

ILEANA GRECU

1815471

HOSPITALITY AND GUEST SERVICE

LECTURER: Mr. Olu Adegbite

INTRODUCTION:

The purpose of this assignment is about hospitality and guests service, how that helps customers satisfaction. Customers appreciate guests service from hotel staff and management. For this task I have chose " The Belfry Hotel and Resort " Birmingham.

The Belfry Hotel is located in Wishaw, just few miles from National Exhibition Centre and few miles from the Airport, and close to Kingsbury Water Park. The Hotel has 320 rooms, concierge service, club, restaurants , lobby bar, SPA, night club, mini golf and 500 acres of golf.

GUESTS SERVICES:

The management understand the needs of guests and delivery in time and excellent skills, respond as quickly is possible in time, good customers service. Knowing your customers needs, they love personalisation, remember their names and last conversation that seems for your customers they are important for you. Fixing your mistake, do not take responsibility of your mistake , will generate bad reputation for high level of standards.

Think long term – a customer is for life, most of luxury brands they are working hard to make customers for life, keeping them happy, they will come back.

The Belfry Hotel is always working and training staff in customer guests service, makes the magic, that increases the sales, guests numbers. The Belfry Hotel is all about building excellent customers service and create the environment for staff to get the tools to form the team to process all breakdown. Is about to have power to fix the problems and create the memorable moments for guests, is about to do something special provide excellent quality or service. Use the data base and know them, make them welcomed and take care in personalised manner, make strong relation to become loyal to the Hotel.

Smile and warm welcome

Use guests name and make them to feel in friendly place, listen the guests with patience and fix the problems, problems can happened, but is the part of guests service quality to solve them , to keep loyalty for the guests, pay attention on them demands and wishes.

The Belfry Hotel hire great people with passion to delivery quality guests service which is in them personality and training them properly to use proper judgement and to become conscious about the value of keeping customers. If a guest has a issue , The Belfry Hotel

empower the staff to fix all issues.

The Hotel understand that the sector industry is moving fast, so in that industry need to be on trend, good communicator, team player, have a friendly positive attitude, be helpful and empathic all the time, understand that is coming with variety of services and leisure for customers satisfaction, experience, pleasure. The Hotel providing to guests accommodation, food and drinks, entertainment facilities, shopping, golfing, conference centre, large scale for events.

The Belfry Hotel is important to be in trends, to do not being left behind, because this industry is extremely competitive, the latest technology is essential. To Increasing brand reputation and attracting new customers, the Hotel needs the most hospitality marketing tools. The Management of this Hotel takes seriously all bad feedbacks and work hard to improve and resolve them. The leadership managers understand their departments, make smart decision to grow the business focusing on guests review to help the Hotel to build a successful strategy. The Internet is a very important tool. Is how to consume and how live , is how quick can get the costumers. The primary goal of the belfry Hotel management is to providing to the guests excellent service on high-standards.

The hotel operational key:

- Executives (heads managers on heads departments)
- Front Desk services (is the nerve of the Hotel and constantly in direct contact with the guests)
- Housekeeping team (responsible for cleaning rooms and keeping in touch with the front desk about available of rooms)
- Maintenance (responsible with fixing and repair breakdown all utilities and electronics equipment)
- Accounting (this team is providing relevant data and forecast, makes recommendation and support for another hotel departments)
- Marketing and sales (is responsible for promotion brand message using all channels including social media, mass media)
- Kitchen staff (provide food for all needs in the hotel , for restaurants, bar and large events)

The Hotel run smoothly with right people and resources in the right departments.

Quality service in the Hotel involve people, equipment and service. The most process in hotel is the reservation process, booking , housekeeping, customers relation management etc. With the technology development and IT , they respond quickly on customers demands and requested services having favourable effect and quality service and productivity.

The Belfry Hotel and Resort is one of the largest hotel in Birmingham, including :

- Three restaurants
- Two bars
- Night club
- Spa and treatments
- Indoor swimming pool
- Fitness centre
- Personal trainer

- Spinning classes
- Golf shop
- Golf course
- Tennis court
- Room service
- Concierge
- Free parking

Being a large Hotel, the management use software to link all departments in connection, which staff has access first line customer information to give the best guests service in real time.

The front office work consequently to increase the service quality and customer satisfaction. No matter how interact via email, calls, face to face to have a good attitude will change customer think about the hotel.

The reservation is part of the front office that save time and communication is in direct line and in one department from beginning to the end, providing high quality service and is open 24 hrs a day.

During their stay, guests is in continue interaction with the front office and the front office staff provide a variety of service and they are insure the guests are satisfied during their stay. All complaint or request is on reception front desk, all this problems are solved rapidly to the guests satisfaction.

In hospitality industry excellent customer service is very important, this operation will generate loyal customers and keep going well the business. Meet the customers expectations is a business need, a bad feedback is extremely demanging, try hard to fix the problems, deliver on your promise to keep guests happy and make them to come back, to be realistic in guests expectation.

Communication is a key, using a calm and politely try to fix the problem , to leave the guests away happy. The guests want to have excellent experience, work hard to do something to impresses them, create emotional triggers, great memories, provide something extra, create wow moments and extra than promised, send complimentary something that will pleased the guests, give the extra attention for the children that will like to the guests and certainly they will return, for example: The Belfry Hotel give free stay and food for kids. Offering a complementary tour that the customers will remember, if is not busy . upgrading the rooms for guests and they will appreciate this offer, if guests is coming for anniversary or birthdays , send something special deals, keep making guests feeling special and they will being loyal and comeback looking for dynamic service and memorable stay.

Communication is the most important for the guest service . Listening guest concerns no matter how small they are and respond in time is also important, use the social media and other chanells to ensure the guest is happy.If the gust know they are listening they are happy.

The importance of technologies

Incorporate a quality managements system check-in app etc.

Know your guest social media has made communication very easy, taking this advantage is fabulous way to get to know guests before, during and after their stay, in this way the Hotel can offer tailored services and give the business an advantage

in creating more luxurious stay versus competitors.

The Hotel is good as the staff is good, is the most important to train and motivate the staff members to work in a team and communicate between all departments to ensure guests satisfaction and delivery the best guests service, that is main tool to make happy and impress the guests during the stay. First impression is crucial for guests, and welcoming smile can increase the confidence and comfort, welcome drink, the right words, positive body language, eye contact, and listening that is the ways for first good impression and build the loyalty and brand of the hotel.

One of the most important customer tips is acting on feedback helping to know how the is feeling and if they are going to comeback or not. In the hospitality industry guests carry experience and services than something else, is important to make them feel special that they will remember and make them to comeback, being extremely flexible in order to serve guests, so stay flexible and innovative.

Guests satisfaction is top priority for hotel, the guests experience in hotel is going to resenate beyond the duration of stay in the hotel, guests can be the hotel marketing tool if they get happy experience, they will share on social media and recommend to their friends and family and in the same way they will do, if the experience is bad so, go to do extraordinary guests service and make sure they are leaving very happy. Guests satisfaction is provided by hotel staff, if the guests satisfaction rating continue to decline, work hard to figure out what is going down and fix the problem.

High guests satisfaction is the best way to build the brand of the hotel and loyalty of the guests. The guests experience begins before they arrive, Hotel is creating a mobile friendly website to offer visual appeal and social. Connect with your guests on personal level using social media before them arriving to the hotel, learn a little bit about them and adding smart touches on their arrival, guests will remember that.

The hotel employing the right people, needs a staff member to be friendly, welcoming and flexible to enjoy working with people, the staff need to have good communication and passion which is necessary to stay calm and work hard to solve all the issues, to be part of the team and together provide excellent experience for the hotel guests.

Issues in the hospitality industry

One of the issue in the hospitality industry is to be in being green. Green training is a crucial factor in human resource management. Hospitality industry allocate significant attention for study and investigation. This study use mixed methodology for analyse relationship between hospitality industry and green management.

According to report from University of Harvard, India is the fastest growing economy in the world, with 7,9% rate (Business line, 2018). This economy growth, reduce poverty, but increase the degradation of natural environment and climate change (Environmental performance index, 2012).

Providing training to employers being green is the most important factor in human resources, to learning them pollution prevention, avoiding wastages of resources, also

consider social concerns and economic benefits on developing human resources. For example, The Belfry Hotel stopped to use any plastic bags, containers and straws, using paper straws and recycling all the waste.

Labour cost issues

According to (Robert Jones, may 2019) the minimum wages rise is a high profile issue .To managing profitability labour cost is very important.

CONCLUSION:

Hospitality industry never die, people always will travel and going on vacation, for the hotels using data base on consumer habits is an advantage, which is helping managing and adopt the pricing and even forecast demand.

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