumers are willing to spend more on companies that provide excellent customer service. It generates referral business - 87% of customers will share a good experience with others. Great service is the foundation of a sustainable business. It helps increase customer acquisition, and reduce attrition.

If you are looking to provide a good customer service in hospitality industries , ensure that your employees have the qualities listed below. Meeting these criteria will set you up for success in the field of hospitality management.

Superior communication skills. If you aren’t a good communicator, then customer service may not be the field for you. Customer service jobs require that you deal heavily with the public. Do you know how to handle the many problems that come with customers? Communication skills are essential to get a good customer service job.

Self control. You are sure to come across customers who will be difficult to deal with. For this reason, you must have self control. You must be able to handle both the easy and hard times that comes with serving the public.

A good work ethic. As with any job, you need to have a good work ethic. You must be willing to put the needed work in to provide exceptional customer service.

Patience. It is important to have patience for those customers that no one really wants to deal with. The more patient you are, the better off you will be when working in customer service.

The ability to be relatable. Customers want to feel like they can relate to the people they are working with. Whether it is face to face or over the phone, the ability to be relatable is without a doubt an important quality.

Caring. Customers are also looking for someone who actually cares about them, not just making a pay check. To land a good customer service job, have a caring attitude in general about helping people.

Compassionate. Similarly, compassion will carry you far in a customer service job. Are you compassionate?

Knowledge of the product. If you work for a company that sells something, it is important to know the product inside and out. This will also you to be of the most help with your customers.

Phone skills. A good paying customer service job will without a doubt require that you know how to work multi-phone lines. How are your phone skills?

Work well with others. If you can’t be a team player, you are not going to find the best customer service job. Good customer service takes team work. Working well with others is an essential skill for being successful.

Customer appreciation. A good job in customer service will require that you have a general appreciation to customers. After all, they are the ones who will be providing you with a job. Without them, your job would not be necessary.

**CONCLUSION**

that you understand the hospitality business and how to make proper marketing to increase sales and profits. It shows that you have thought through how different marketing activities—from research through action—tie together to help the company succeed.

**REFEERENCES**

<http://www.myassignmenthelp.net>

<http://smallbusiness.chron.com/>

<https://www.entrepreneur.com/>

<https://www.b2bmarketing.net>

<https://blog.milestoneinternet.com/digital-marketing-analytics/>

<https://www.helpscout.net/blog/customer-service-skills/>

<https://www.userlike.com/en/blog/customer-service-skills-traits>

<https://www.helpscout.net/blog/customer-service-skills/>

[www.business2community.com/.../15-qualities-you-need-to-get-a-good-customer-service](http://www.business2community.com/.../15-qualities-you-need-to-get-a-good-customer-service)