



An appraisal of a Guest Service Experience

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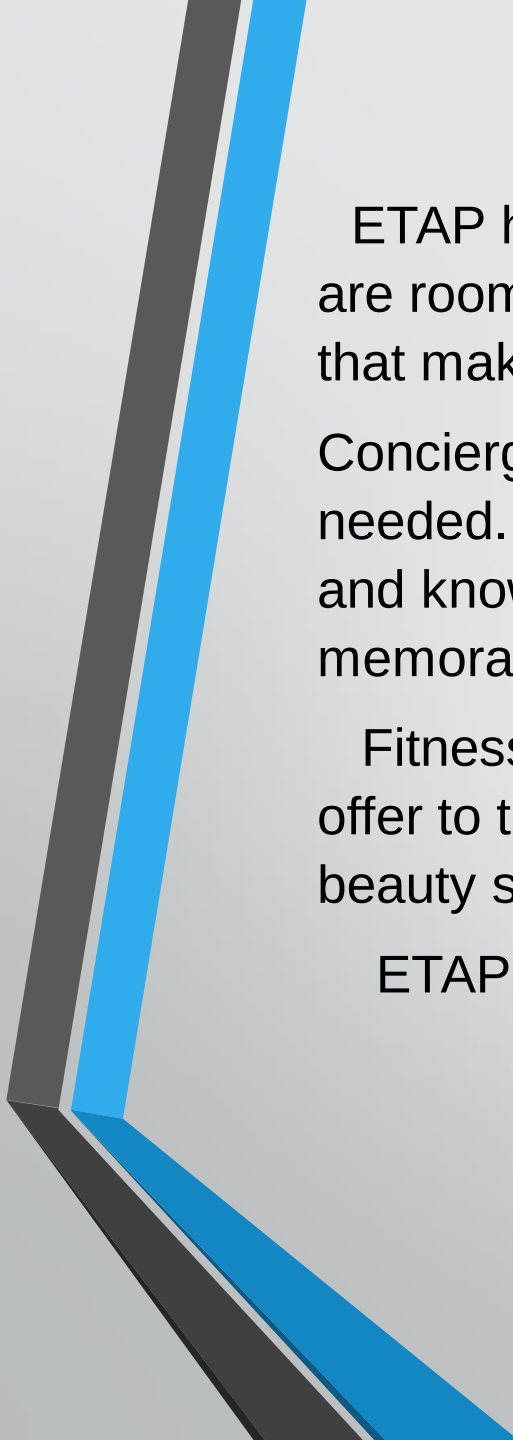
Introduction

Customers that are dissatisfied with the service delivery we narrate his or her experience or story to three or ten people. So any use of inappropriate words will make the problem of the dissatisfied guest even more serious, in other words good staff communication skill is vital in guest service. Now that there is competitive options in the hotel industry, gives the guest an alternative to go in another place if they don't receive the kinds of service they needed.

In hotel industry, service is carry out for the guest by people for example waitress, the front office staff, and server and it could also be by means of technology. As you may know guest and the employee are practically involved in the service transaction so therefore good server experience is vital element of any transaction. If anyone want to serve the guest in a bad-tempered and irritable way, is likely that the guest is going to be unhappy. While a cheerful and competent attendant intensify the guest experience.

Product/service offered by ETAP

Longhorn, (2004) and Winsted, (2000) were of the opinion that in hospitality, the service provider is “part of the product itself”. For any guest to be satisfied they must be able to believe that they have received a good service for their money and also feel valued and be respected by the staff who is providing the service.



ETAP hotel offers excellent products and services to their guests. Among the products are rooms for lodging, spa, bar, library, casino, etc. The price of the hotel is cheap that makes ETAP the first choice of every guest visiting Geneva for business or leisure.

Concierge service involves providing guests with the basic services and the information needed. The cross keys symbol of the concierge is meant to carry a degree of expertise and knowledge, the friendly concierge service in ETAP hotel has make a stay a memorable experience for the guest.

Fitness facilities of ETAP hotel is standard and is good example of product and service offer to the guests. They also offer treatment rooms equipped with first aid apparatus, beauty salon and a lot more.

ETAP also offer eat as you-can breakfast to the guest.

UNIQUE SELLING POINT

- The first question we should asked, why should customer choose your hotel while all the hotel offer almost the same service and they believe to have extraordinary customer service.
- The unique selling point is the main competitive advantage and the thing that separate the hotel in the marketplace, this could be the thing the hotel offer that the other hotel don't offer ,and it could be high quality service or a lower price which is totally different from others. Source Margaret Rouse whatis.com

The USP of ETAP are as follows:

- **The comfort:** ETAP hotel is providing for their guests is one of their unique selling points, every room in ETAP hotel has luxury king sized bed with extra top bed. This means a family of four can comfortably logged in one room without extra cost.
- **Location:** Every ETAP hotel is well located and in close proximity to main attraction points including direct link to train station, the city centre. Guest does not need to spend much before they visit any attractive places.
- **Value:** This is another USP of ETAP hotel, when talking about value it doesn't mean the hotel must be the cheapest in the country, but the value for money which ETAP hotel is giving to their guests upon their arrival, any guest who logged in ETAP hotel is given a free bus pass which enable them to visit any part of the city before they live .

Guest Service Strategy

- Recruit and train the right people
- Happy Staff = Happy Customers
- Recognise the importance of customer loyalty
- Lead from the top
- Listen to what your customers and staff are saying to you
- Welcome complaints
- Look at your processes from a customer and staff point of view
- Utilise tools with caution – contact centres, CRM, and other tools
- Measure your performance – including NetPromoter/Customer Effort
- Build a reputation, communicate, and tell the world

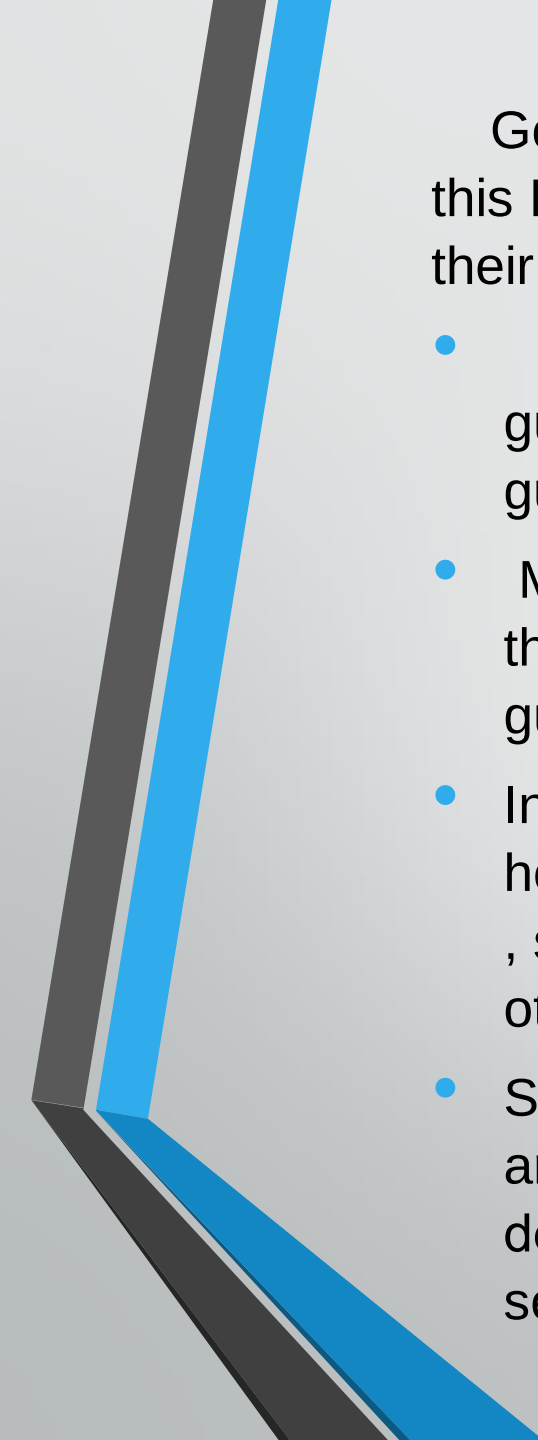
GUEST SERVICE DELIVERY

According to Matarirano (2005) services are deeds performances or efforts which cannot be physically be possessed; so therefore guest service delivery indicate or implies the helping of guest to get the information or service which they needed, that enable them to stay in the hotel comfortably and satisfied This involves listening to guests, provide lodging needs.

The success of quest service is the life line of any hotel. According to Sridhar(2017)guest service = delight customer = prosperous business.

The perception of what a successful guest service should be in the hotel industry is different among customers . According to Mill(2006)

Guest develop expectation about the service they are to receive base on such thing as their past experience , word of mouth and the advertisement of the hotel it self , and their own needs and wants during their stay or at the end of their stay, the guest normaly compare the quality of the service they expected.



Good service delivery , is a working advertisement for any hotel base on this ETAP hotel has become one of the leading hotel in Geneva because of their good service delivery they offer to their guests such as :

- Pick-up and drop off service ETAP hotel now offer compliment service to the guest by pick-up drop-off from the airport , with this the problem of how the guest will get to the hotel will be over.
- Multilanguage hotel service : is a vital guest service product a hotel can offer, the ability for a guest to interact with staff easily in their own language is a good guest experience.
- In a house support centre : the innovation of technology sit at the central part of hotel service, internet has become the key point of the overall guest experience , so also mobile servive application is now the central point for guest interaction, other such as door lock.
- State of the-act-tv, the days of the just flat screen tv is fading out, today there are so many tv that can do what will make the guest more convenience. CO design, indicate that tv within virgin's, new hotel can be used to order room service and it is possible to controlled with your smartphone

Service setting

In a hotel industry the guests is the most powerful tools, the main concern of any hotel management is how to offer excellence and high level of service to them guests, on the other hand excellence or extra service can also help the hotel to generate more revenue, witch is the true aims of any hotelier. Any chaotic service will bring bad experience to the guests, what is needed is tangible and good service that are essential to the success.

Service quality

- In some earlier studies, service quality can be defined as the extent to which the service fulfils the needs or expectations of the customers or conceptualised it as the overall impression of customers as regards the weakness or excellence of the service. However, service quality is defined as “what the customer gets out and is willing to pay for” rather than “what the supplier puts in”. Therefore, service quality can be seen as the gap as the between the expected service and the actual perceived service. Mukhles M Al-Ababneh(2017)

Service quality

- Service quality components are service, value for money ratio, offering and atmosphere
- The essential factor of quality is service that is the performance execute in a professional manner by one person or a company in the profit of its customer. (business dictionary)
- Value for money ratio plays an important role because the customers knows what to expect instead for their money in the experience with the hotel.
- Quality in the hospitality industry means to offer a suitable space of the room, modern furniture, big and comfortable beds, internet. As well a quality guest service means the help that the staff provide to their customers.
- Atmosphere include the design of the interior, the environmental sound, lighting, odor and temperature.

Guest service experience

- First contact

First impression it is very important and in the moment the guests are calling for a reservation or an information they are expecting to be answered quickly, friendly and to be listened. Some mistakes can be done like unfriendly staff, holding the line, too much information and technical vocabulary.

- Reservation

Reservation should contain name spelled correctly, precise details of products and services. And also when the guest arrive, it is very important to be welcomed, greeted, smile and know your products to give your customer the most unique experience and effective communication has a crucial role in customer service.

- Arrival

At the arrival the guests expect to have everything facilitate like guiding signs, free driveway, help with luggage. The proper way to receive a client is to be greeted immediately, be respectful, smile, make eye contact with them, initiate the conversation.

- Check-in

The guests that have already a reservation should be addressed by their name, asked if they had an enjoyable voyage, the forms should be correctly filled and ready to be signed and receive information about the services that the hotel can offer.

- Hotel room

In the moment that the guests gets their room the bell boy should open the door for them and let the customer enter first, show the appliances and how they are working and the bathroom as well, the minibar and the pricelist and in the end he should wish the guests delightful sojourn and give detail about the services that hotel provide. It is necessary to show them the emergency escape.

- Bathroom

The bathroom is very important to be immaculate, to include freebies, an appropriate number of clean hand and shower towel and be equipped with a mirror.

- Public rooms

This rooms are used by all the customers and must be adequately signposted, clean and properly placed.

- Services

Due to many classes of the hotels the services provided differ from one hotel to another. The expectation from a hotel first class will be more demanding than the other category.

- Check-out

At walkout the bell boy will gather the luggage and the front office operator will prepare the bill for minibar if necessary.

- Staff

The staff should smile, be cordial, respectful and try to please the guests. They should be well dressed and have a good posture.

FINDINGS

- The training of staff expressively envisages employee visitor/guest relationship in hotels and for a company to be customer-focused, a member of staff must know how important customer service is to the company. Staff training contributes to improved efficiency of the organization, improve service quality and developed professional knowledge. To improve customer service, managers must identify customer's needs, assess employees' skills, design and implement a training vehicle, and constantly re-evaluate customer service delivery (Richardson, 2017). Staff training and orientation should focus on strengthening their customer service skills such as empathy, patience and consistency; adaptability; clear communication; work ethics and knowledge of the hotel business. prompt response to customer feedbacks significantly impacts service quality in hotels.
- Customers feel appreciated when they realize that the hotel is committed to improving their experience. the quality of services offered by a hotel as well as customer relationship management.
- **prompt response to customer feedbacks significantly impacts service quality in hotels**

CONCLUSION

- The image of a hotel plays a role in customer fidelity. This suggests that the image of a hotel has a more remarkable influence on consumer loyalty and the fulfilment of customers leads toward loyalty. When a customer is contented, they stay loyal to the hotel and afterward, it influences the chances of coming back again and referring other customers and creating a good reputation of the hotel. There is every reason to believe that the main factor influencing satisfaction is the quality of the services offered by a hotel. It is also worth keeping in mind that customer loyalty is due to quest satisfaction due to the value of what they get versus the amount of money they spend to acquire services from a hotel.
- Customers naturally wants to lodge in hotel which have wide rage of product offerings, quality offerings at sensible costs and helpful area and subsequently, managements ought to focus on these components as well as the quality of the services provided. Additionally, the conduct of those providing the services is a key aspect when it comes to quest satisfaction. the quality of food, beverages, rooms, beds, beddings, and the hospitality of those servicing the customers.

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One year ago, driving to France I needed to rest, and I search one hotel in the middle of the night. I search the closest hotel and first that I find was Campanile, but they ask me to check-out at 7 am, being very late and very tired I search another hotel and I find hotel Premium. When I arrived, there was no reception but was an automatic machine that give me a key. On the screen before buy the room was the information with check-out at 12 o'clock. The room was very clean and on the table was a card with wireless password. Next day when I wanted to leave the receptionist was very nice and professional.

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- (Alex. and Barry 1998) thank you, and with nice smile can go a long way toward guests satisfaction, my first experience in ETAP I was given a very welcome by the staff at the front office ,with a smiley face my room key was handed over to me ,the ETAP staff are well trained with good customer service, the concierge service they were very friendly and helpful with all the information needed.

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