

BMIH4003: Hospitality & Guest Services

Resit-Report

Title: Service Culture, Reputation Management and Brand Consistency

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Executive Summary

In the highly competitive hospitality sector of today, maintaining a service culture, a positive reputation, and a consistent brand image are essential components of success. This research investigates the relevance of these three subjects and offers recommendations on how hotels may properly handle each of them. This research provides hotels with ideas for adapting to changing market conditions and overcoming potential hurdles by evaluating case studies and industry trends.

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Introduction

The hotel sector lives on the ability to provide customers with unforgettable experiences. In order to accomplish this goal, hotels need to establish a culture that places a high emphasis on customer service, employ effective reputation management strategies, and preserve brand consistency. The hotel sector places a premium on service culture because of its direct impact on client retention. The goal of reputation management is to build and maintain a favourable image in the minds of potential and current clients. Monitoring online reviews, interacting with guests, and quickly responding to negative criticism are all essential components of an effective reputation management strategy for hotels. A hotel's brand and profitability might take a serious hit if guests are turned off by the establishment's poor reputation. The research is supported by examples and case studies, and the paper offers practical suggestions for the sector. Within the context of the hotel sector, this paper digs into the concepts of service culture, reputation management, and brand consistency, as well as the significance of these topics and the many tactics for achieving them.

Service Culture

A service culture is an organization's shared values, attitudes, and actions that make satisfying customers a top priority. Employees at all levels have an impact on the customer experience because of the way they think and behave. Employees' interactions with customers and other visitors are shaped by the company's service culture, which extends well beyond basic customer service (Foroudi, 2019). When compared to corporate culture, service culture prioritizes the needs of its customers. Service culture focuses on the customer-centric components and the precise behaviours and attitudes necessary to give great service, whereas corporate culture covers an organization's overarching values, mission, and identity.

Importance of Service Culture in the Hospitality Industry

Having a strong service culture is important in the hospitality sector for several reasons. To begin, nowadays customers have far higher standards and want service that is tailored specifically to their needs. Meeting and exceeding these expectations is only possible for hotels with a solid service culture, which in turn generates repeat business and excellent word of mouth. Furthermore, the service culture of an organization has a direct effect on the level of happiness and loyalty among its guests (Gelbman, 2021). Employees who are given the freedom to go the extra mile in satisfying guests will do just that, increasing the likelihood that they will stay at the hotel again and even suggest it to others. This means more money in the bank and an edge over the competition. Third, a service-oriented culture helps keep workers interested and enthusiastic (Lugosi, and Jameson, 2017). People are more invested in their job and motivated to do their best when they share the company's service ideals and understand the influence they have on customers. As a result, morale in the workplace rises, along with retention rates and productivity.

Let's look at the example from the hotel business to see how service culture can make a difference.

The Ritz-Carlton Hotel Company: A Real-World Example

The Ritz-Carlton has built its reputation on its impeccable service. Their motto, "Gold Standard," expresses their goal of providing visitors with nothing less than the best in terms of service and amenities. Each member of staff receives in-depth instruction to help them internalize the company's service principles (Ulker-Demirel, and Ciftci, 2020). For instance, if an employee needs to spend \$2,000 to make something right for a customer, they have permission to do so. Because of this emphasis on service, the company has earned widespread praise and the devotion of its clientele.

Reputation Management

Managing a company's reputation entails paying attention to, and making decisions about, how its name is perceived by various groups. Customers' trust in online reviews and personal recommendations is paramount in the hotel sector. Managing one's internet reputation successfully requires constant vigilance, timely responses to consumer comments, and creative problem solving (Pan, 2023). One hotel chain that has successfully used reputation management tactics is Marriott International. Reasons why effective reputation management is crucial include:

- a. Modern-day vacationers place a lot of stock in previous guests' internet testimonials and evaluations when deciding where to stay. Guests are more likely to pick a hotel with favourable ratings and a solid reputation (Pan, 2023).
- b. Trust and loyalty from guests are strongly related to the hotel's reputation. A reputable name will bring in more customers and garner more referrals.
- c. Hotels may respond more quickly to guest issues during times of crisis by actively managing their online reputation (King, 2017).
- d. Effective hotel reputation management necessitates a robust online presence, including substantial participation in social media and review websites.

Effective Reputation Management Strategies:

The following methods can be used to improve a hotel's reputation management:

- a. Hotels may better handle passenger issues and demonstrate their dedication to guest happiness by keeping an eye on internet reviews and reacting to them on a regular basis (Yu et al., 2020).

- b. Soliciting input from visitors in the form of surveys, emails, or in-person encounters is a great way to find out where you can make changes and shows that you are eager to hear and act on what they have to say (Schuckert et al., 2019).
- c. Participate in Online Communities Hotels may interact with guests, resolve issues, and promote positive word-of-mouth by participating in online communities (Car et al., 2019).
- d. A company's online evaluations and reputation may be boosted by providing a great visitor experience and training employees to regularly provide that experience.

Impact of Poor Reputation:

A hotel's bottom line might take a significant hit if it has a negative reputation. Potential visitors might be dissuaded from staying at a hotel by reading reviews and feedback that are unfavourable, which can result in a drop in reservations and income. In addition, a hotel's connections with travel agents and internet booking platforms might be negatively impacted when the hotel's reputation is compromised (Giousmpasoglou et al., 2019). On the other hand, a good reputation may bring in new customers, strengthen the loyalty of existing customers, and increase income.

Brand Consistency

Maintaining brand consistency at a hotel means making certain that the hotel's brand identification, core values, and overall customer experience are provided in the same manner at each and every touchpoint. It takes into account the guest's experience in its whole, including the aesthetic aspects, the tone of voice, the service standards, and the overall experience (Lugosi, 2019). Maintaining a consistent brand image among customers helps build recognition, trust, and commitment from those customers. The Hilton Hotels & Resorts brand is a good example of a hotel company that has done an excellent job of maintaining brand consistency throughout its properties.

Ensuring Brand Consistency:

The following methods can be used by hotels to maintain brand identity:

- a. A clear set of brand guidelines that specify the visual identity, tone of voice, standards, and values promotes consistency across all engagements.
- b. Training programs and open lines of communication inside the company assist employees learn about the brand and provide consistent service to customers.
- c. Maintaining uniformity throughout the hotel is made easier by adopting consistent methods for dealing with guests, providing services, and conducting daily operations.
- d. Inconsistencies with the hotel's brand may be discovered and fixed by consistent monitoring of guest feedback, audits, and insights.

Conclusion

A strong service culture, effective management of one's reputation, and unwavering brand identity are all essential components of a successful hospitality business. Hotels can attract and retain customers by training staff to go above and beyond for guests. If the hotel's reputation is managed well, it will be seen favourably by potential guests, which will result in more bookings and more money coming in. Maintaining a unified and easily identifiable brand identity is key to gaining the trust and loyalty of your target audience.

Recommendation

The following suggestions are offered to hotels in the hospitality business based on current trends and previous experiences:

- **Embrace New Technology:** In order to better serve customers and manage their online reputation, businesses should implement new technological solutions such as customer relationship management software, tools for handling negative reviews, and channels for individualized contact (Punjaisri, and Wilson, 2017).
- **Empowering workers:** Invest in thorough training programs that give workers the skills they need to provide excellent service that matches the hotel's brand values. Foster a culture of gratitude and feedback among staff members (Ariffin et al., 2018).
- **Monitoring Online Reputation:** Keep an eye out for online reviews and mentions on social media, and swiftly and professionally reply to both. Show that the hotel cares about its customers by interacting with them and resolving their issues.
- **Consistent Brand Communication:** In order to maintain a unified brand voice, it is essential to draft and strictly adhere to brand rules for use in all promotional and informational materials (Ghaderi et al., 2022). Create a powerful and memorable brand by maintaining uniformity in your communications, visual identity, and customer interactions.

Some of the challenges that hotels may encounter include keeping up with the ever-evolving technological landscape, monitoring their online reputation in an increasingly open digital environment, and guaranteeing a unified brand experience throughout their facilities (Moreo, Green, and O'Halloran, 2018). To meet customer expectations and market trends while overcoming these obstacles, continuing investments are needed in technology, training, and monitoring systems. By implementing these tips and meeting the problems of the hospitality industry head-on, hotels can maintain their competitive edge, boost customer happiness, and ensure their long-term success in today's ever-changing market.

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