

The importance of effectively monitoring guest service approaches

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Executive Summary

Guest service comprises the experience that clients have with the hotel industry from booking through stay. However, an effective monitoring technique is a critical tool to focus on in order to give exceptional guest service. In the digital age, reputation management is not limited to word of mouth; instead, there are numerous sources to monitor. According to allied market research, the worldwide smart hospitality industry is worth \$ 18.8 billion in 2021 and is expected to reach \$133.7 billion by 2031 at a CAGR of 22% (Silva and Belo, 2022). Effective monitoring is a critical component in creating brand value and giving customers a pleasant impression. Online media and rating are crucial to reputation management.

The importance of effectively monitoring guest service approaches

1. Introduction

The hospitality industry has a growing market in the current world. According to 2021 market research, the hospitality industry is valued at \$3953billion (Juliana *et al.*, 2022). Guest service encompasses the experience that the customers receive from the hospitality sector during the stay to booking. However, in order to provide quality guest service an effective monitoring approach is a fundamental tool to focus. In this report, the effective monitoring approach to guest service is displayed. The report holds a vital focus on reputation management and service culture as well.

2. Reputation Management

Reputation management is a crucial component for ensuring the quality of guest service and customer retention (Milovanović, 2021). In the digital world, reputation management is not confined to word of mouth rather there are multiple sources to monitor. Here few areas are provided in the aspect of reputation management while monitoring guest service in the hospitality industry.

2.1 Online Reviews & Rating

Online reviews and rating plays a major role for customers to book their hotel. Research states that around 72% of travelers search online to find the most-rated hotel for their vacation stay (Franco and Meneses, 2020). 95% of them prefer to avoid hotels that have a bad review or a rating point of 3 and below out of 5 (Nicolau, Xiang and Wang, 2023). Moreover, the review online shows the photos and other facilities information which plays a significant role for a customer before booking.

4.5 Excellent 728 reviews

#2 of 4 hotels in Ripon

Location 4.9

Cleanliness 4.9

Service 4.5

Value 4.3

Travelers' Choice

The 47 exquisite rooms and suites at Grantley Hall have been designed to ensure that our guests enjoy a fabulous night's sleep in the most magical surroundings. Each spacious bedroom is fully air conditioned, with a seating area and stunning views of the landscaped grounds or River Skell. The marble bathrooms are beautifully designed and clad in Italian marble with underfloor heating, separate showers and baths and luxury amenities. The hotel offers an extensive range of dining options from fine dining in Shaun Rankin at Grantley Hall to modern British cuisine in Fletchers and tempting Eastern flavours in Restaurant EightyEight our

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Property amenities

Free parking

Free High Speed Internet (WiFi)

Pool

Fitness Center with Gym / Workout Room

Free breakfast

Airport transportation

Business Center with Internet Access

Conference facilities

[Show more](#)

Room features

Allergy-free room

Bathrobes

Air conditioning

Housekeeping

Room service

Safe

Minibar

✓ Flatscreen TV

[Show more](#)

Room types

Bridal suite

Non-smoking rooms

Figure 1: Online hotel review feature (Hoteliernmiddleeast, 2023).

The online review features four different categories that include location, cleanliness, service and value (Franco and Meneses, 2020). Customers prefer to check these four criteria which match their criteria and the reputation of the hotels is dependent on the review of the following sectors.



Mickey1988
20 contributions

...



Cheap and dirty

So my friends and I wanted a cheap holiday to tenerife and we found this package deal with jet 2 for this hotel. We booked this as a 1 bedroom apartment with a sofa bed and a fully equipped kitchen. We went self catering as we knew we...

[Read more](#) ▾

Date of stay: **February 2020**

Traveled **with friends**

Written March 11, 2020



David N
4 contributions

...



Would book again

I was a little apprehensive about this hotel after reading the reviews but this hotel is fine. It's not a five star but then I didn't pay for a five star . Lots of negative reviews about the steps and the hills around the complex but this really was not a...

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Date of stay: **February 2020**

Traveled **with family**

Written February 17, 2020



Louisa0908
1 contribution

...



Family holiday

we stayed at this hotel for a family holiday, ten of us in total. We ending up right at the bottom of the resort right next to the pool which was brilliant as we had young children also easier to get to breakfast lunch and dinner, the rooms weren't reall...

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Date of stay: **September 2019**

Traveled **with family**

Written January 4, 2020

Figure 2: Customer's review of the hotels online (Hoteliernmiddleeast, 2023).

The reviews from the customers influence other parties in the decision to book. Hence in order to create a strong reputation (Milovanović, 2021). The hotel management's continuous monitoring of the online reputation is a noticeable event. Here an example of hotel management feedback is provided on the review of the hotel.

Like finding a winning lottery ticket 🥰🌸

We stumbled across this gem returning from a cold wet day out to our own hotel, which we weren't enjoying. Decided to have dinner here instead if they would allow a wind blown bunch of strays with a dog. They were instantly welcoming , we were shown to a very romantic and comfortable booth and were treated like royalty. Walking through the door I judged the place as too posh to give us the time of day but I was quickly proved wrong. The team are polite, attentive, very well presented and so friendly and the property inside and out is stunning, we felt we would need to visit again, so I've booked us in for New Year 2024 🍷🌟 I can't

[Read more](#) ▼

Date of stay: September 2023

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

👍 Helpful 📤 Share



Response from Deryn Smith, Owner at Grosvenor Pulford Hotel & Spa



Responded 2 days ago

Hi Lindsey, thank you so much for taking the time to leave your glowing review! We are so pleased to have been your port in the storm. We are delighted to hear that you enjoyed your evening with us and look forward to welcoming you

Figure: Feedback Review of Hotel Management (Nicolau, Xiang and Wang, 2023).

This type of feedback from the hotel management creates a positive reputation as the authority cares about customers' criticism and compliments. An **example** is 'Bellagio', a luxury hotel and resort that gained a 30% increase in booking volume through the review of customers (Nicolau, Xiang and Wang, 2023). The company stated that 17306 photos and 4639 reviews per week are attached with Bellagio (Nicolau, Xiang and Wang, 2023). This shows the influence of customer reviews on guest service and the influence on reputation.

2.2 Handling Negative Feedback

In order to maintain the reputation of the hotels, handling the negative feedback is a primary duty for the hotel authorities (Perez-Aranda, Vallespín and Molinillo, 2019). The proactive approach of hotel management to negative feedback shows that they are worried about the customers and it can create a positive impression among the customers despite the bad reviews (Phillips *et al.*, 2015).

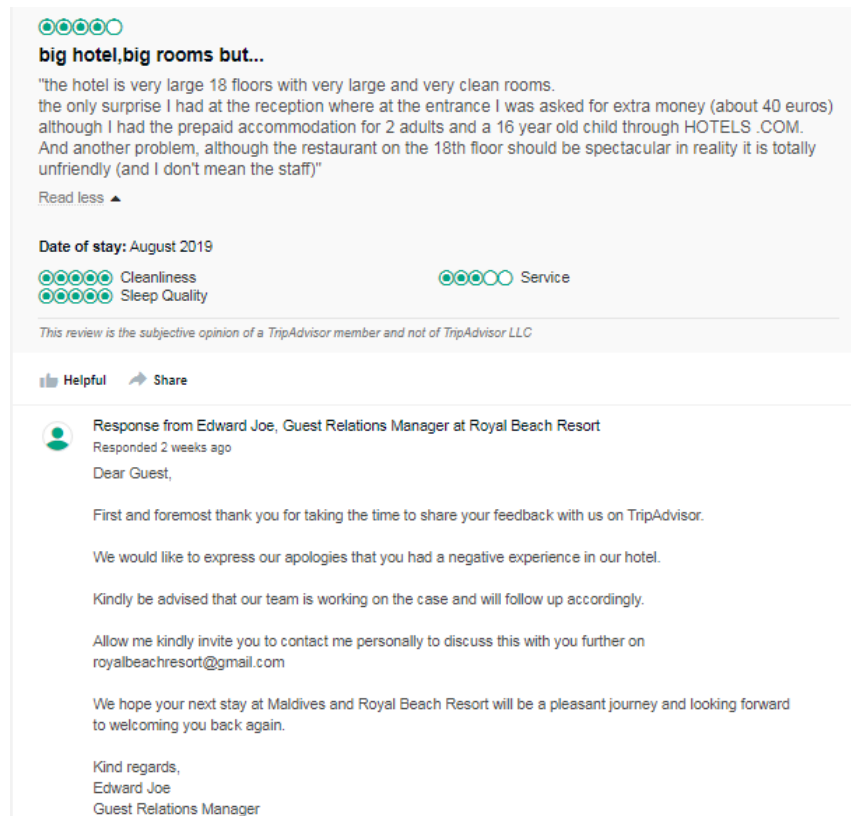


Figure: Guest Relations Manager response to negative review (Hotelierniddleeast, 2023)

This type of response from the hotel management creates a positive impression among the customers that the authorities are observing customer feedback. An **example** can be in the case study of a Hong Kong hotel's approach to a bad review of the K11 Artus, the St. Regis Hotel Hong Kong, Hotel Madera prefers to directly communicate with customers and note down the complaints and issues (Juliana *et al.*, 2022). Such an approach of giving priority to individual customers made K11 Artus, St. Regis Hotel Hong Kong, and Hotel Madera a top hotels to book in Hong Kong (Juliana *et al.*, 2022).

3. Service Culture

Service culture is the differentiation factor among the hotels. Service culture shapes the guest culture experience as it directly interacts with the customers. Here few components of service culture are illustrated for the essential guest service approaches.

3.1 Employees Engagement

If employees are motivated and cultivate the unique approach of each hotel, they are committed to delivering exceptional guest service. An **example** of this aspect can be Las Ventanas Hotel in Los Cabos, Mexico where the hotel employees provide unique privacy protection to the celebrities and guests (Perez-Aranda, Vallespín and Molinillo, 2019). Celebrities often have issues with paparazzi which is protected by the staff of this luxurious hotel by using reflective screens.

3.2 Consistency in Service Delivery

In assuring the quality service to guests, hotels are required to have consistency. As the modern world is rapidly following digitalisation, hotels' approach is also shifting towards smart hospitality (Proserpio and Zervas, 2017). Allied market research represents that the global smart hospitality market is valued at \$ 18.8 billion in 2021 and is projected to reach \$133.7 billion by 2031 with a CAGR of 22% (Silva and Belo, 2022). **Examples** can be given in this tech associated with hotels such as 'The W Singapore at Sentosa Cove, Sentosa Island, Singapore', 'NH Collection Berlin Friedrichstrasse Berlin, Germany', 'and the Hotel Silken Puerta America, Madrid, Spain' (Rialti, Kvítková and Makovník, 2023). This hotel has different tech associated with the service that provides unique features to the customers. This unique feature includes an underwater music system in 'The W Singapore at Sentosa Cove', holographic 3D meeting scope in 'NH Collection Berlin Friedrichstrasse Berlin, Germany', and individual architect design in 'the Hotel Silken

Puerta America, Madrid, Spain' (Rialti, Kvítková and Makovník, 2023). There is consistency in these hotels while providing quality service.

3.3 Training and Developing

Through the effective training approach, hotels cultivate a unique service culture. The trained staff can enhance the experience of guests and create a positive impression for the hotel. There are several training and development programs launched by hotels to upgrade the employees associated with the hotels. An **example** of this aspect can be the 2022 FIFA Men's Football World Cup hosted by Qatar. Qatar displayed a training program in the hospitality industry heading to the World Cup in 2022 and named the program 'Qatar Hosts' (Hotelierniddleeast, 2023). In this aspect, Accor, Qatar hotels such as Raffles Doha appointed 12000 temporary hospitality jobs and training programs (Hotelierniddleeast, 2023). Accor created a specialised training program in Qatar for the event of the 2022 FIFA World Cup (Hotelierniddleeast, 2023). Hotels providing this sort of training and developing program enhance the experience of customers while they stay. According to a research survey after the Qatar World Cup, Accor stated that the company gained 85% of positive reviews as an output from their training program through the event of 'Qatar Hosts' (Hotelierniddleeast, 2023).

4. Customers Loyalty

Customer loyalty is a major reason for assuring the monitoring approach in quality guest service. Customers often visit the hotels that had previously provided quality service in their visit. An **example** of this can be JW Marriott's customer loyalty programme where the hotel provides special facilities among the loyal customers (Nicolau, Xiang and Wang, 2023). The loyal customers appreciate the value that is provided by the hotels. The effect of loyal customers also encourages other new customers to attach to the hotel. The monitoring approach to loyal customers can be this sort of loyalty programme, direct communications, feedback forms and up-to-date information on new facilities of the hotels through email.

5. Conclusion

The effective monitoring of guest service creates a reputation for the hotels and provides customer retention. In order to create brand value and give customers a positive impression, effective monitoring is a fundamental aspect. Reputation management is oriented toward online media and rating. The approach to handling the negative review shows the quality of the hotel management. In the aspect of service culture hotel management monitored the employee's engagement and training programs. Hotels provide special training programs in special events as well to build positive guest service approaches. However, there can be some recommendations in this aspect.

6. Recommendations

Here are some of the key recommendations associated with the effective monitoring of guest service approaches. This recommended area can provide hotels to be unique in comparison to the competitors and create a strong brand reputation in the market.

- **Personalisation:** Personalism in the service aspect can be a useful strategy for hotels to create a positive framework (Milovanović, 2021). However, personalisation often creates extra costs for the hotel. In that case, the customers segmentation and targeting the premium customers is an effective plan for hotels to follow.
- **Implementing in-room technology and complimentary service:** In the global digital transformation, hotels are engaging in modern technology. Hence, the unique approach here is to provide quality facilities with comfort. In the in-room experience, customers expect the highest value from the hotel. Hence, in-room tech facilities associated with the hotels can enrich the service. Some in-room hotel technology can be robotics, automation, smart energy management and guest apps (Nicolau, Xiang and Wang, 2023).

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