

University of Wales Trinity Saint Davids

‘The importance of effectively monitoring guest service approaches’

Module: Hospitality and Guest Service Management (BMIH4003)

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Executive Summary

The document demonstrates noteworthy findings across various domains, encompassing credibility supervision, service ethos, trade name uniformity, norms in hospitality, patron allegiance, and handling service errors. These findings highlight the importance of ongoing monitoring and assessment to guarantee exceptional guest services and sustain a remarkable competitive advantage in the hotel sector. To enhance guest satisfaction and hotels' sustained performance, the report provides recommendations for implementation. Ultimately, this document emphasizes the significant impact that meticulously executed guest service strategies exert on the overall success of hotels in today's worldwide economy.

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1.0 Introduction

Guest service strategies are essential to any business' success in the quick-changing and ever-evolving hospitality industry. Businesses must stay up with the newest trends as well as uphold high standards of customer satisfaction due to the industry's intense competition. This document will explore various subjects, such as brand uniformity, Service ethos, reputation supervision, hospitality benchmarks, patron fidelity, upcoming technological influences, and handling service mishaps. The aim is to comprehensively grasp the importance of efficiently overseeing guest service strategies within the contemporary and evolving business landscape.

2.0 Prime Discoveries

Delivering top-notch services is essential for maintaining a competitive edge, and customer satisfaction is crucial. (Ali, 2021). All of the components that go into a positive customer experience, including as policies, procedures, training requirements, and overall service delivery, are considered in an efficient monitoring process. Customers may enjoy consistent service by keeping an eye on these elements and responding immediately to any changes or problems. Hotels and other hospitality firms must thus make sure they have an efficient monitoring system in place for their approach to providing guest services (Ariffin et al., 2018).

The Ritz-Carlton Hotel Company is a shining example of how well-managed monitoring of guest service methods contributes to a great reputation. Through a variety of channels, the business continuously analyzes customer input and makes use of data to enhance its services (Wirtz and Lovelock, 2021). This strategy has helped them preserve their enviable image as one of the world's leading luxury hotel brands.

2.1 Reputation Supervision:

It is key for any company to have a strong reputation for their brand, as maintaining an outstanding reputation will be very beneficial in terms of growing a large customer base and sustaining profits (Perez-Aranba, Vallespín and Molinillo, 2019). An effective monitoring system can achieve this by actively reviewing customer feedback. Monitoring customer experience is essential to understanding how guests view the services provided and what areas need improvement. The goal is to acquire positive customer reviews; therefore, analyzing data is necessary to understand where the business excels or lacks when compared to competitors in the field (Potgieter and Doubell, 2018). This ensures that any negative comments are addressed promptly, allowing managers to implement changes or remedies quickly before becoming affected by potential reputational damage. If not handled properly, reputational damage might result in lost customers and missed business opportunities due to a lack of trust from guests in the organization.

In one instance, the popular luxury hotel chain Ritz-Carlton suffered from a negative reputation after news of bed bugs at one of their locations went viral on social media (Berger, 2012). The brand was quick to respond and take immediate corrective action, including offering full refunds to affected guests and implementing stricter pest control

measures. This prompt and transparent response helped to mitigate the damage to their reputation and regain the trust of customers.

2.2 Brand Uniformity:

Focusing on brand consistency is important for repeat business (Chung and Byrom, 2021). This can be accomplished through word-of-mouth advertising or favorable testimonials from clients who have benefited from services offered by multiple branches in various places. Maintaining consistency in operations across all branches fosters a closer link to the reputation and integrity of the brand (Foroudi, 2018). By giving clients pleasant surprises they would not have anticipated from a well-known brand, the company is also able to stay on top of contemporary hospitality trends and meet their demands.

The ability to comprehend current market trends is also essential for hotel owners (Kim, Barber and Kim, 2019). This enables flexibility in modifying designs or regulations to satisfy shifting consumer needs or demographics. To keep price campaigns or obsolescence from becoming expensive, it is also necessary to maintain pertinent data collecting methods. It is important to ensure that forecasts remain accurate over long periods of time and that resources are used efficiently.

2.3 Service Ethos:

Creating a culture based on excellent service allows businesses to differentiate themselves from competitors by offering superior experiences for their guests (Baradarani and Kilic, 2018). often exceeding expectations with remarkable gestures such as customizing menus based on guest requests or providing discounts for frequent visitors which conveys dedication and service excellence. Implementing this culture utilizes operational practices within the organization that can foster a commitment towards total quality management (Del Rosario and René, 2017). Additionally, crafting certain standards sets parameters which will allow managers control over whether goals have been met or surpassed in terms of standards set out followed, thereby avoiding employee slackness in meeting targets, making sure that each individual involved in providing hospitality does not fall behind the definition of 'quality' decided upon., consequently resulting in satisfied customers who would then want to return again thus promoting profitability (Úbeda-García et al., 2018).

For example, the Four Seasons Hotels and Resorts have also established a strong service culture through their "Golden Rule" philosophy: treating others how they would

want to be treated (Chiang, Han and Mcconville, 2018). By putting themselves in their guests' shoes, they create an atmosphere of genuine care and attention, ultimately leading to a positive perception and reputation.

2.4 Hotel Benchmarks:

Hotel standards are an expected level of customer service that must be maintained by both the front desk staff as well as other departments within the hotel. A positive and professional customer experience is a major factor leading to customer loyalty and repeat visits (Ouyang, Wei and Chi, 2019). Hotels with high client return rates not only demonstrate excellent customer service standards but also benefit financially due to reduced marketing costs associated with attracting new customers. Additionally, monitoring guest service approaches allows hotels to identify any areas that may need improvement and establish concise expectations for future performance and execution.

2.5 Customer Faithfulness:

Customer loyalty is a significant aspect of deciphering whether guests will revisit or recommend hotels to others. Maintaining consistent levels of high-quality customer experiences helps build trusting relationships that will encourage guests to come back again in the future and spread positive words about their stay among family and friends (Alauddin et al., 2019). This can further create an increase in organic traffic flow towards the hotel as word-of-mouth carries more weight than traditional online marketing strategies at times; therefore, it is important for hotels to keep track of their ratings online on regular visitors, as well as those who base their decision on other's experiences, brought up through reviews on websites such as TripAdvisor or Booking.com etc., which requires effective monitoring approaches regarding guest experiences in order to reach desired targets set out by management teams within hotels.

2.6 Prospective Technological Effects:

Owing to the swift evolution of technology, patrons nowadays have a broad spectrum of alternatives when it comes to picking a lodging establishment. Effective monitoring of guest service approaches allows hotel management to stay updated with the latest trends and adapt accordingly (Buhalis et al., 2019). For instance, with the rise of online booking platforms and chatbots, hotels must ensure that their services are optimized for these channels and offer a seamless experience for guests. Hotels may implement

new technologies or services that improve the general visitor experience and entice repeat business by routinely monitoring and evaluating feedback and preference data from their customers.

2.7 Service Error:

Even with the greatest intentions, service blunders happen frequently in the hospitality sector. A visitor's opinion of a hotel might be positively or negatively impacted by how these problems are handled (Koc, 2019). Hotel management can rapidly discover any service issues and take prompt corrective action by using effective monitoring. This might stop possible bad reviews or word-of-mouth advertising from disgruntled visitors. Regular monitoring also enables service delivery to be continuously improved, lowering the risk of future service failures.

3.0 Conclusion

Vigilantly overseeing guest service methods is crucial in the worldwide hotel administration side. Managing reputation and cultivating a service-oriented culture offer invaluable perspectives on enhancing guest contentment. Building a strong reputation through consistent brand standards and exceptional service culture leads to customer loyalty and a positive brand image. Moreover, anticipating future technological impacts and addressing service failures is crucial in maintaining a competitive edge. By constantly evaluating and adapting guest service approaches, hotels can ensure a stellar level of hospitality that keeps guests coming back time after time. As such, it is imperative for businesses to prioritize effectively monitoring guest service approaches to remain relevant and successful in the ever-evolving world of hospitality.

4.0 Recommendations

1. Develop consistent training programs for staff members in reputation management and service culture to ensure they have the abilities and know-how to appropriately handle any visitor scenarios.
2. To maintain brand consistency throughout all hotel branches, create a clear and consistent brand image that reflects the intended quality of client service.
3. Regularly assess hotel standards to find any gaps in service delivery and quickly address them to maintain a high degree of quality for visitors.
4. To encourage repeat business and foster enduring connections with customers, give incentives or awards to visitors who exhibit loyalty to the hotel, such as exclusive discounts or benefits.
5. To stay competitive and enhance overall client satisfaction, keep up with the most recent technological developments in the hospitality sector. If applicable, consider incorporating them into the guest service strategies.
6. To lessen any adverse effects on customer experiences, have a thorough plan in place for resolving service failures, such as providing refunds, complimentary services, or other types of compensation.

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