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UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE
BMSW 5103
ORGANISATION'S QUALITY SYSTEMS AND CUSTOMER RELATIONSHIP MANAGEMENT

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Executive summary

Mandarin Oriental Group, a luxury international hotel, resorts, and residences, located in the finest part in central London, Knightsbridge, where the high competency delivers their unique and overstanding service to the guest

The customer relationship management (CRM) is a method of approach for organizations to corporate with their costumer to accomplish the requires effectively. With CRM endures the costumer relationship and create improvement for the organizations. (Chotikapanit, 2016).

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1. Introduction

Beginning of 2020 had made a dramatic state of our daily lives due of Covid-19. During the global pandemic many organizations and hospitality industry, had have to close down, because they could not manage to keep and stay engage with their costumer. Now with the reopening but with the new strictions, that they are facing with a constancy change, many organizations needed to adapt these new rules and find new strategies to gather for new customers and to keep engaging with the existing ones. The analytical and critical framework of the report consists of the understanding of the marketing theories by the organization chosen and the benefits of customer relationship management.

The organization chosen is Mandarin Oriental Group, a luxury international hotel, resorts, and residences, located in the finest part in central London, Knightsbridge. Where the high competency delivers their unique and overstanding service to the guest, residents, and the costumer, making Mandarin Oriental to be more competitive. The author of this report will discuss how Mandarin Oriental Hotel Group provide importance of quality process and by using their customer relationship management that they are providing a unique costumer experience, and to delight their employee satisfaction.

2. Customer Relationship Management

This section of the report the author will define the interpretation of CRM.

The customer relationship management (CRM) is a method of approach for organizations to corporate with their costumer to accomplish the requires effectively. With CRM endures the costumer relationship and create improvement for the organizations. (Chotikapanit, 2016). While considering for (Buttle & Maklan, 2019), CRM is the approach to the costumer by identifying, acquiring, and retaining. By managing and coordinating with the customer interaction in different sector or departments from the organization creating a high standard, applying with the technology.

Additionally, for (Payne, 2005), CRM is applied for the new technologies to target market segments and accurate new marketing to process new strategies into the market transformation, a part of the technology customer relationship management is an approach to their costumer to maximize relationship with the costumer value.

If Mandarin Oriental Hype Park is not applying customer relationship management will not be one of the most prestigious hotel group around the world, as they are implementing, taking care of their customer, since they are taking consideration with their aim and goal, to be recognize as the best global luxury hotel group and an innovate leader in the luxury hospitality industry, by continually improving the service, quality of the products and facilities (Oriental, N,d)

By delighting to the costumer (profile, N,d)

- Distinctive, in every individual hotel group.
- Exotic, by the Asian roots.
- Lively, for their incomparable design.
- Imaginative by the service and entertain and innovative for the design.
- Guest-centred for delivering personal, passionate, and surprising service
- Harmonious with a combination of the service.
- Time to enjoy, relax and reflect.

Benefits of CRM in Mandarin Oriental

1. Employees have access to the personal references of the customer.
2. Not using loyalty card, they provide personalised service before and after.
3. They create a personalised service based on the customer expectations.

By applying customer relationship management, the organisation it will be more straightforward to their guest and for the employee it will be more comfortable to take an initiative.

In Customer Relationship Management they are three different technologies

2.1 Different technologies in customer relationship management

The 3 different types of CRM are strategic, operational, and analytical.

2.1.1 Strategic

Aims at winning, developing, and keeping profitable to the customer (Buttle & Maklan, 2019), and (Chotikapanit, 2016) is by cooperating with the customer including e-mail, social media, website and face to face interactions.

2.1.2 Operational

By (Chotikapanit, 2016) operational is when, includes marketing, sales customer service, improving day to day customer service by integration and automation (Buttle & Maklan, 2019)

2.1.3 Analytical

And according to (Chotikapanit, 2016) analytical, is by analysing customer information, include by systems, reporting and customer profiling.

The hotel group applies the three different CRM, applied in different departments adapting the most convenience in the right moment and situation.

2.2 Customer service

When the organisation interact with the customer is a customer service (Marcouse, et al., 2011) that it can be by face to face, telephone and internet.

Face to face, deal and interact directly with the customer.

By telephone, a key factor for customer service, that they can talk, ask for any service provide by the organization or to book in the system, the employee should have patience for the bad-tempered customer.

Internet is an online service, to book or reservation. But is inflexible for the customer as it can take long for any answer of the doubt or complaint done.

2.3. Customer expectations

Customers have expectations from the service quality and their needs, these needs will be addressed into the impressions of the actual service provided from their expectations (William, et al., N,d).

As for William's et al. they believe that, the based on a range of information, costumers create a set of expectations, they expect from previous experience and they create expectations from recommendations.

3. Costumers and guest experience in Mandarin Oriental Hotel group

With the declared purpose of totally "delight and satisfy the guest", Mandarin Oriental Hotel Group has built their own brand on service quality, the hotel brand is to build the commitment of delivering to their customers and guest with an exceptional guest experience by integrating Asian roots with a international standards (Roll, 2020).

3.1 E-costumer experience management

3.1.1 Glowing Inc

Is a software that it helps to Mandarin Oriental Group to keep their costumer engage with the website for the request.

3.2 A world of fan

A world of fan lunch before Covid-19 is the vision of the future of the Mandarin Oriental Hotel Group, to build meaningful and long-lasting relationship with their costumers called fans. As they believe to have an interaction, physical or digital is an opportunity to create a fan (Oriental, 2021)

By James Riles Oriental (2021), they incorporate customer attention in all across the organisation as they enhance to spread the brand, by engaging and increasingly diverse of client base, by removing impediments of innovation and promoting risk taking and entrepreneurialism, as they encourage and support collaboration to the employees.

4. Colleague Quality Experience in Mandarin Oriental

In mandarin oriental they believe that the colleagues are essential for the hotel group, as they are providing the services to the customer by delivering the values of the company, if the colleague is not satisfying in the workplace, they cannot deliver good service and satisfaction by themselves.

As the hotel group they give opportunities for personal development, meaningful career planning, by giving them a motivation in the environment (Oriental, N,d)

- They warmly welcome you to the mandarin oriental family.
- They communicate openly.
- They respect differences.
- Passionate about they work, and they are proud of the brand.
- Grow and flourish
- Think and act respectfully and sustainably.

5. Models in customer relationship management

5.1 Value Chain Model

5.2 Total quality management

Known as TQM, introduced by Edward Deming in 1980, is more a philosophy than a management tool, is based on committed from the organisations more than quality in the business.

5.4 Kaizen

5.5 Benchmarking

6 Conclusion

Customer relationship management is really important to apply in the system as it helps to have better communication between the company and the customer, and to keep engage, and up to date with new innovation from the company.

Having a good customer relationship management

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