

# Customer Relationship Management In Hotel Industry

## **Hotel Sales and Revenue Management Book 2.0** - Carol Verret 2008

Hotel Sales and Revenue Management Book 2.0 reflects the changes that Web 2.0 has brought to the hotel industry. Web 2.0 represents a seismic shift in how hotel sales, marketers and revenue managers perform their jobs-separating those that will be average and those that will be awesome! The travel and hospitality industry has had an intricate relationship with the internet since the advent of the Online Travel Agencies such as Expedia, Travelocity, etc. Far more than most industries, the impacting Web 2.0 has been swift and become embedded in the fabric of how the hotel industry conducts business. Do the basics still matter? Yes, but the basics have morphed into a new dynamic driven by changes in the buying habits of customers that increasingly use the internet and social media to make their choices. This shift applies to all segments-from the leisure traveler to the sophisticated meeting planner professionals. Understanding this shift, its evolution and applying the new basics, this book provides a handbook for succeeding in a Web 2.0 world. It is an exciting way and creative approach to hotel sales and revenue management!

The Impact of Yield Management on Customer Relationship Management in a Service Sector Context - Lorna Wang 2005

## Crm Activities in the Growth and Expansion of Hotel Industry - Mudassar Ali 2014-05-14

Today, service organizations are shifting their focus from "transactional exchange" to "relational exchange" for developing mutually satisfying relationship with customers. Extended relationships are reported to have a significant impact on transaction cost and profitability, and customer lifetime value. Serving the customers, in true sense, is the need of the hour as the customer was, is and will remain the central focus of all organizational activities. The hotel

industry, especially the luxury segment hotels needs to be purely customer-centric and focus on the customer needs and duly full fill them. Customers will not blindly accept poor service quality from a luxury hotel. They expect high quality of service in return for the money, they spend in luxury hotels. This paper is an attempt to explain the dark side of Customer Relationship Management in the luxury segment of the hotel industry with the help of the 'Gap Model' referred to in literature which suggests that gaps in service occur at various instances. The author explains that the GAP Customer Relationship Management is a useful tool to explain the dark side partly.

## **The Effect of Customer Relationship Management on Customer Satisfaction** - Simachew Zeleke 2020

As far as customers are the means of the existence of business organizations, customer relationship management is the exclusive weapon to win customers confidence and keep sustainable competitive advantage. CRM implementation in the hotel industry is an ongoing phenomenon as long as there is tough competition in the industry. The main objective of this research was to examine the influence of CRM on customer satisfaction. The research was focused on three and above three star rated hotels in Amhara Region, Ethiopia. The basic drive force of the researcher in this particular area was that the region has tremendous tourism destination in which hospitality business accompaniments required. Therefore, CRM issue and customer satisfaction in the hotel industry was an agenda for the researcher. Self-administered questionnaire in the form of 5 point Likert scale was the primary data collection instrument. 260 Hotel guests who stayed in the hotel, at least one night and more, during data collection had been selected at check-in time via stratified random sampling. Pearson correlation coefficient, ANOVA and

multiple regression model were the inferential part of data analysis. SPSS version 23 was applied for data entry and presentation. All measures of CRM (people, technology, process and strategy) had positive relationship to customer satisfaction. People and strategy measures had positive and statistically significant contribution to customer satisfaction whereas technology and process measures had negative but statistically insignificant contribution. People element in these hotels was the best predictor of customer satisfaction.

### **Organizational Readiness, Customer Relationship Management and Financial Performance in the Hotel Industry - 2022**

### **Current Scenario of Different Type of Services Marketing and Delivery in Customer Relationship Management -**

Deepak Devendra Gaikwad 2020

A Significance of customer relationship management, CRM in banking sector and their benefit to their customer, principles of CRM, challenges for implementation. Profile of sample bank and their working performance were discussed perception of service quality of public and private sectors banks and their expectations in this regard and discussed in forthcoming the social economic profile of the respondents is disused. The concept of CRM is vital to the insurance sector. Good customer service is the bust brand ambassador for any mode of insurance. The entire business process consists of highly integrated efforts to discover, create, arouse and satisfy customer need. The modern business has realized it and is making all out efforts to become customer-centric across the globe. Hence, the customer relationship management is not a once-for-all affair but a continuous process. It is the integral approach of dealing with customer by deploying the advanced information technology. The Hospitality industry a huge potential for Social CRM. The hospitality industry thrives on two basic factors- segmentation & uniqueness. Apart from the regular promises of customer satisfaction, it is the identity or rather the personality on hotel that really matter. Customer relationship management, particularly on hotel chin level, is very challenging but also very important, as the hospitality industry deals with perishable goods

and need to mänge supply and demand with a sure instinct.

### **Opportunities and Challenges for Customer Relationship Management Through Social Media Using the Example of the Hotel Industry in Stralsund and Pomerania - Laura Mackel 2018**

Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries - Santos, José Duarte 2019-08-30

The growth of internet access and the entry of smartphones into everyday life has provided a revolutionary way for consumers to interact with businesses throughout the tourist industry. As a result, numerous companies are utilizing techniques and concepts designed to communicate directly with potential clientele all over the world. Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries provides innovative insights into how digital marketing can influence the consumer relationship at every stage of the tourism process and features emerging tools and techniques to establish better connections with consumers. The content within this publication examines topics such as branding strategies, social media, and influencer marketing for maximum content exposure. This information is designed for marketing managers, executives, event planners, tour developers, hotel managers, airline managers, program directors, advertisers, restaurateurs, students, business professionals, and researchers.

### **Successful Customer Relationship Management Programs and Technologies:**

**Issues and Trends** - Eid, Riyad 2012-03-31

"This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"--Provided by publisher.

### **Antecedents and Consequences of ECRM Success** - Vimolboon Cherapanukorn 2016

Customer relationship management has been a focus for many hospitality organisations that wish to develop a sustainable relationship with customers in order to achieve a competitive advantage. Due to the highly competitive environment, customer relationship management (CRM) has become a key strategic

tool for all companies. The successful implementation of CRM strategy is of great benefit to firms. Furthermore, in recent times, the development of information communication technologies (ICTs) has significantly impacted business processes and organisational outcomes. Many hotels and similar establishments decide to implement their CRM strategies by using internet technology and Web 2.0 applications as an enabling tool to deliver value to customers in an intensified competitive market. Effective electronic customer relationship management (eCRM) has become a crucial strategy for every organisation, and it is one of the fastest growing management approaches being adopted across many organisations, including the hospitality industry. However, not all organisations succeed in their eCRM initiatives because of their firm's inherent factors. Moreover, although the role of the internet and virtual communities on CRM are widely discussed, there is a lack of study on Web 2.0 utilization for enhancing eCRM strategies. This study was an attempt to propose a framework of eCRM determinants, which provides eCRM success and positive business performances from an organisation's perspective by using the hotel industry in Thailand as a case study. In this study, four dimensions of eCRM were examined as antecedents of a successful eCRM implementation. The four dimensions include organisation (ORG), customer (CUS), knowledge (KM) and information technology (IT) orientations. This research also evaluated the relationships among all these eCRM dimensions, successful eCRM implementation (eCRM) and hotels' performance (BP). A research model was developed to validate these measurement models. To achieve the intended objectives, this study used Structural Equation Modelling (SEM) to analyse data collected from hotels listed by the Tourism Authority of Thailand (TAT). The result of the structural model showed that ORG, CUS, KM and IT have significant impact on eCRM success, which also influence BP positively. Therefore, the results show support for all of its related hypothesised paths. In summary, this study empirically developed and examined the significant factors of eCRM determinants that affect the success of eCRM implementation and improve overall business performance.

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOWARDS CUSTOMER LOYALTY IN THE HOTEL INDUSTRY - OOI KAI ROU (TP022672) 2014

Marketing Services - Leonard L. Berry  
2004-04-16

Excellent service is the foundation for services marketing, contend Leonard Berry and A. Parasuraman in this companion volume to *Delivering Quality Service*. Building on eight years of research, the authors develop a model for understanding the relationship between quality and marketing in services and offer dozens of practical insights into ways to improve services marketing. They argue that superior service cannot be manufactured in a factory, packaged, and delivered intact to customers. Though an innovative service concept may give a company an initial edge, superior quality is vital to sustaining success. Berry and Parasuraman show that inspired leadership, a customer-minded corporate culture, an excellent service-system design, and effective use of technology and information are crucial to superior service quality and services marketing. When a company's service is excellent, customers are more likely to perceive value in transactions, spread favorable word-of-mouth impressions, and respond positively to employee-cross-selling efforts. The authors point out that a service company that does relatively little pre-sales marketing but is truly dedicated to delivering excellent quality service will have greater marketing effectiveness, higher customer retention, and more sales to existing customers than a company that emphasizes pre-sale marketing but falls short during actual service delivery. The focus of any company, they insist, must be customer satisfaction through integration of service quality throughout the entire system. Filled with examples, stories, and insights from senior executives, Berry and Parasuraman's new framework for effective marketing services contains the key to high-performance services marketing.

**Handbook of Research on Engineering Innovations and Technology Management in Organizations** - Gaur, Loveleen 2020-04-17  
As technology weaves itself more tightly into everyday life, socio-economic development has

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become intricately tied to these ever-evolving innovations. Technology management is now an integral element of sound business practices, and this revolution has opened up many opportunities for global communication. However, such swift change warrants greater research that can foresee and possibly prevent future complications within and between organizations. The Handbook of Research on Engineering Innovations and Technology Management in Organizations is a collection of innovative research that explores global concerns in the applications of technology to business and the explosive growth that resulted. Highlighting a wide range of topics such as cyber security, legal practice, and artificial intelligence, this book is ideally designed for engineers, manufacturers, technology managers, technology developers, IT specialists, productivity consultants, executives, lawyers, programmers, managers, policymakers, academicians, researchers, and students.

*Impact of New Media in Tourism* - Dinis, Maria Gorete 2021-02-19

Tourism consumers are increasingly demanding and seek to base their travel decision-making process on relevant and credible tourism information. In recent years, user-generated content on social media, the opinion of travel bloggers, and entertainment programs in the media have influenced the public's travel purchasing behavior and acted as a driving force for the development of tourism products, such as film tourism. It also has played a role in the evolution and development of marketing, giving rise to new applications, as in the case of digital and influence marketing. On the other hand, tourism organizations and destination management organizations face major challenges in communicating the attributes of a tourism product, since this cannot be experienced before consumption. Thus, they need to know how and in which means or platforms of communication they can inform potential consumers. *Impact of New Media in Tourism* provides theoretical and practical contributions in tourism and communication including current research on the influence of new media and the active role of consumers in tourism. With a focus on decision making and increasing the visibility of products and

destinations, the book provides support for tourism agencies and organizations around the world. Covering themes that include digital marketing, social media, and online branding, this book is essential for professionals, academicians, researchers, and students working or studying in the field of tourism and hospitality management, marketing, advertising, and media and communications.

**Customer Relationship Management and Hospitality Industry in Nigeria** - Newman Enyioko (PhD) 2014

This study was set out to investigate Customer Relationship Management and Hospitality Industry in Nigeria, Le Meridien Hotel Limited (Ogeyi Place), Port Harcourt was used as the case study. Quantitative and qualitative data were generated from 565 respondents comprising 214 Employees (General), 246 Customers and 105 Management Staff. The study employed SPSS statistical software packages in the analyses. The finding reveals that, Relationship Building exists as a moderating variable in the CRM-BP relationships of the Nigerian hotel industry companies. This study is equally an attempt to explain the Customer Relationship Management and Hospitality Industry in Nigeria with the help of the 'gap model' available in literature which suggests that gaps in service occur at various instances. The study explains that the gap model is a useful tool to explain the militating factors partly. There is more to the militating factors like privacy issues, unwillingness of customers to build a relationship with the service provider and changing tastes and preferences of the customer. Using Le Meridien Hotel Limited (Ogeyi Place), Port Harcourt as a classic example of superior service quality to the customers is appropriate in this study. Some simple measures to reduce the militating factors have been mentioned, which addresses the third research question. The relevant existing theory has been reviewed and the subject has been explored, using the 'gap model' (Parasuraman et al 1998) mainly. Based on the research findings and analysis, recommendations have been given to reduce the militating factors at Le Meridien Hotel Limited (Ogeyi Place) and luxury hotels in general. The study recommends that hotel industry companies in today's business

environment must be technologically compliant in order to have competitive edge and build a meaningful and lasting relationship with their customers.

### **CrM-A Pathway** - Rajashri Chavan 2013

This book envelops theoretical aspects of CRM in relation with hotel industry in Indian scenario.

Customer relationship management is a paradigm shift for developing nations and majority of market oriented organizations are not following CRM as their main frame strategy. Understanding the segmentation, profile of targeted customers and designing CRM to facilitate its implementation is an urge. The model for relationship management of customers has been worked out which can be computerized to generate desired report for implementation.

### Gartner CRM model and building relationships with customers - Silvia Stamenova 2018-05-28

Academic Paper from the year 2018 in the subject Hotel Industry / Catering, grade: 6, Anglia Ruskin University, language: English, abstract: The aim of this briefing document is to assess the importance of all eight Gartner building blocks for the existence of successful CRM. This is particularly important as one of the CRM definitions states that the customer relationship management strategy (CRM) represents, in fact, the process of regulation of all the aspects of the company's synergy with its prospective customers, sales and service. In brief, that is the reason why any kind of fragmentation of its functions should be avoided and the latter is presented in the case of Firmdale Hotels. Additionally, the Gartner CRM model and the activities where customers are personally and repeatedly involved are given priority. Also, its purpose is to describe how the productive usage of CRM software establishes information, providing the value proposition for a given client; the transition of assets also helps to fulfil customer needs in a better way. Firmdale Hotels like many other organizations need to be able to include all the "eight building blocks" in their everyday activities.

### **E-Relationship Quality Determinants on E-Loyalty in Hotel Industry** - Ali Asgari 2013

### **Implementation of Customer Relationship Management in Hotel Industry** - Fiseha Zelealem Ayou 2011-09

with my academic life, i completed my first degree with distinction and my second degree with Very great distinction. I am awarded as best Employee of the year in my former organization, Cent software technologies and the research board of mekelle university praised "Excellent" for ma dissertation. The university board of Axum university also provide a certificate for my contribution in the environmental committee of the city.

### **Hospitality Marketing** - David Bowie 2011

Hospitality Marketing: an introduction takes a unique approach to outlining marketing processes in the hospitality industry. Ideal for those new to the topic of marketing, this text contextualises the subject for the hospitality sector. It discusses the eight elements of the marketing mix with direct reference to the specifics of the hospitality industry and approaches the whole process in three stages, as would the hospitality marketing manager: BEFORE customers visit the hotel / restaurant, the marketing task is to research the market, manage customer expectations and motivate trial purchase through product / service development, pricing, location, distribution and marketing communication. DURING the service encounter, the task is to meet or exceed customer expectation by managing the physical evidence, service processes and employee behaviour. AFTER the service encounter, the task is to audit quality and customer satisfaction, and promote a longer term mutually beneficial relationship with customers through relationship marketing initiative. Hospitality Marketing is a complete learning resource, with real-life examples, case studies and exercises in the text, plus an accompanying website which provides solutions to the exercises, further case studies and links to relevant sites to support both students and lecturers. Contextualises the marketing mix for the hospitality industry Contains real-life examples, mini case studies and exercises to illuminate analysis and help understanding Provides a complete learning resource for students and lecturers, with real-life examples, case studies, exercises, and an accompanying website with links to relevant sites A global focus with international case studies and examples from countries such as: Australia, Canada, USA; China, Hong Kong and

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