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Title: Assessment 2 – Report (Resit) Service Culture, Reputation Management and Brand consistency
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Title – Service Culture, Reputation Management and Brand Consistency

Reputation management, brand consistency, and service culture

Background: Because the hospitality sector is so competitive, firms must stay on top of emerging trends to stay ahead of the competition. A fantastic method to guarantee your company provides the kind of customer experience people want and expect is to keep up with the industry.

'Service culture' is a word that has many different definitions. You might also refer to it as customer service culture since it refers to a company culture that is customer focused. A business with a service culture puts the customer's needs first in all its procedures and goals. The purpose is the culture of customer service is crucial since it is what makes for excellent customer service. Customers are more likely to stay with your business and recommend it to others if they receive outstanding customer service. In other words, offering top-notch customer service helps your company attract both new and repeat clients as well as word-of-mouth referral

People will link your brand to a satisfying encounter. They will want to interact with your brand again because they enjoyed it, and they will promote your company for free by sharing good word about it. It may be challenging to comprehend how to apply customer service culture, even if you have a general understanding of what it is. When you make your clients the centre of your business concept, this type of culture develops. The customer and their experience with your brand at every level should be the focus of your company's philosophy, mission, values, and procedures. This commitment to provide the customer outstanding service must be shared by all employees across the board. Through a service culture, staff members learn to perform tasks and always make choices with the client as their priority. Talk to your customers: customers in a survey. Conduct research to learn more about the needs of your target market and how to grow your company. Keep conducting this research and keep looking for ways to improve. When customers offer feedback, pay attention, and consider it carefully. Encourage your colleagues to follow suit. Additionally, management and leadership can solicit input from staff members, who frequently offer insightful suggestions on how to enhance procedures and enhance the customer experience. Encourage employees to put the needs of the client first: Employers can model how staff members should adhere to the service culture. They can establish uniformity in rules and procedures so that every task performed is focused on helping. To make team members feel a part of the business, they can give employees and the culture names that are unique to the organisation. They can also employ incentives, such as praising and rewarding good service. Making service a significant factor in pay increases and job promotions is another illustration. On the other hand, businesses need a strategy for getting rid of or retraining personnel who do not represent the service culture.

Boost your customer service abilities

As you can see, providing excellent customer service is crucial for successful business. By cultivating a service culture, businesses can make sure that their clients come first in every aspect of operations. Since the customer experience is so crucial in the hospitality and tourism sectors, this kind of service culture is particularly crucial.

Customer service abilities and experience must play a significant role in your resume if you want to work in these sectors. You can stand out to potential employers by improving these areas. Employers can also offer training opportunities to assist team members in maintaining and enhancing their customer service abilities.

The practise of influencing, regulating, promoting, or burying the reputation of a person or a group is referred to as reputation management. The phrase originated in the field of public relations. As the internet and social media grew, so did reputation management firms, with search engine results playing a key role in a client's reputation. Online reputation management, commonly referred to as ORM, focuses on the control of search engine results for goods and services. Reputation management is a rapidly expanding discipline and corporate need. It is widely recognised as a valuable intangible asset that can be one of the most crucial sources of competitive edge in a fiercely competitive market.

The hotel industry has traditionally placed a premium on receiving and responding to guest feedback. They provide a platform for travellers to share their insights with other hotel guests, and rival hotels can utilise them to learn what other people are saying about them to better their own offerings. Your internet reputation has a direct impact on your sales volume in the fiercely competitive hospitality sector. As a result, good hotel reputation management can give your resort a competitive edge in terms of revenue management. On the other hand, a bad online reputation could result in significant losses. Nowadays, reputation management is crucial to the development of every sector of the economy, but it is more crucial for those working in the hospitality sector since your hotel's reputation is your source of income. The internet reputation of your hotel is crucial to its success in the current digital era. Hotels must actively manage their internet reputation since potential customers base many of their booking decisions on online reviews and social media. For hotel owners and managers who want to increase reservations and revenue, managing their internet reputation should be their top priority.

Being recognisable, building trust, and expressing personality are all goals of maintaining brand consistency. Increase client trust and loyalty with brand consistency. A strong brand provides your company individuality and encourages interaction from customers. Knowing who your clients are, researching your competition through benchmarking and competitor research, and developing a solid core philosophy that encapsulates who you are as a hotel are all necessary to develop this holistic message. If visitors can accurately anticipate what your brand stands for through its regular aesthetic choices, they will be more inclined to frequently associate themselves with your hotel. A brand that is simple to understand and accurately represents what your hotel has to offer can help you foster true relationship with your guests. Your hotel's output will be recognised and consistent thanks to clear Brand & Visual Identity Guidelines. This visual consistency will increase your credibility with both returning and new visitors, which will eventually improve their entire experience.

Over the years hotel marketing has changed a lot in the upcoming year, highlighting the ways your hotel is exceeding guests' expectations and ensuring the safety of both visitors and staff will continue to be a significant hotel marketing tactic. By using your property's website, digital advertisements, and email communications, the phrase "hotel marketing" describes the methods

and plans that lodging establishments employ to draw in new customers. Hotels may advertise themselves in several ways, including but not limited to:

via social media

Paid advertisements

Email promotion

SEO (search engine optimisation)

Also, a lot of social media influencers

A person who influences others' behaviour is known as an influencer. Therefore, influencer

marketing is a sort of social media promotion in which influential people promote a brand's goods and persuade their audience to do the same. Offering a free night at their hotel in exchange for the influencer generating content is one of the main ways businesses participate in this technique. To make the material seem more natural and less like an advertisement, we advise hiring influencers who share your values. Hotels employ loyalty programmes as a marketing tactic to draw in customers and keep the to keep up with the rapid advancement of technology, brands must continually refine their hotel marketing strategy. Implementing hands-free technology is one new hotel marketing trend. Among the rewards of loyalty programmes better experience for guests. Although many hotels compete on price, there is also value to consider. The guest experience and value will be given more attention by hotels as a hotel marketing trend for 2023. Brands will have to consider what they provide that other hotels do not. In the highly consumer-focused hospitality industry, providing excellent customer service is essential to building brand loyalty. One message disregarded could mean the difference between a repeat customer and one who never visits your hotel again. Providing top-notch services and enticing customers to leave reviews are surefire ways to boost your internet reputation. Hotel industry is a big part of the world day by day things change but is heading towards easy digital life.

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