

HOSPITALITY & GUEST SERVICES

Report

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Executive summary

Within this report, the activities of the IHG (InterContinental Hotels & Resorts.) hotel have been evaluated and explained, and what steps should be taken keeping in mind to maintain brand standards and customer loyalty. And why are they needed for an organization? By taking these various steps, how does IHG attract customers to the organization and effectively manage its reputation over the long term? Along with this, how organizations like hotels can find out the trends of the customers, has also been discussed in this report.

Table of Contents

Introduction	4
The purpose of brand consistency standards for IHG	5
Ways in which IHG can manage its reputation effectively	5
Way to build and retain customers loyalty and its purpose.....	6
Recommendations for hotels regarding market trends.....	9
Conclusion	10
References.....	11

Introduction

Through this report, a hotel named IHG(InterContinental Hotels & Resorts.) has been discussed. And why this hotel needs to maintain brand consistency standards. By adopting various methods, IHG can manage its reputation effectively. Through which methods customer loyalty can also be built and what is the purpose of building customer loyalty? Apart from this, what steps should be taken by this hotel to bring changes according to the market trends so that it can maintain its existence in the long term has also been evaluated through the report. And at the end of the report, what obstacles a hospitality-related business has to face has also been analyzed. InterContinental Hotels Group (IHG) is a UK-based hotel chain that is related to the hospitality industry. This hotel chain is established in the year 2003 ([ihgplc.com/about us](https://ihgplc.com/about-us), 2023). its company headquarter is located in Windsor, England. Now, this hotel has gained so much popularity that this hotel chain is listed on the London Stock Exchange as well as the New York Stock Exchange. along with this, the hotel is ranked on FTSE 100 index ([ihgplc.com/our history](https://ihgplc.com/our-history), 2023).

The purpose of brand consistency standards for IHG

Brand consistency standards are those things that are extremely important for any organization dealing with the hospitality industry to maintain both these concepts. Because these are such concepts on which the success of an organization depends. The brand standard for any hotel is ensured by consistent customer experience (Kim J. and Kim H, 2022). An organization like a hotel must know what the customers expect from the hotel on each of their visits and how to satisfy them. If the customers are satisfied with the service provided by a hotel, then the chances of increased for staying and booking again and again in the future (Jun,2020). In this way, the brand standard enhances the loyalty of the customers toward the brand. The main purpose of brand consistency standards is to ensure how the IHG is perceived by the customers (Abdou, et al., 2022). Whether the hotel can satisfy the customers through its service or not. What is the reaction of the customers towards the service of the hotel? So it can be said that brand standards play an important role in building a positive brand identity which brings stability to the business operations of an organization. All hotels don't need to have the same standards.

Ways in which IHG can manage its reputation effectively

1. Being active on social media: By being active on various social media platforms, the IHG hotel chain can effectively manage its reputation. Social media platforms are such a medium, using which information about the services offered by any institution can be easily made available to customers. The organization should provide the information using its profile to assure the customer fully about the discounts and offers. And the information should be updated from time to time so that the customers can easily know what is going on inside the hotel.

2. Connecting with the audience in real-time: For an organization to achieve success as well as to build a good brand image, it should not focus only on the better quality of service it provides (Erkmen, 2018). By connecting with the customers, an organization can easily improve the quality of its services and able to attract customers. For this, IHG can respond to both positive and negative comments raised by customers on its official

website as soon as possible. Or can answer customers' queries immediately by organizing live chat for them. Apart from this, if possible the company, can connect with the customers by providing 24/7 customer care service to the customers.

3. Focusing on digital marketing: Marketing is a technique that is used to inform and attract customers about any product or service (López García et. al., 2019). But over time due to technological advancement, the way of marketing has also changed and by adopting digital marketing techniques efforts are being made to regularly attract customers through relevant, engaging, interesting content on different channels. Due to the easy availability of tools like the internet, computers, and mobiles globally, most people have a social media profile. Therefore, IHG can use digital advertising to increase hotel awareness through time-sensitive messages to the customer. The company can also adopt the method of email marketing under digital marketing.

Way to build and retain customers loyalty and its purpose

Maintaining customer loyalty is extremely important for an organization to achieve success. If there is strong customer loyalty toward an organization then the business of that organization can flourish in a very short time (Sun et. al., 2020). At the same time, it is a concept that helps in maintaining the existence of the organization in any unforeseen situation. If there is customer loyalty towards an organization, it is not built in a day; it takes years for an organization to build it. Customer loyalty is built only when the customer is satisfied with a product, service, or brand (Strenitzerová and Gaña, 2018). And customer loyalty to an organization is completely independent of product and service pricing, availability, or other factors. When a customer has loyalty to a product, service, or brand, the availability of the product and service may still wait for it to come in stock, or don't shy away from spending a little extra money for the product and service. Therefore, loyalty towards a product or service also influences the buying decisions of the customers. The main objective of creating customer loyalty in the organization is that the chances of doing business with those customers increase in the future. And when due to some unforeseen situation the business is struggling to survive, it is the loyal customer who helps the organization survive by consuming the product and service. Due to positive

customer loyalty, there is a good way of increment with good approaches is seen in the growth of the revenue of the company. But in the year due to the effect of covid-19, there is decrement is seen in the revenue of the company.

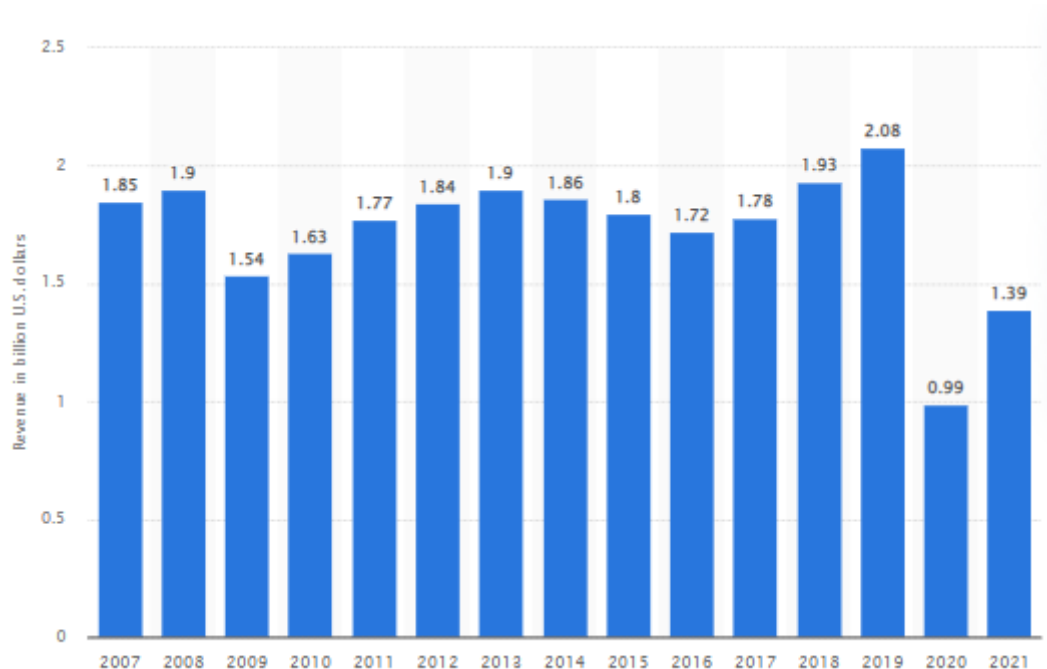


Figure: Revenue of the InterContinental Hotels Group (IHG) from 2007 to 2021(in billion U.S. dollars)

Source: statista.com, 2023.

IHG adopts the following ways to build customer loyalty:

1. Getting to know your customers and letting them know about you: An organization must first try to be personal with its customers to develop customer loyalty (Kuchinka et al.,2018.). Here being personal means getting information about a customer's name, civilization-culture, buying habits, trends of customers, etc. And on this basis, create a sales pipeline to satisfy customers and make their experience and journey memorable. For example, on the occasion of the birthday of a guest staying at the hotel,

the hotel management can market their brand by sending them a personalized beautiful birthday message.

2. Organize a customer loyalty program: Hotel management can organize a loyalty program for the customer to encourage loyal customers and reward them. As a reward hotels can provide a points system or gift hampers etc.

3. Organize a referral program: Similar to the loyalty program, IHG hotel management can organize a referral program. Under this program, if a past customer refers a friend or loved one to avail of the hotel's service, the past customer is rewarded in return. This strategy attracts new customers as well as encourages existing customers to return to enjoy the service in the future. So referral marketing strategy is more affordable and effective than another strategy (Morgan et al., 2018).

4. Positively taking customer feedback: When an organization can positively take its customers' feedback, it becomes relatively easier for it to bring improvements in its service, due to which competitive advantage can be easily gained (Pakurár et al., 2019). To this end, IHG may conduct various surveys to collect customer feedback. You can request a review via email. And who can take the received customer feedback positively and bring improvement

5. Storing Customer Data: When an organization works to store the data of its customers, it becomes very easy for it to conduct business in the future (Ajah and Nweke, 2019). And can give information about various special discounts offered by the hotel to its customers through notifications. This strategy attracts customers to the organization even if they don't want to.

Recommendations for hotels regarding market trends

1. After facing the unexpected like Covid- 19, people have become health conscious. And want to choose such an alternative that after use does not have any harmful effect on their health. In such a situation, when people are starting to return to normal life after the pandemic and have started traveling from one place to another for tourism, it is imperative to clean the inside of IHG hotels by following advanced disinfection protocols to attract customers. and focus on improved sanitation by prescribing activities.

2. At present, the trend of customers is to stay in the open sky while touching nature instead of staying in a room(Orîndaru et al.,2021). Therefore, it is recommended that IHG try to provide better in-room service and open-air tented accommodation to attract customers. And also can organize concerts or fairs for customers.

Conclusion

By writing this report, it has been concluded that an organization's brand standard and customer loyalty play a very important role in the organization's success. Both these are the factors that help in the survival of the organization in any anticipated and unforeseen situation. Therefore, an organization should always try to maintain its brand standard and customer loyalty. To maintain it, from time to time, organizations like hotels should bring changes in their service with creativity. So that more and more customers can be attracted. And hotels can gain a competitive advantage.

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