

# Individual work

Business



Individual Work According to the printing model and gap model, the prominent issue of concern is the failure to pre-book that leaves a client without a room upon arrival. The pre-booking problem is worsened by the unprofessionalism portrayed by the manager. According to the blue print model, the manager did not behave professionally when handling the misplaced booking case of the female client. His behaviour leads to a conclusion that his understanding of the customer expectation is clearly unprofessional while his capability of pleasing customers is insufficient. His professional attitude is uncalled for and can only contribute in driving clients away from the business. Service delivery industries' success is dependent on customer satisfaction. Lack of respect and ethical impairment is also visible among the company staff. For instance, the hotel's manager insults the disabled guest of being unable to get to the dance floor instead strategizing on the required changes for improving on service delivery.

One of the possible means of addressing these issues is the assessment of the service quality for improving service delivery, identifying customer problems and ensuring satisfaction. The manager should also identify and target the service needs of clients in order to satisfy them. The staff members should always be able to handle all guests regardless of their age and gender. The client should establish a service culture through staff training. The management should not be focused on the number of guests they receive, but the quality of service they offer. The guest's expectations can only be achieved if the challenges facing the employees are addressed adequately. Listening to the employees enables the management to identify and curb the challenges facing them. The new employees should be tested to prove their ethical qualifications. This ensures that the services being

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offered to customers are of high quality. Guests should not be discriminated under any consideration regardless of their physical strengths or weaknesses. The client should include regulations capable of accommodating the emerging services. The client should also ensure that all the services offered conform to current changes in technology. For instance, the disabled guest could have accessed the dance floor if the necessary technology was available. Lack of prior booking by the guest is an indication of existence of poor marketing and inefficient awareness. This implies that the client should invest in promoting marketing and customer awareness. The main obstacle to quality improvement is the generation of the required financial input. Estimation of the employee efficiency is also difficult because the industry is based on service delivery and not quantity output. Training may not yield the expected results because most of the service delivery is largely a product of natural behaviour and attitude towards people. The changes required will require prior mobilization of financial resources. Employee training should be the first priority. Installation of new technological structures should then follow. Perfection of the internal structures will give way to marketing and customer awareness.

#### Reference

Group D. Service encounter-2-issues and analysis report.