

**Module Name and Code: Hospitality and Guest
Services (BMIH4003)**

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**Title: The Importance of Effectively Monitoring Guest
Service Approaches**

Executive Summary

This assignment has been related to the theme of hospitality and has covered the various aspects related to the topic of guest services. This assignment has offered a basic understanding and knowledge about using guest service strategies. Through the use of these strategies, this assignment has discussed the needs and requirements of the guests. Furthermore, various services related to guest service management have also been discussed.

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Introduction

Businesses and institutions operating in the hospitality sector are associated with engaging in activities and efforts which improve the lives of guests through their stay is known as hospitality services (Ali *et al.*, 2021). This is the theme of the report which will shed light on the significance of measuring the strategies and approaches to guest services to improve customer satisfaction. For a much clearer and deeper understanding of the various strategies and factors associated with the monitoring and management of guest services. To enhance the reliability and relevance of the content offered in the report, some real-life examples will also be provided.

“Importance of monitoring guest services approaches”

Being associated with the process of monitoring guest services is very important for success in the hospitality market. Engaging in effective monitoring and evaluating the strategies and approaches of businesses towards guest services helps in understanding the areas of improvement. This also helps in offering positive customer experiences which will lead to customer retention, word-of-mouth promotional campaigns and repeated business (Padma and Ahn, 2020). Through effective monitoring of the guest service strategies and approaches, businesses can understand the needs and requirements of the customers and offer related services to meet their needs and requirements.

Working as a hospitality business in the highly competitive hospitality sector is a very complex task and there is a need for constant improvement of the services offered to the customers and guests. Being able to monitor and evaluate the approaches used by hospitality businesses for the management of guest experiences is important to remain relevant and competitive in the market (Soleman, 2018). Some of the major elements for the purpose of monitoring, evaluating and understanding the process of managing the guests' service and experience are given below.

“Reputation Management”

The process with the help of which an individual business institution is successfully engaged in efforts to improve the image of a brand or an organisation in the market is known as reputation management. Within the hospitality business, management of the

reputation is crucial for the improvement and maintenance of a strong position in the market. In terms of the hospitality industry (Rialti *et al.*, 2023), the process that involves the efforts to manage the online presence of a business institution is referred to as reputation management. Through effective management of the reputation, hospitality institutions can successfully improve their brand image, be more credible and trustful in the market and so forth (Perez-Aranda *et al.*, 2019). For instance, Premier Inn is associated with effective promotional strategies and marketing efforts which communicate the personalised services offered by the company. Through this, the company has been able to gain a significant level of share in the market leading to a higher rate of profitability. As of 2022/2023, there was annual revenue generated of £2.62 billion by Whitbread which is the parent company of Premier Inn (Statista, 2022). Through effective management of the reputation of the business, hospitality organisations enjoy many advantages and merits for the overall growth and development of the business. Brand awareness of the organisations can be significantly boosted with the effective management of reputation. It can help the hospitality business to successfully improve its online presence, allure and appeal to a larger segment of the market and drive higher sales and income (Miotto *et al.*, 2020). Another major benefit of effective management of the reputation of the business is that it helps in building and strengthening the level of connection and relationship with the customers. Effective reputation management involves activities that help improve interactions with customers and boost their loyalty. In addition, being able to communicate the thoughts and ideas of the organisation to the customers will further help in strengthening the relationships.

“Service Culture”

It should be understood that the culture of an organisation plays a major role in influencing the activities and practices of the workforce. Therefore, it is very important for hospitality businesses to be engaged in the process of promoting a service culture in the workplace. By doing so, the business is associated with the process of improving the efficiency of the workforce (Panchapakesan and Jisero, 2020). Businesses are engaged in different strategies and initiatives which help them to successfully improve the performance of their workforce. Business institutions within the hospitality industry

are also able to introduce customer loyalty programmes to help improve the overall customer service level. One such example of using a customer loyalty program is done by Hilton Hotels known as “Hilton Honors”. As per the loyalty programme, customers can earn points by staying in hotel rooms (Hilton.com, 2023). The longer they stay at Hilton Hotels, they earn a point which increases gradually and can be used for getting free services.

The role and positive influence of the establishment of service culture is very important for businesses to understand as it can offer various benefits for businesses working within the hospitality industry. When the employees working within the organisation feel assured in their roles and duties, there is an increase in the level of motivation (Martínez-Caro *et al.*, 2020). Therefore, it is important to be associated with various types of strategies to mentor and communicate with the workforce to improve the overall customer service culture. This is because a motivated workforce has a higher potential of successfully meeting the needs and desires of the customers leading to better customer experience. This also helps businesses to successfully improve the rate of retention and a much better and stronger customer service culture.

Other necessary elements of guest service approaches

“Brand Consistency”

Engaging in consistent brand efforts and activities is another major strategy which can be used by hospitality businesses to measure the level of customer service offered. By engaging such strategies and efforts, businesses can successfully improve the image of the brand. This also helps to improve overall trust and customer loyalty which are important for the purpose of improving customer service and experience (Šerić *et al.*, 2020). Customers are able to be more engaged with organisations that are consistent with their brand strategies. When customers engage with businesses that have a strong brand presence and recognition in the market, it helps in addressing the psychosocial needs for status of the customers. This plays a major role in the process of improving the overall experience of the customers and guests. The company is associated with communicating innovation, heritage, premium services, high quality and more through its brand strategy (Brand Finance, 2023). Due to this, the Hilton Hotels have become one of the biggest brands of hotel chains in the world.

Brand Consistency is very important for businesses working within the hospitality sector due to the growing competitiveness and change in the requirements and desires of the customers. When businesses are associated with a consistent branding strategy, it can result in various benefits of consistent branding for the business. Businesses should communicate with the customers with positive feelings and values which promote the brand (Loken *et al.*, 2023). This helps in evoking a positive emotion and helps the customers connect their feelings with the brand. Engaging in effective and consistent branding of the business also helps in making the brand stand out. When businesses are successful in standing out in the market, they can enjoy higher brand recognition which ultimately translates to higher income and profitability for the business.

“Hotel Standards”

Maintaining the standards and activities of the organisation is another major strategy which enables business firms to successfully manage the experience of the customers and guests. Businesses working within the hospitality sector should improve their standards in terms of services, food and other aspects which will help in offering better experiences to the customers. For instance, the advent of COVID-19 has resulted in an increase in the need for safety for customers which increased business standards (Rawal *et al.*, 2020). Due to this, hospitality businesses have developed effective protocols related to safety and hygiene. For instance, Marriott International has been associated with the process of introducing a new set of standards and protocols to deal with issues related to healthy and clean hotels after the outbreak of the virus (Baran, 2020). The company has introduced touchless check-ins and uses hospital-grade sanitisers for the purpose of disinfecting the overall surface of the hotels. There are various strategies and initiatives that allow businesses to improve hotel standards and norms. Being able to implement and improve the rate of guest communication within the organisation is a major strategy to improve the customer experience of the customers (Nikolskaya *et al.*, 2020). When the organisation can successfully communicate the initiatives related to hygiene and cleanliness and improvement in the hotel standards, it helps in improving the customer experience.

Conclusion

After a thorough understanding of the importance of monitoring guest service strategies and approaches, it can be said that such strategies are vital for business growth and development. It has been understood from this report that when businesses are engaged in the process of identifying the needs and requirements of the customer base and offer effective measures to satisfy them, it leads to customer retention and increased competitiveness in the market. It has been understood from this report that there are various activities and strategies which allow a business to successfully improve customer and guest service.

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