

The role and importance of quality service, hospitality, and guest services within the hotel industry

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“True Hospitality for Good, every day.”(IHG Hotel & Resorts,
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What about Crown Plaza?

“Our branded properties and guest services have always been designed to help business travelers accomplish what’s important both professionally and personally while they’re on the road”.
(Eric Levent,2017)

Target market? Main Customers?

!Business Customers!

Role and importance of customer service?
Hospitality?

- What this role means in Hotel Industry
 - Customer service= Employees ->Services -> business
 - Hospitality-> customers experiences->vibes

Who? Where? How?

- Let's discuss....

- Why is important?
 - Depending on how the services are delivered, the hotel/Staff:
 - Gets feedback who directly impacts the business
 - Affects Customer retention
 - Shapes the customers experience



Hight quality services

- Good reviews
- New customers
- Great experiences
- Retention rates increased



Low quality customer services?

- What now?
 - Customer never return
 - Bad feedback
 - No new customer
 - Business going down



Great customer service

- How?
 - Set of different Skills
 - Empathy
 - Help
 - Exceed expectations
 - Attention to details



Crown Plaza

- What they offer ?

- Signature bars and restaurants
- Zones with nooks, pods and workstations
- Pools
- Location who inspire customers
- Venues for meetings and weddings



what adds value?

- Show we care
- Working better together
- Celebrate difference
- Aim higher
- Do the right thing





We are one of the world's leading hotel companies, whose
purpose is to provide

True Hospitality for Good

Conclusion

- Connections
- Culture of care
- True hospitality
- Great services



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