



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 7
Customer Loyalty

Industry Skills

Register at 9:30

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[-Digital Connectivity Bursary Application Form](#)

[-Undergraduate Bursaries](#)

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Recap

What did
we discuss
last week?

Reputation Management

Importance of having an
online presence

Responding to both
positive and negative
reviews

Hotel standards

Brand consistency

Star ratings

Type your answers in the chat box or raise your yellow hand.

Today's content

- What is customer loyalty
- Why is customer loyalty important and how can it be improved?
- Customer loyalty schemes
- Industry skills – What skills are important when working in guest services?
- What skills might you need in different scenarios?
- Final chance for questions about Assignment 2



Customer Loyalty



Group Discussion

What is customer
loyalty ?

Type in the chat box or raise your yellow hand



Customer Loyalty

- Customer loyalty is the likelihood that existing and previous customers continue purchasing from the same company.
- Marketing and customer service departments of many companies spend significant resources on customer loyalty.
- It is important for them to retain existing customers.
- There are many ways companies can boost customer loyalty. They can:
 - Maintain overall low prices
 - Offer multi-purchase deals
 - Have special offers
- They can also reward customers with regular loyalty discounts



Customer Loyalty

- Investing in customer loyalty is more effective than investing in new customers
- Studies have shown that it costs significantly more to get new customers than to keep existing ones

Group Discussion

How can you
improve customer
loyalty?

Type in the chat box or raise your yellow hand

▼ 10 Effective Strategies to Improve Customer Loyalty

1. Thank the customer for doing business with you
2. Always be there when customers need you
3. Focus on constantly delivering great experiences
4. Delight your customers by being personal
5. Create the WOW Factor in customer engagements

▼ 10 Effective Strategies to Improve Customer Loyalty

6. Make realistic promises – and be consistent
7. Anticipate customer needs and exceed expectations
8. Give customers something your competitors are not
9. Ask your customers for feedback and act on it
10. Build an effective customer loyalty programme

Group Discussion

Can you provide any examples of customer loyalty programmes?

What benefits are there to both the business and the customer?

Type in the chat box or raise your yellow hand



Case Study – Marriott Bonvoy

Points can be earned when:

- *Staying in the hotels*
- *Shopping using the Marriott Bonvoy card*
- *Using Marriott travel partners for car rental or vacations*

Tiers:

- *The more points you have the more benefits you receive*
- Member = 0-9 nights stay per year

Benefit of free Wi-Fi, mobile check in service

- Gold Elite = 25 nights stay per year

Enhanced rooms upgrade, 2pm late checkout

(Marriott Bonvoy, 2023)

Task – Research a hotel loyalty scheme

In breakout rooms:

- **Room 1** – IHG
- **Room 2** – Hilton
- **Room 3** – Hyatt

Consider the following questions:

1. What is the programme called?
2. What rewards does the guest receive?
3. Is there different levels/tiers in the programme?
What are they?
4. Who is the programme likely to appeal to?
5. If you could make any changes to the loyalty scheme or add any new feature, what would it be?

Group Discussion

Why might a customer
loyalty programme
fail?

Type in the chat box or raise your yellow hand

Reasons Why Customer Loyalty Programmes Can Fail

Wrong Reward Selection

Unappealing Rewards

Lack of Awareness

Insufficient communication
Management

No Emotional Connection



Tips to Run An Effective Loyalty Programme

1. Keep your loyalty programme simple so that your customers can understand it easily.
2. Keep an eye on your data to prevent fraudulent activities. If possible, set a limit on daily loyalty swipes.
3. Do not forget to offer tangible rewards for your potential customers.
4. Tiered programme is one of the best ways to reward your best customers with greater deals.



Tips to Run An Effective Loyalty Programme

5. Experiment and cultivate effective promotional offers for customers.
6. You need to remind your customers to use the earned points. Hence, send customised email/SMS messages based on buying habits.
7. Prepare and train your staff to passionately promoting the loyalty programme.



Part 2 - Industry Skills



What is a Skill?

- A skill is the ability to **perform an action with determined results** often within a given amount of time, energy, or both.
- Skills are developed through **life** and **work experiences**.
- They can also be learned through **study**.
- There are **different types of skills** and some may be easier to access for some people than others, based on things like **dexterity, physical abilities and intelligence**.

Skills can often be divided in two categories

Domain-general skills

They would be used in most everyday life activities.

For example:

In the domain of work, some general skills would include time management, teamwork and leadership, self-motivation and others.

Domain-specific skills

They would be used only for a certain job.

For example:

An electrician will need to have the ability to install cables, conduits, tubing, and switching devices (Learned through training)

Group Discussion

What is the difference
between HARD and
SOFT skills?

Type in the chat box or raise your yellow hand



Hard and Soft Skills

Hard and soft skills matter in the hospitality job market and how to show **strengths in each area.**

They are highlighted on CV's and often will make the difference between a strong and a weak candidate.

Hard and Soft Skills



Hard Skills

➤ Skills learned in school or training courses and that bring clearly defined value.

- Uni /college degree
- IT proficiency
- Languages
- Training/industry-specific certifications
- Social media expertise





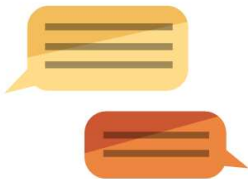
Soft Skills

Talents and abilities you have picked up more organically through past work experiences and interpersonal relationships.

Showing hard skills on a resume is relatively easy, but soft skills are 'show and tell' skills.

- Problem-solving
- Ability to work well in groups
- Communication skills
- Strong work ethic
- Time management
- Team leadership

The Top 10 Soft Skills



Communication



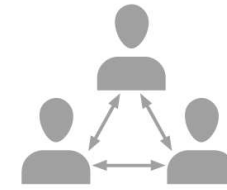
Self-motivation



Leadership



Responsibility



Teamwork



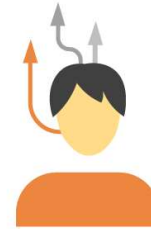
Problem solving



Decisiveness



Ability to Work
Under Pressure
and Time Management



Flexibility



Negotiation
and Conflict Resolution

Group Discussion

What skills are needed
to be an effective Guest
services team member?

Type in the chat box or raise your yellow hand

Scenario – What skill do you need?

- The next few slides are going to contain some scenarios you might find yourself in when working in the hotel.
- Read the scenario
- Type in the chat box or raise your hand to explain what skills you think are required





Scenario

Working in the Hospitality industry requires multiple and different types of skills.

*You are a **receptionist** in a 5-star hotel in London – A guest approaches and speaks to you in German.*

Q: What skill do you need?

Type your answers in the chat box or raise your yellow hand.



Language Skills

- Language skills are a **huge bonus** in hotels and in hospitality because they allow you to communicate with a wider range of people.
- **Knowledge of languages is useful day-to-day.**
- What type of situations could you think of that having language skills would be beneficial for the hotel guests services?



Scenario

- You are a receptionist in a 5-star hotel – You are **on the phone** and a **guest approaches you to check in** and **at the same time** the postman delivers a parcel **to be signed for**.

What skill do you need to handle this situation?

Multitasking Skills

- One of the reasons why hospitality can be so difficult to work in is because it is **very busy**.
- The ability to **multitask and handle several tasks** at once will serve you well.
- This means learning how to **prioritise and manage your time effectively**, (time management skills) while you will also need to be able to **handle pressure and remain calm** when things get chaotic.
- **Time management skills** play an important part in multitasking effectively.

Think about multi tasking skills in Restaurant Assistant Position (Waiter)? Give an example



Work Ethic

- If you are going to work in hospitality, then regardless of your role, you are going to have to work hard.
- It is likely that you will be on your feet for most of the time, working long shifts maintaining a cheerful and friendly persona in front of customers.

Having a strong work ethic is:

- Being part of a team and work collaboratively
- Being punctual not being late to work or not turning up for a shift.
- Being honest and trustful with colleagues and guests.
- Making sure the guests needs are met by going the 'extra mile'



Professionalism

- Most employers in the hospitality industry rely on their **customer-facing staff** to uphold the reputation of their brand; therefore, it is important that, at all times, you remain **highly professional**.
- Ensuring that you look tidy and well-groomed, are on time for your shifts and are not caught doing anything you should not be is important to the professional standards.
- It also means keeping calm and not reacting negatively when dealing with an angry or irate customer, especially at the end of a long and tiring shift.

Scenario

- You are a housekeeping team member in a 3-star hotel – You are cleaning a guest bedroom. Once you finished, your work is audited by the Housekeeping manager?

What skill do you need?

What skills does the Housekeeping Manager need?

Type in the chat box or raise your hand



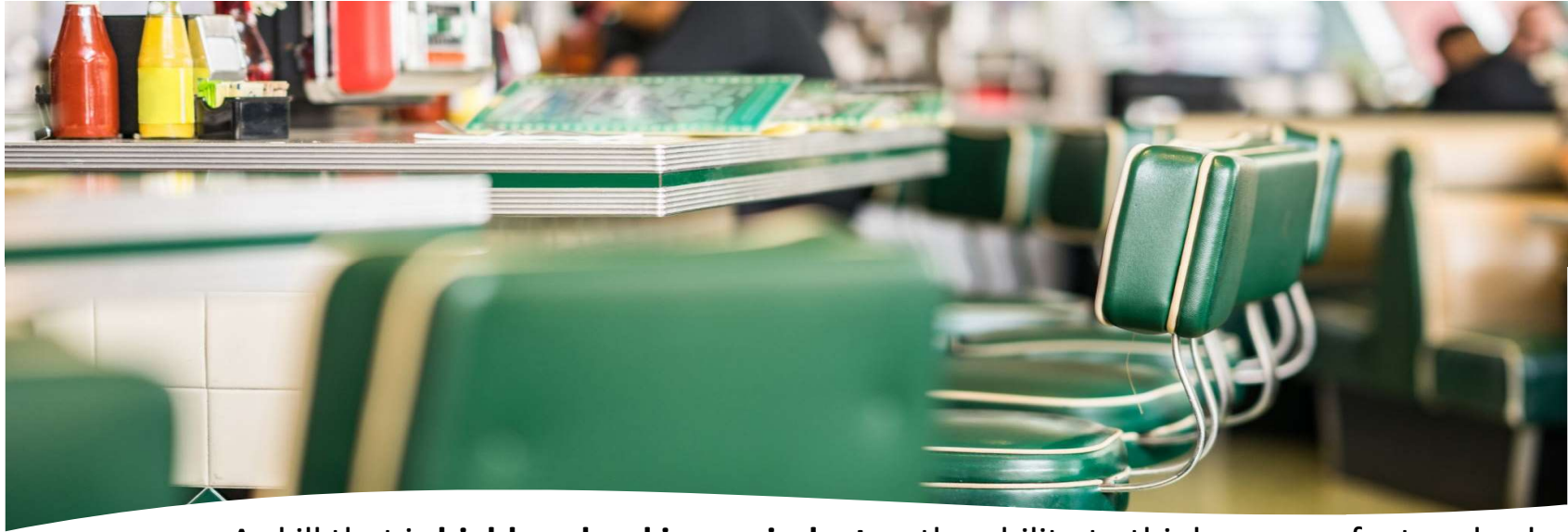
Attention to Detail

- Spotting billing or administrative errors at reception or noticing that a particular ingredient is past its best in the kitchen, it is the **little things that can make a big difference**.
- It can also help to develop relationships with customers and provide a more positive experience overall.
- Providing those **'WOW' moments by paying attention!!**
- For instance:

Suggesting a particular wine to accompany a dish,

Remembering how a certain customer prefers their drink to be made,

Noticing that somebody is struggling to carry their luggage and offering to help are all small details that can leave a big impression on customers.



Problem-solving skills

- A skill that is **highly valued in any industry**; the ability to think on your feet and solve problems quickly .
- For instance, if a guest complains about their room, you could offer them complimentary drinks in the bar while you wait for another guest to check out. This keeps the customer happy, leaves a good impression of the hotel and saves you the trouble of a potential conflict.
- Alternatively, if a customer has very specific dietary requirements, you could consult with the chef on their behalf to offer a tailored alternative solution.
- Remember: the easiest way to keep customers happy is to **provide solutions to their problems** (within reason, of course), so if you are **proactive** and keen to get issues resolved, hospitality could be a good fit.

Group Discussion

Thinking to the future –
What NEW skills might we
now need to learn in the
‘modern workplace?’

Type in the chat box or raise your yellow hand

Adaptability

- Change, flexibility, and adaptability are all common themes of working during a pandemic.
- With many companies adapting to the 'new normal' work from home setup, a **flexible and open mindset** has helped keep businesses afloat.
- As a result, employees have had to adjust their work **style, responsibilities, and day-to-day** in a way that complements digital comms and fits around changing business needs. And the importance of these skills are only going to accelerate, as the new ways of working are likely to continue even after the pandemic passes.
- Post COVID-19, employers will be looking for staff that can **adapt in line with an ever-evolving workplace**.
- This means honing the ability to adjust to new and unexpected deadlines, and continuously **grow your skills to meet demand** – whatever that may be.

Digital Skills

Digital skills have always been increasingly important, but coronavirus has given them a **serious boost to the top**.

Professional abilities in everything from coding and web development to digital marketing, big data, and artificial intelligence are paramount right now – no matter where your usual expertise lies.

Employees who have a tech savvy attitude, a willingness to learn, and a plethora of digital skills – **crucial to survive** this difficult time.

Candidates with **this skill set top picks for employers** during and post-COVID19. It's also never too late to get certified, with a number of professional certifications available (whether it's in Python or Microsoft).



Emotional Intelligence

- Emotional intelligence (EI) is closely **linked to communication**, and is all about having an **awareness of other peoples' emotions** – not to mention the ability to demonstrate empathy and understanding for how they're feeling.
- And in times of uncertainty, this is a skill that should never be overlooked.
- Whether it is to **reassure others** during stressful times including the guests, **adapt workloads** in response to the struggles of those around you, or generally keep open communication, trust, and empathy with your team
- Reliance on digital communication expected to continue ability to demonstrate EI through less personal means (such as virtual meetings and emails) is crucial too.



Looking to placement next term...

- Do not forget about these skills when you are on placement
- Relish the opportunity to learn and grow!
- Be a sponge! Ask questions !



Any Questions?



Assignment 2

Deadline – Wednesday
15th November



What is Service Culture?

- It refers to a company culture that is focused on customer service.
- A company with a service culture focuses its mission and processes on serving the customer first and foremost.
- The goal is to provide the best experience and most value for the customer, and each employee's duties should be focused on that goal. An effective service culture motivates team members to put the customer first.
- A service culture is a place where employees love to come to work and customers love to do business with you.



Four Steps for Creating A Service Culture



Define your Service Culture



Carefully design your hiring & selection process



Elevate the training process



Hold people accountable

Coaching
Recognition

Reputation Management: Key Findings

Respond

Hoteliers must respond to both positive and negative guest reviews alike

Guest

Guest reviews impact purchase decisions (bookings)

Damage

Fake reviews can damage hospitality businesses' reputation

How can hotels manage consistency?

- Introduce clear guidelines and practices for all employees to follow
- Consistency in training across all locations
- Maintain consistency across ‘all channels’ of communication
- Engage with the customer in all methods of communication
- Use Mystery Shoppers?

Hotel Star Rating Systems

There are a few highly recognised hotel star rating systems set by reputed organisations:

1. AA
2. AAA
3. Forbes Travel Guide
4. Australian Auto Clubs
5. HOTREC

There are several other organisations that grant stars to hotels but there is no star rating system which is recognised and accepted globally.

The star rating guides by organisations mentioned above are probably the most recognised ones globally.



Assignment 2 – 1500 report

**Due date – Wednesday 15th
November by 23:59pm**

**Report title – The importance of
effectively monitoring guest
service approaches**

**Make sure to follow the
handbook for guidance and
structure**



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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

c.joyner@uwtsd.ac.uk

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