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**EXECUTIVE SUMMARY**

The summary communicates briefly 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.

**INTRODUCTION**

Most aspects of your business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, 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 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.

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.

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**

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 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 feel special and unique, and this comes down to efforts made and behaviour exhibited by you and your staff. Are you impatient, holding a finger up for quiet so you can answer the phone or address someone else's question?

This tells your customer that you don't have time for him or his concerns, so maybe he ought to take his business elsewhere. He's there at your business location because some aspect of your marketing campaign lured him in, so don't lose him now or your campaign was all for naught.

The Bottom Line

Your marketing got your customers in the door, but did your service keep them there? Did it create loyalty and dedication to do business with you on an ongoing basis? Customer service is really the simplest component in this equation. It doesn't cost a lot of money. It stems from basic interpersonal skills. Be kind. Be attentive. Put your customer first and make sure he knows he's first.

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**

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Host an Event

Your marketing plan should include ways for potential clients to visit your facility through open invitations. As a small hotel and restaurant owner, you have the capacity to host events that most of your area clubs and business groups appreciate. Target those groups whose members are similar to your own target customer. Enlist the participation of a local celebrity to increase your exposure and send out press releases to the media.

Reward Loyalty

Design a marketing program aimed at loyal customers, providing incentives for them to refer you to their friends and family. Offer discounts to your customers who refer others to the restaurant. Give a free night’s stay to a repeat customer who also books a room for guests. Develop creative strategies to show your appreciation and reward loyalty.

Increase Your Online Presence

Few small businesses operate successfully without utilizing social networking, blogs and websites to promote their businesses. You need to develop a presence online with a clear, attractive website, a social media presence with exciting entries and an informative blog to capture and retain interest in both your repeat customers and potential clients. Market your blog as a place for visitors to gain insight with tips about the area in which you’re located.

Partner Up

You can increase the effectiveness of your marketing dollars by partnering with other businesses targeting the same consumers. Share the costs of ads for festivals or other big events in town. Provide food for an event in exchange for posters and ads in the theatre program.

**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**

From the above discussion it can be 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.

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