

# Sheraton hotel uganda customer care tourism essay

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## **ABSTRACT**

Research was carried out at Sheraton Hotel Uganda with a purpose of finding out whether the customer care presented at Sheraton Hotel Uganda stimulates customer satisfaction. Customer care is of great importance because it is an attraction index to the business. At present, many businesses are enforcing customer care management in order to retain customers and attract the potential customers. Different methods of data collection were used for example primary data was obtained using a <https://assignbuster.com/sheraton-hotel-uganda-customer-care-tourism-essay/>

questionnaire handed out to customers in order to find out their views and opinions. Furthermore, primary data was obtained from the questionnaire that the employees responded to in order to find out the customer care strategies. Secondary data was obtained from the internet, publications, business text books and newspapers. In data presentation and analysis, tables, bar graphs and pie charts were used to express the effects of the customer care management employed at Sheraton Hotel Uganda. From further analysis, it came to realization that there is a strong relationship between the customer care presented and customer satisfaction. Not to mention that customer satisfaction is enhanced by other factors like reliable services, security, parking space, front desk services, upscale frontiers, attractiveness, beauty, speed that comes with service delivery, attention to customers, anticipation of customer needs, honesty and a decent attitude towards customers. For that reason, Sheraton Hotel Uganda should put much more emphasis on the customer care management because they have the capacity to satisfy the customers or not. They have a very big impact on Sheraton as a whole. The best quality should be provided and worth the customers' expectations. Given that Sheraton has a solid media face and strong brand name, it has to maintain this attractiveness by giving the customers excellent and superior customer care. Word count: 293 words

# **TO WHAT EXTENT DOES THE CUSTOMER CARE MANAGEMENT PRESENTED AT SHERATON HOTEL UGANDA ENHANCE CUSTOMER SATISFACTION?**

## **INTRODUCTION**

Kampala Sheraton Hotel is an international hotel in Kampala, Uganda. It is situated on Ternan Avenue in the central division of Kampala. Sheraton Hotel Kampala is part of the Starwood Hotels and Resorts Worldwide Incorporation. Sheraton is located at the heart of Kampala. Sheraton Kampala serves the needs of upscale business and leisure travelers worldwide. For over 75 years this full-service, iconic brand has welcomed guests, becoming a trusted friend to travelers and one of the world's most recognized hotel brands. It has also stepped into major international markets all over the world.

Wikipedia defines customer care as the provision of service to customers before, during and after purchase. The customer care operates in markets whose tastes change as times change. The hospitality industry is greatly affected by these changes and this means that the customer care has to change accordingly. Customer care services at Sheraton Hotel Kampala include reliable services, security, parking space, front desk services, upscale frontiers, attractiveness, beauty, speed that comes with service delivery, attention to customers, anticipation of customer needs, honesty and a decent attitude towards customers. These services are intended to make customers comfortable, create memories they can ponder about, create satisfaction that will cause them to pay for the services and thereby retain the customers. Every business hopes to create and serve but the challenge is actually meeting the motive. Sheraton Hotel has also provided quality services for its customer base. The hotel has a customer care service <https://assignbuster.com/sheraton-hotel-uganda-customer-care-tourism-essay/>

policy which caters for customer activities. These policies include exclusive accommodation, efficient and timely delivery of services, hotel guides, security, customer attention, parking space, 24hour front desk services, and anticipation of customer services. Despite Sheraton Kampala's efforts to provide the best services to its customers, the hotel has competitors in the hotel industry like Serena. Unfortunately, the company can barely do much in creating a new market. This is due to the average to low standards of living of people in Uganda.

## **PROCEDURE**

The target study population was the customers and staff of Sheraton Kampala. The study involved 50 respondents, 25 of which were customers of the hotel and 25 were part of the staff at Sheraton Kampala. Non statistical methods were used for example the nature of field respondents and other field situations. A descriptive study was undertaken in order to determine the characteristics of interest at Sheraton Kampala. The qualitative and quantitative data acquired from both primary and secondary sources was analyzed. The study was majorly based on customer's views, opinions and preferences in order to make judgments, conclusions and recommendations. The primary sources of information were acquired from the staff and the customers of the hotel. The secondary information was acquired from Internet, newspapers, journals, sales report and invoices. Questionnaires were given out to the customers in order to seek their opinions, views and preferences. Observation of the customers was conducted in order to verify that the customers' actions were a lot like their views.

## **MAIN RESULTS AND FINDINGS**

These are the findings concerning the demographic characteristics of employees at the Sheraton Kampala. There were more female employees than male respondents. This precisely means that females are more attractive in the hotel service industry because they are presumed to be better at customer care in comparison with males. From the above illustration, most of the workers are aged between 30 and 39 followed by 20-29, then 40-45 and lastly 50 and above. From the results above, all the employees are educated and have the capability to respond to the questionnaires given out. The hotel customer care service recruits people who are old and mature of which most are married. The only explicable reason for the outlook of the results is mainly because Christianity dominates as a religion in Uganda. This means that conclusions can be based on the views of the employees for they have gained a sizeable amount of work experience. These are findings concerning the customer care strategies employed by Sheraton Kampala. 41% of the employees agreed that tour guides and other services are the best strategies employed by the hotel. 29% of the employees recommended training of the employees. 21% and 9% of the employees suggested that motivation of the employees and after sales services would be great strategies. This is so because this would attract customers which in turn brings about customer retention and increased sales. 30% of the customers agreed that they work hand in hand with the top management in order to improve customer care for the purposes of customer satisfaction. This is more or less induction training of the employees. 40% of the employees were not sure about if the top

management works hand in hand. One can then conclude that the activities ensure quality of customer care and customer satisfaction. 54% of the customers acknowledge that for customer care services to be successful, the customer's needs should be at heart in order to achieve customer satisfaction while the others are not sure or carry a different opinion. Most of the customers appreciated the services that were offered so the services at Sheraton Kampala are creditable. Findings concerning customer care services.

**A TABLE SHOWING HOW THE ASPECTS OF CUSTOMER CARE AT SHERATON KAMPALA ARE RATED.**

**Rating**

**Clean**

**Friendly**

**Helpful**

**Efficient**

**Polite and courteous**

**%**

**%**

**%**

**%**

**%**

Good6033666189Fair4067292511Poor005140On critical analysis of the above findings, one can rate the customer care services at Sheraton Kampala as generally good.



## **A TABLE SHOWING THE RATING OF CUSTOMER CARE SERVICES AT SHERATON KAMPALA.**

**Rating**

**Parking space**

**Security**

**Front Desk Service**

**Hotel guides**

**Customer attention**

**%**

**%**

**%**

**%**

**%**

Good8885893793Fair121511417Poor000220Regarding the above results, it is no wonder why people go to Sheraton Kampala. This is because of their good services despite some flaws faced in some areas especially with the hotel guides.

## **ANALYSIS AND DISCUSSION.**

### **SWOT analysis**

It is a form of strategic analysis that identifies and analyses the main internal strengths and weaknesses and external opportunities and threats that will influence future direction and success of the business.

## **Strengths**

Location of the business  
Internationally known brand name  
Good customer care policy  
Experienced management  
Good service range  
Focus on customer satisfaction  
Consistent quality management and hygiene standards.

## **Weaknesses**

Recruitment of unskilled workers that require training. Poor services offered by hotel guides  
Few services offered to customers  
High prices charged for quality services. Staff turnover high especially amongst part time staff.

## **Opportunities**

Undifferentiated products and services in relation to competitors like Serena  
A new international market  
Potential growth in developing countries like Uganda  
Lower prices charged on services increasing consumer demand in Uganda

## **Threats**

A new competitor i. e. Serena Hotel  
Price wars with competitors  
Taxation is increased on the services. Changing consumer tastes for example decline in popularity of accommodation. Globalization bringing down prices

## **PESTLE ANALYSIS**

This is analysis of the Political, Economic, Social, Technological, Legal and Environmental issues relevant to a business like Sheraton hotel Uganda.

## **Political factors**

The taxation imposed on Sheraton affects the pricing of their future investments like renovation, the number of workers employed and the

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services and goods offered. Taxes cut Sheraton's revenues so there will be just enough money to cover costs and not for investment plans. Since Sheraton receives many customers, the employees have to be many too for effective customer satisfaction. The number of customers determines the number of employees in the customer care management. When the prices of services are high, Sheraton will encounter losses. This is because Ugandans are price sensitive and the market share might shed off to Sheraton's competition. Uganda is politically stable with unlikely chances of civil unrest so the business environment is unaffected.

### **Economic factors**

The economic environment is very important to Sheraton Uganda. Given the economic cycle of boom and recession, it could impact the sales of the Hotel either positively or negatively. Levels of unemployment will affect both customer demand and ability to recruit workers at Sheraton. High taxes imposed on exports like oil are barriers to international trade. Food cannot be imported without tariffs thereby increasing meal charges. This doesn't meet needs of low income groups. Unemployment is increasing thereby reducing consumer incomes and reducing market size of Sheraton. Interest rates charged on loans are high so future investments are limited. The exchange rate appreciates thereby profits in Ugandan currency.

### **Social factors**

More and more women are going out to work and this has increased the market size for ready-made meals. Sheraton's market size is growing. Increased educational attainment has increased the workforce skills thereby

better customer care offered. Dietary trends are changing for example there is less demand for meat products. Growing health consciousness – demand for healthy food is increasing. The population is young and they mostly buy fast foods.

### **Technological factors**

Quality has been considerably improved through applications of Information Technology for example retrieving information from a database about the available rooms at Sheraton. This saves time and avoids double booking of a room. Full internet coverage is available and customers can book online and make reservations too.

### **Legal factors**

Sheraton have certain rights in law which need to be taken account of in hotel industry. For example since Sheraton Uganda is an international company, it has to recruit Ugandans as employees.

### **Environmental factors**

Businesses need to be seen as green to create positive public relations image with both employees and customers. It also shuns away pressure groups and Sheraton can have a respectable public image.

## **CONCLUSION**

From the findings, it can be deduced that Sheraton Hotel Kampala has a good performance level especially towards employees. Some of their substantial customer care services include training of employees on customer service handling, complaint handling, seeking customer attention,

avenues of customer's complaints, transport services and replacement.

Employee motivation has been a stimulant to the growing number of customers at Sheraton Kampala. However, training and motivation should be enforced in order to maximize the customer care delivery. From the research findings, the customer care services are generally good as acknowledged by hotel customers. However Sheraton hasn't created an interface for customer's complaints that can air out their views on the services provided. It is also important to note that a significant relationship between customer care delivery and customer satisfaction exists. The two variables are directly proportional to each other. The better the customer care delivery, the improved satisfaction of the customer and vice versa.

## **RECOMMENDATIONS**

The hotel should arrange and present streamlined hotel guides who are more knowledgeable about the hotel. When a few of the hotel guides were asked about the hotel, they were only conversant with the dining and resting rooms' avenues. This is a limitation to Sheraton Kampala. The complaints of the customers should be highly regarded. A customer complaint desk should be established. The hotel will then be more open to external ideas if they handle the ideas. As the core focus of Sheraton Kampala is the customer satisfaction. The management of the hotel should involve the customers while designing the customer care policies. The employees of Sheraton should be involved in the designing of the customer care policies as their creativity will be tapped and more ideas will be sprout up.

## **AREAS OF FURTHER RESEARCH.**

Research should be carried out on the employee performance and customer satisfaction. Research should be carried out on the impact of customer care services on sales volume. Research should be carried out comparing customer care services of other hotels.