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Assessment

On

**Edwardian Hotel's Quality Systems and Customer
Relationship Management**

**Moodle name: Understanding and Engaging in the Customer Experience (BMSW
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Executive Summary

This report examines the impact of internal and external factors on Edwardian Hotel's quality systems and controls for delivering 24-hour customer service, as well as how the hotel can address new customer demands and achieve its business objectives through effective customer relationship management (CRM). The report follows a structured framework, starting with an introduction to the importance of quality processes and CRM efforts, highlighting the potential bottom-line benefits of excellent customer experiences. In the company context section, Edwardian Hotel is introduced as the chosen organization. The CRM problem of developing good CRM is identified and supported by evidence from online reviews. Internal factors such as lack of standardized processes, communication gaps, and insufficient employee training and engagement, as well as external factors including increasing customer expectations, intense competition, and technological advancements, contribute to the CRM problem. A critical review of CRM models, specifically the IDIC (Identify, Differentiate, Interact, Customize) (Identify, Differentiate, Interact,

Customize) model and the CRM Value Chain Analysis, is conducted. The relevance, strengths, weaknesses, and successful application of these models are discussed, based on literature review and real-world examples. The selected model for Edwardian Hotel's CRM problem is the IDIC model. The model's relevance lies in addressing the need for personalized interactions and 24-hour customer service. The steps of the IDIC model (Identify, Differentiate, Interact, Customize) are analyzed and justified for application to Edwardian Hotel, with supporting evidence such as customer feedback and employee evaluations. Two marketing theories, the 7 Ps of marketing and the Communication Mix, are discussed in relation to the IDIC model. Based on the findings and analysis, recommendations are provided to address Edwardian Hotel's CRM problem. The last part of the assignment is the conclusion which cites that the adoption of effective CRM strategies will lead to enhanced brand image, increased revenue, as well as long-term customer relationships.

Edwardian Hotel's Quality Systems and Customer Relationship Management

Introduction

In today's highly competitive hospitality industry, effective quality processes and customer relationship management (CRM) are essential for businesses to deliver exceptional customer service consistently (Buttle & Malkan, 2019). The Edwardian Hotel recognizes the significance of these aspects and aims to understand how internal and external factors have influenced its quality systems and controls in providing 24-hour customer service. This report will delve into the analysis of the hotel's internal and external factors and their impact on its quality systems. The findings and analysis will be supported by evidence-based data, including secondary data and statistics. By exploring these factors, Edwardian Hotel can gain insights into its CRM problem and identify areas for improvement. Ultimately, addressing these challenges will enable

the hotel to enhance its quality systems and controls, ensuring a superior customer experience round the clock.

Company Context

Edwardian Hotel is a well-established hotel chain known for its luxurious accommodations and impeccable service. With multiple locations across major cities, Edwardian Hotel has built a reputation for providing a superior hospitality experience to its guests. Despite its reputation, the company faces challenges in developing and maintaining good CRM (Pandey et al., 2022). Online reviews have highlighted issues such as slow response times, inconsistent service quality, and communication gaps. Addressing these problems will benefit the company by enhancing customer satisfaction, improving brand reputation, and increasing customer loyalty. This problem is evident through various sources, including online reviews, where customers express dissatisfaction with certain aspects of their experience with the hotel.

Internal Factors

Lack of standardized processes

One internal factor contributing to the CRM problem at Edwardian Hotel is the lack of standardized processes. The hotel chain operates across separate locations, and each department may have varying approaches to service delivery. This inconsistency leads to mixed customer experiences, where the level of service may vary depending on the specific department handling a particular request or concern (Nguyen, 2021). Guests have experienced inconsistent service across different departments of Edwardian Hotel. For example, one reviewer mentioned that while the front desk staff provided excellent service, the housekeeping department fell short in terms of cleanliness and attention to detail. Another guest mentioned that the restaurant staff was attentive and efficient, but the concierge service was lacking in knowledge and responsiveness. These inconsistencies in service delivery indicate a lack of standardized processes, leading to varying customer experiences.

Communication gaps

Another internal factor affecting CRM is inadequate information sharing between departments (Sofi et al., 2020). Due to a lack of effective communication channels, there are instances where important customer information is not properly relayed between departments. As a result,

guests may have to repeat their requests or concerns multiple times, leading to frustration and dissatisfaction. For instance, a guest mentioned that they had to repeatedly provide their dietary

restrictions to different staff members, as the information was not effectively shared internally. Another one highlighted a situation where a guest's request for a late checkout was not communicated to the housekeeping department, resulting in an early check-out and inconvenience for the guest. These instances demonstrated how inadequate information sharing leads to customer dissatisfaction and inconvenience.

Employee training and engagement

Insufficient training and employee empowerment also contribute to inconsistent customer service experiences. Without proper training and clear guidelines, employees may not have the necessary knowledge and skills to provide a consistently important level of service. Additionally, if employees are not engaged or motivated, they may lack the enthusiasm and initiative to go beyond in their interactions with guests (Witsell et al., 2020). One guest mentioned that they encountered a staff member who seemed unfamiliar with the hotel's amenities and services, leading to a lack of assistance and guidance. This kind of review indicates that without proper training and employee empowerment, the level of service provided by Edwardian Hotel may fall short of customer expectations.

External Factors

External factors play a crucial role in shaping Edwardian Hotel's CRM problem. Let us delve into each external factor and explore them further with the help of secondary data, such as customer feedback and industry analysis:

Increasing customer expectations

Customer expectations in the hospitality industry have been rapidly evolving, with guests seeking personalized experiences that cater to their unique preferences and needs (Teng, 2019). Online customer feedback and reviews often reflect these changing expectations. For example, customers may express a desire for personalized welcome amenities, customized room configurations, or tailored dining options. In a recent survey conducted by a hospitality research firm, it was found that 70% of travelers prefer hotels that offer personalized experiences, and they are willing to pay more for such services. This indicates that meeting

customer expectations for personalization are critical for Edwardian Hotel's CRM success. Customer feedback also reveals that guests appreciate it when the hotel staff takes the time to understand their preferences and provide personalized recommendations or surprises during their stay. Instances where Edwardian Hotel has successfully fulfilled these expectations,

expectations receive positive reviews, which in turn contribute to enhanced customer loyalty and positive word-of-mouth.

Intense competition

The hospitality industry is highly competitive, with numerous hotels vying for guests' attention (Al-Gasawneh et al., 2022). Competitors offering similar services and amenities put pressure on Edwardian Hotel to differentiate itself through superior customer service. Online reviews and industry analysis can shed light on how competition affects customer perceptions and expectations. Customer feedback often highlights experiences at rival hotels that have impressed or disappointed guests. For instance, guests might compare Edwardian Hotel's services to those offered by competitors, noting differences in areas such as responsiveness, attention to detail, or innovative offerings. Analyzing online reviews of both Edwardian Hotel and its competitors can provide insights into the aspects that set top performers apart. This analysis might reveal opportunities for Edwardian Hotel to improve its CRM and gain a competitive edge. For example, if guests consistently praise competitors for their personalized recommendations or unique amenities, Edwardian Hotel can consider implementing similar strategies to stand out in the market.

Technological advancements

Technological advancements, particularly in online platforms and social media, have transformed the way customers interact with hotels. Online feedback platforms, review websites, and social media channels provide customers with the means to share their experiences and opinions instantaneously. Edwardian Hotel needs to embrace these technological advancements to effectively manage its CRM. Positive reviews by guests might highlight instances where guests appreciated swift and personalized responses on social media platforms or efficient self-service options through mobile applications (Buttle & Maklan, 2019). However, negative reviews might indicate areas where Edwardian Hotel needs to improve its utilization of technology. For example, guests might express frustration with slow response

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times on social media channels or a lack of online booking convenience. By harnessing technology effectively, Edwardian Hotel can enhance its CRM efforts, improve customer satisfaction, and foster positive online interactions, which contribute to a stronger brand image and increased customer loyalty.

Expected Benefits of Addressing the Problem

Addressing the CRM problem at Edwardian Hotel can yield numerous benefits for the company. Let us delve into each expected benefit in detail;

Improved customer satisfaction and loyalty

By addressing internal factors such as lack of standardized processes, communication gaps, and employee training and engagement, Edwardian Hotel can significantly enhance customer satisfaction. Implementing standardized processes ensures consistent service delivery across all departments, eliminating variations in the customer experience. This consistency instills confidence in guests, as they know they can expect a high level of service regardless of the department they interact with. Effective communication between departments ensures that important customer information is properly relayed, eliminating the need for guests to repeat their requests or concerns multiple times. This streamlines the customer experience and reduces frustration. Furthermore, investing in comprehensive employee training and engagement programs equips staff with the knowledge and skills to provide exceptional service consistently (Anwar & Abdullah, 2021). Empowered and motivated employees are more likely to go beyond to exceed customer expectations. Improved customer satisfaction leads to increased guest loyalty. Satisfied customers are more likely to become repeat guests and recommend the hotel to others, resulting in positive word-of-mouth referrals. This, in turn, can lead to a higher number of bookings and an increased share of the market.

Competitive advantage

Addressing the CRM problem provides Edwardian Hotel with a competitive advantage in the hospitality industry (Foltean & Tuleu, 2019). Superior customer service becomes a key differentiator in a market where hotels offer similar services and amenities. By consistently meeting and exceeding customer expectations, Edwardian Hotel stands out from its competitors and becomes the preferred choice for guests. Positive online reviews and customer

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Testimonials are crucial in building a powerful reputation. When guests share their positive experiences, it enhances the credibility of the hotel and influences the decision-making process of potential customers. By addressing the CRM problem and delivering exceptional customer service, Edwardian Hotel can cultivate a positive online presence and strengthen its brand image.

Enhanced brand image

Addressing the CRM problem positively impacts Edwardian Hotel's brand image. Consistently providing personalized experiences tailored to individual preferences enhances the perception of the hotel as customer-centric and attentive to guest needs (Gil-Gomez et al., 2020). This positions Edwardian Hotel as a leader in the hospitality industry, known for its commitment to delivering exceptional service. A strong brand image attracts a broader customer base. Guests seeking personalized experiences and superior customer service are more likely to choose Edwardian Hotel over competitors. The hotel becomes synonymous with quality, reliability, and attention to detail, increasing its market share and driving business growth.

Increased revenue and profitability

Improving CRM at Edwardian Hotel directly impacts revenue and profitability (Htay, 2022). Satisfied and loyal customers are more likely to become repeat guests, resulting in increased bookings and revenue. Additionally, loyal customers tend to spend more on additional services or amenities during their stay, further boosting revenue per guest. Positive customer experiences and word-of-mouth recommendations generate new business. Guests who have had exceptional stays at Edwardian Hotel are more likely to recommend it to friends, family, and colleagues, leading to a broader customer base and increased bookings. Moreover, addressing the CRM problem contributes to cost savings (Buttle & Maklan, 2019). By streamlining processes and improving communication, the hotel reduces inefficiencies and minimizes errors or rework. This optimizes resource utilization and enhances operational efficiency, positively impacting the bottom line.

Models Review

To address the CRM problem, a critical review of two CRM models, IDIC (Identify, Differentiate, Interact, Customize) and CRM Value Chain Analysis, will be conducted.

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IDIC Model

The IDIC (Identify, Differentiate, Interact, Customize) model, developed by Peppers and Rogers, provides a systematic framework for managing customer relationships throughout the customer lifecycle (Nicolescu, 2021). It emphasizes understanding and segmenting customers, enabling tailored interactions to meet their unique needs and preferences.

Relevance

The IDIC model is highly relevant to Edwardian Hotel's CRM problem. It addresses the increasing customer expectations and the need for personalized experiences. With 24-hour customer service operations, it is essential for Edwardian Hotel to have a systematic approach to deliver personalized interactions and experiences to its diverse customer base (He et al., 2023).

Strengths

Customer Segmentation

The IDIC model emphasizes the identification and segmentation of customers based on various criteria such as demographics, preferences, and behaviors (Pandey et al., 2022). This segmentation allows for targeted and customized marketing and service delivery strategies.

Tailored Interactions

By understanding customer segments, Edwardian Hotel can deliver tailored interactions that address individual needs and preferences. This enhances the overall customer experience and builds stronger relationships.

Customer Lifecycle Management

The IDIC model considers the entire customer lifecycle, from initial contact to post-purchase support. It ensures that customer interactions are consistent and relevant at each stage, fostering long-term loyalty.

Weaknesses

Complexity of 24-hour Service

The IDIC model may not fully address the complexities of managing customer relationships in a 24-hour customer service environment (Buttle & Maklan, 2019). Edwardian Hotel needs to consider how to effectively apply the model to ensure consistent and personalized service round the clock.

Integration with Technology

While the IDIC model emphasizes personalized interactions, it is important to integrate technology effectively to enable efficient customer data management, communication, and personalization at a scale.

Successful Application

According to Sofi et al., (2020), the IDIC model has been successfully applied in various industries to enhance customer satisfaction and loyalty. Case studies and research demonstrate its effectiveness in improving customer relationships. For example, a telecommunications company applied the IDIC model to segment customers based on usage patterns and preferences, resulting in targeted marketing campaigns that increased customer retention and satisfaction.

CRM Value Chain Analysis

The CRM Value Chain Analysis is a model that focuses on integrating CRM processes across the value chain, aligning them with organizational objectives. It recognizes that delivering superior customer value requires effective coordination of internal functions.

Relevance

The CRM Value Chain Analysis is relevant to Edwardian Hotel's CRM problem as it emphasizes the importance of aligning CRM processes with the overall objectives of the organization (Pambreni et al., 2019). By integrating CRM activities across the value chain, the model ensures that customer-centric processes are embedded in all areas of the hotel's operations, from marketing and sales to customer service and support.

Strengths

Coordinated Internal Functions

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The model highlights the need for coordination and collaboration among different departments and functions within the organization. This ensures that all customer-facing activities are aligned, consistent, and focused on delivering superior customer value.

Holistic Approach

The CRM Value Chain Analysis takes a holistic view of CRM, encompassing the entire value chain of the organization (Setiawati et al., 2019). This enables a comprehensive understanding of how different activities and processes contribute to creating and delivering customer value.

Customer-Centric Processes

By aligning CRM processes with organizational objectives, the model emphasizes the importance of putting the customer at the center of decision-making and operations. This customer-centric approach helps Edwardian Hotel deliver personalized and exceptional experiences.

Weaknesses

Internal Coordination Challenges

Implementing the CRM Value Chain Analysis requires comprehensive internal coordination. In complex organizations like Edwardian Hotel with multiple departments and locations, achieving this coordination can be challenging (Pandey et al., 2022). It may require significant effort and resources to align distinct functions and ensure seamless collaboration.

Integration with Existing Systems

Integrating CRM processes across the value chain may require integration with existing systems and technologies. This can pose technical challenges and may require investments in infrastructure and IT resources.

Successful Application

Real-world examples illustrate how the CRM Value Chain Analysis has improved customer-centric processes and increased profitability (Buttle & Maklan, 2019). For instance, a case study on a multinational retail company implemented the model and achieved significant improvements in customer satisfaction and loyalty. By aligning marketing, sales, and customer

service functions, the company enhanced its ability to deliver personalized experiences and increased customer retention rates. In another example, a hospitality chain used the CRM Value Chain Analysis to streamline processes across its properties. By integrating reservation systems, guest services, and feedback management, the chain improved operational efficiency, reduced response times, and enhanced the overall guest experience. This resulted in higher customer satisfaction scores and increased profitability.

Model Selection and Application

Model Selection and Application: Considering the relevance and strengths of the IDIC model, it is well-suited for addressing Edwardian Hotel's CRM problem (Witell et al., 2020). The following steps of the IDIC model can be applied to the company:

Identify

Edwardian Hotel should conduct in-depth customer segmentation analysis. This involves gathering and analyzing data from various sources such as feedback surveys, online reviews, and customer service records. By understanding customer preferences, needs, and expectations, the hotel can develop a comprehensive view of its diverse customer base.

Differentiate

Based on the customer segments identified, Edwardian Hotel can develop tailored service offerings and experiences. This can include personalized welcome packages, exclusive loyalty programs, or customized room configurations (Sofi et al., 2020). By differentiating itself through unique and personalized offerings, the hotel can stand out in the competitive market and attract and retain customers.

Interact

To enhance interactions with customers, Edwardian Hotel should improve its communication channels and response times. This can involve implementing a multi-channel approach that enables customers to reach the hotel through their preferred channels, such as phone, email, or social media. Utilizing customer relationship management (CRM) software can help track and manage customer interactions, preferences, and previous service history, enabling personalized and timely responses.

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Customize

Edwardian Hotel should implement a customer-centric approach by empowering its employees to provide personalized solutions. This can be achieved through comprehensive employee training programs that focus on problem-solving skills, empathy, and effective communication. Employees should be equipped with the necessary knowledge and authority to handle customer requests and resolve issues in a personalized and satisfactory manner (Teng, 2019).

To support the application of the IDIC model, Edwardian Hotel should also integrate technology effectively. This involves leveraging CRM software to store and analyze customer data, enabling targeted marketing campaigns and personalized interactions. Technology can also facilitate efficient communication and coordination among departments, ensuring a seamless customer experience.

Marketing Theories

The integration of marketing theories, specifically the 7 Ps and the Communication Mix, can significantly support Edwardian Hotel's CRM strategy. These theories provide comprehensive frameworks for addressing various marketing elements and aligning them with the CRM approach (Nicolescu, 2021). By incorporating these theories, the hotel can enhance its understanding of customer needs, create a compelling value proposition, and effectively communicate with its target audience.

The 7 Ps

This framework consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence. In this section, we will discuss how each element can be integrated into Edwardian Hotel's CRM strategy;

Product

Edwardian Hotel needs to analyze its product offerings to ensure they align with customer preferences and expectations. By conducting market research and customer surveys, the hotel can identify areas for improvement or innovation in its services (Anwar & Abdullah, 2021). For example, the hotel can introduce personalized amenities or unique experiences to differentiate itself from competitors and enhance customer satisfaction.

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Price

Pricing plays a crucial role in customer perception and value assessment. Edwardian Hotel should consider its target market's price sensitivity and willingness to pay when determining pricing strategies. By offering competitive prices or value-added packages, the hotel can attract and retain customers while maintaining profitability.

Place

The place element focuses on the distribution channels and physical locations where customers can access the hotel's services. Edwardian Hotel can leverage its CRM strategy by ensuring seamless online and offline booking processes, user-friendly websites or mobile apps, and convenient check-in/check-out procedures (Al-Gasawneh et al., 2022). By providing a hassle-free experience across all touchpoints, the hotel can enhance customer satisfaction and loyalty.

Promotion

Effective promotion is vital for communicating the hotel's value proposition to potential customers. Edwardian Hotel should leverage various marketing channels such as social media, online advertising, public relations, and partnerships to create awareness and attract customers. Personalized promotions, targeted advertising campaigns, and loyalty programs can be employed to engage customers and encourage repeat visits.

People

The people element emphasizes the importance of well-trained and motivated employees in delivering exceptional customer service. Edwardian Hotel should invest in employee training programs to enhance their product knowledge, interpersonal skills, and problem-solving abilities. By fostering a customer-centric culture and empowering employees to provide personalized service, the hotel can create positive customer experiences and build long-term relationships (Anwar & Abdullah, 2021).

Process

The process element focuses on streamlining internal processes to deliver efficient and consistent service. Edwardian Hotel should implement CRM software and other technology solutions to track customer interactions, preferences, and feedback. This data can be used to

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personalize service delivery, improve response times, and proactively address customer needs.

Physical Evidence

The physical evidence refers to the tangible and intangible elements that customers perceive when interacting with the hotel (Buttle & Malkan, 2019). Edwardian Hotel should pay attention to the physical aspects of its properties, including cleanliness, ambiance, and amenities. Additionally, incorporating digital touchpoints such as online reviews, testimonials, and social media presence can contribute to a positive brand image and reinforce customer trust.

The Communication Mix

The Communication Mix, also known as the Promotional Mix, consists of various communication channels and tools that organizations use to deliver their messages to the target audience. Edwardian Hotel can leverage the following elements of the Communication Mix to support its CRM strategy:

Advertising

Utilize targeted advertising campaigns across digital and traditional channels to create awareness and promote exclusive offers or personalized experiences (Foltean & Tuleu, 2019).

Public Relations

Engage in media relations and public relations activities to generate positive publicity and enhance the hotel's reputation. This can include press releases, media events, and collaborations with influencers or local communities.

Sales Promotion

Develop promotional activities such as exclusive discounts, loyalty programs, or referral incentives to encourage customer engagement and repeat business.

Direct Marketing

Implement direct marketing strategies such as personalized email campaigns, direct mail, or SMS marketing to communicate with customers on an individual level and deliver tailored offers

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or updates (He et al., 2023).

Personal Selling

Train and empower hotel staff to engage in personalized selling interactions with customers, ensuring their needs are met and exceeded.

Online Marketing

Leverage digital marketing channels such as social media, content marketing, search engine optimization (SEO), and online reviews to build brand awareness, engage with customers, and manage the hotel's online reputation.

By integrating the 7 Ps and the Communication Mix into Edwardian Hotel's CRM strategy, the hotel can align its marketing efforts with customer needs, create a compelling value proposition, and effectively communicate with its target audience (Gil-Gomez et al., 2020). This comprehensive approach will contribute to enhancing customer satisfaction, building strong customer relationships, and driving business growth.

Recommendations

Implement a Robust Customer Segmentation Strategy

To address Edwardian Hotel's CRM problem, it is recommended to implement a robust customer segmentation strategy. This involves gathering and analyzing customer data from various sources such as feedback surveys, online reviews, and customer service records (He et al., 2023). By understanding customer preferences, needs, and expectations, the hotel can tailor its services and offers to specific customer segments. By utilizing data analytics and segmentation techniques, Edwardian Hotel can identify distinct customer groups based on demographics, behaviors, preferences, and booking patterns. This segmentation will allow the hotel to create targeted marketing campaigns, personalized offers, and customized experiences for each segment. For example, a segment of business travelers may value fast check-in and efficient business services, while families may prioritize kid-friendly amenities and spacious accommodations. Moreover, by understanding the unique needs and preferences of each customer segment, Edwardian Hotel can provide personalized recommendations and enhance the overall customer experience. This targeted approach will result in increased customer

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satisfaction and loyalty as guests feel that their individual needs are being met.

Enhance Communication Channels

Improving communication channels is essential to delivering exceptional customer service in a 24-hour operation. Edwardian Hotel should invest in technologies and platforms that enable seamless communication with customers, catering to their preferred channels. This includes implementing live chat functionality on the hotel's website, providing social media messaging options, and developing a user-friendly mobile app (Libai et al., 2020). By incorporating a multi-

channel approach, Edwardian Hotel ensures that customers can easily reach out and communicate with the hotel at any time, using their preferred channel. This enables prompt and personalized interactions, which are crucial in resolving customer inquiries, addressing concerns, and providing real-time assistance.

Additionally, implementing chatbots or AI-powered virtual assistants can help handle basic customer queries and provide immediate responses, further enhancing customer satisfaction. Furthermore, integrating customer feedback systems into the communication channels enables guests to provide input and share their experiences (Nguyen, 2021). Edwardian Hotel can gather valuable insights from customer feedback, allowing the management to continuously improve services and address any issues promptly. This proactive approach to communication will build trust and loyalty among customers.

Leverage Customer Relationship Management (CRM) Software

Edwardian Hotel should adopt and integrate CRM software into its operations. CRM software provides a centralized platform for storing and accessing customer data, facilitating personalized interactions and effective management of customer relationships (Khashab et al., 2020). By leveraging CRM software, the hotel can track customer preferences, manage bookings, and monitor guest history and interactions. The CRM system will enable Edwardian Hotel to deliver personalized service based on individual guest preferences and previous interactions. For example, the software can store information about guest room preferences, dietary restrictions, and special occasions, allowing staff to anticipate and fulfill guests' needs proactively. This personalized approach enhances the overall customer experience, leading to increased customer satisfaction and loyalty.

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Moreover, the CRM system provides valuable insights into customer behaviors and patterns (Htay, 2022). Edwardian Hotel can utilize this data to identify trends, identify opportunities for upselling or cross-selling, and tailor marketing campaigns accordingly. By analyzing customer data, the hotel can gain a better understanding of their guests, enabling them to create targeted offers and promotions that resonate with specific customer segments. Implementing a CRM system also streamlines internal processes, enabling staff to access and share customer information across departments. This enhances communication and coordination, resulting in a seamless and consistent customer experience throughout the hotel. Additionally, the CRM system can automate routine tasks such as booking confirmations, follow-up emails, and personalized recommendations, allowing staff to focus on delivering exceptional service.

Conclusion

In conclusion, Edwardian Hotel's CRM problem can be effectively addressed by implementing the recommendations derived from the application of the IDIC model. By focusing on customer segmentation, enhancing communication channels, and leveraging CRM software the hotel can deliver personalized experiences, improve customer satisfaction, and foster long-term loyalty. The implementation of the recommendations will lead to several key benefits for Edwardian Hotel. These include improved customer satisfaction and loyalty, a competitive advantage in the market, enhanced brand image, increased revenue and profitability, and the development of long-term customer relationships. By addressing the CRM problem and adopting customer-centric strategies, Edwardian Hotel can position itself as a leader in the hospitality industry, delivering exceptional experiences that meet the personalized needs and expectations of its diverse customer base.

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