

Effectiveness of
customer care
policies for hospitality
industry marketing
essay



Customer's service - we have to provide our customers their necessary requirements. Needs to address the business requirement. We have offered them the service on which they can keep their trust. We have to fully fill their demands.

Customer care- serve them beyond their expectation create the trust in them that we can serve them better. Make them comfortable so that they can always come back. Adapt the policy according to the guest demands.

Importance of the customer care policy in the hospitality industry - hospitality business is the word that personalizes service to their precious customer's . and them that customers are always right. Customers are like god.

To make the customers happy the plan can be for internal and external customers if you want to expand your business then your internal and external customers also have to be very satisfied coz then only you can become a successful organisation. And your organisation can stay at the top for longer time of period.

The reason of every big successful company is the ways they make their customer policies the policies which they make in their organisation those are favourable to the customers.

These policies are helping the customers to achieve their own goal or their targets . they analysed their weakness and strengths which are external problems.

Need of customer care policies plans-

Uninformed customer prospect - incorrect or lacking market studies could guide the miss present the customers expectation causes frustration. To keep the customers happy or to complete their demands and wish some essential factors need to be handle carefully

Trust promise -customers trust is very important it is everyone responsibility to deliver what they have promise to the customers errors can happens while doing the work. There are different pollicises for every department

Service routine -service show could be dissatisfying because of staff not open-handed reason for this is they don't know their job well so they can't perform well. Poor knowledge and lack of coordination between employees.

Low excellence principles -If the organization has set some principles then those could be unlike shapes the customers' prospect and management. It may have the wrong self awareness about their customers' needs.

The effectiveness of customer care policies for hospitality industry

It can help to know about the customers desire and their needs

To know our competitors exact position in the market.

We can identify the latest trends in the market.

By this we can progress the examiners standards

The effective customer care can improve the business.

Hotel industry customers – every hotel has the different customers their need also different they visit the hotel according to their needs and how much they can effort it's all depend on customers.

Customers have the different types – they can be business customer's tourist, leisure, student, disable, local etc.

Business customer's – they don't select the same hotel often they select the according to their needs depends on what kind of business they are going to do it what facilities are they expecting from the hotel. Also business people travel all around the world they don't stay for long time in one hotel. They have to move according to their client their meetings. so their needs are different from other customers.

Leisure client- leisure customers have more time to spend then business people. Their stay normally is long stay because they come to see the places they have enough time to spend the money and use the luxury facilities of the hotels. Leisure customers normally are couples, newly married, or rich people.

Tourist client – the name itself defines their identity tourist customers come to see the places their stay can be long or can be short depends what plane they have in their mind. Tourist people can be friend's families. Etc mostly they choose the normal hotel or we can call it as budge hotels. Only the tourist who have more money to spend they prefer the luxury hotels.

Citizen - the local people also visit their historical places or for change they visit the places in their states only this people most of the time their stay is short they also prefer the budget hotels.

Royalty card holder - the name says itself royal means these customers are very important customers they need to treat differently than other customers. we have to give them special attendance they always stay in a luxury hotels their visit to the hotel can be frequent . they are the card holder of the big hotels also they provide the business to the hotels .

How dose these points can be applied to the McDonalds case study

? As they serve the different types of customers in one organisation

Kids and young generation- the main customers of the McDonalds are the young people and the kids their main motto is to serve them better way so they can come back again and again. They have really effort able prizes because the young people and kids they don't have lots of money to spend on their food. So MC Donald's suits their budget. Mc Donald's is the place where people can come and have a causal meeting or just for relax also they got different Varsity in fast food.

Families -as compare with the other fast food chain competitors they have Varsity and a very effort able prize food every single kid want to go to the MC Donald and have some food.

Business people-business people are very busy especially in the morning so they don't have time cook at home or spend some time in restaurants so they also prefer the fast food like MC Donald provides .

Traveller -for travellers MC Donald's they provides the maps and happy meal in very low price. So travellers can come and have the happy meal in quick time and that's how they can save their time.

Disable people-for the disable people mc Donald have special facilities like they have special setting arrangement also discount in prizes.

Health conscious people-people are very health conscious now they want to have salads, and less oil, no junk food in their daily meals so for them mc Donald's have different salads and other Variety food menu.

Importance of customer care culture-the recent survey shows that they have done some evaluation of customer care program.

90% staff found that program is helpful.

92 % are saying that they learn out of it and now they have some knowledge about the hospitality industry.

80% have found the hand book was very important to them

By getting some knowledge the customer care has been improved

Evaluation of customer care program-

Analyse recent customer's needs of the market.

Mc Donald's has to know what current position in the market is there. Where they are standing in the market.

Identify their resources and they have to know their recourses from where they can get the business.

Mc Donald's can be use as a customer care finest perform. For example bench marking.

Mc Donald's have their own goals. they want to expand their business

They need to examine the result and if there any problem then they needs to find out alternative solution for it.

Analyse the feedback in regular intervals.

KPI-key performance indicator

Customer feedback is very important every organisation has to encourage their customers to give there feedback so that the organisation will come to know in which area they are lacking.

The customers feedback can be verbal or non verbal.

Verbal feedback- it can be face to face , telephonic

Non verbal feedback-questioners, comment card, E mail feedback, feedback from staff

Face to face-this can be direct interact with the guest this can be very quick way to get the feedback you can get the exact feedback from the guest.

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Telephone feedback-as we can use the latest technology so we can use it to give the feedback telephone feedback is one of them in this the customers can call the organisation and give their feedback.

Questioner method -this is the principle which is given to the customers what they think about the company what are their expectations from the company every one can't express their feelings because of the language problem but questioner method help them to express their views and they can share their knowledge with everyone.

Email feedback-today every hotel has their own website we can go to that website and can have a look of that hotel or organisation that's why Email feedback is very important you can give your feedback after visiting that hotel or that particular organisation.

Comment card -this is an easy way to find out the customers feedback after every service or every visit you can give the customer , feedback card and can request them to fill the feedback card .

Guest history record -the guest history record helps to keep the estimate the helpfulness of the customer care policies this deals with the keeping the customer's personal records, so that if they come next time then you already have their records. By keeping guest records can be very useful because if the customer knows that you really take care of them you already knows what they like and what they don't like then they will always come back to your organisation may be they will recommend

Advantages of direct dialogue-

This method helps to get the personal view and personal thoughts about the organisation. Or service

Straight talk with the guest can help you to better understand the guest needs.

Full keep count information is composed from the customers by using this method.

Disadvantages of direct dialogue –

This process is very lengthy as customer point of view because business class people don't have that much time.

Communication gap can occurs in this

Advantages of telephone feedback-

This is very quickest way and this can save the time also

Customers can give there feedback direct on the phone after finish the stay in hotel.

Disadvantage of telephone feedback-

While talking on the phone with the customers if we can't understand what is the other person is saying then it can create the problem because you don't know what feedback customers is giving . so this can be disadvantages of the telephone feedback.

This can be incomplete feedback

You can't get the detail information on the phone.

Advantages of questioner methods

This is easy way to get the feedback from the customers

This is also quick way to get the feedback from the customers you can get the data or some notes from the customers.

This is low cost method compare to the other methods.

Disadvantages of questioner method

Sometimes customers don't feel comfortable to fill up the form

This method can bring the verbal communication barriers

Some time if the customers don't understand the question properly then he can't give you the perfect feedback.

Advantages of Email feedback

This can be easy way to give the feedback also this is more rapidly and cheaper way.

Also we can easily communicate with the business client

The words which we use in the e mails it can be easily read and easy to understand. Also we can give the detail information in the e mail.

Email reply can be very fast and convenient

Disadvantages of email feedback

The main threats of the email feedback are the virus if the emails contain virus then you can't open that email so you can't have the feedback or you can lose the important data.

Sometimes Emails can be very big, for the business client big emails are not good, because they don't have time to go through that email.

Email sending is not useful to the tourist people simply because they don't have an access to the internet while travelling.

Advantages of comment card

This procedure gives the immediate feed back

This card you can give the guest when they check out because that time they can give the feedback the reason for this is they already use the facilities what we have offered so they can give the feedback.

Disadvantage of comment card –

Sometime the comment card information can be lost because you have to keep all the records all the documentation work, and if we lost that work then we can't get back to the customers.

Sometimes if one particular person has got the bad guest feedback then that feedback form may be he will not give to his superiors' if that happens then this can be loss for the company.

Comment card feedback is not useful to the business people because they comes for short meeting or quick lunch or dinner that moment they don't have the time to fill the comment card.

Advantages of guest history records

This method is useful to the company to know their guest needs very well

Also the guest will also feel very good that the company giving so much of respect so they will always want to go to that same company

May be they can suggest the other people to go that particular organisation.

This is how they can expand their business.

Disadvantage of guest history records

You have to keep so much of records for example you have to keep their birthday date, anniversary date etc.

To keep that record up to date may be you need to appoint one extra person to do that job.

Effectiveness of feedback method

It can give the customers full detail information

You can know what your customers expecting from you what their expectations.

Customers likes and dislikes

It appraises the service excellence

It helps to know the current trends which are going in the market.

Also help to improve the customer care policies

Guest can give their feed back as much time or whenever they want at any time.

Self empowerment

Self empowerment means it allows all the staff of the organisation

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