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Customer Relationship Management in Hospitality Sector-A Case Study With Reference To the Gate Way Hotel, Mangalore

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ABSTRACT: In hotel industry like any other business sector is highly competitive. Therefore it is vital important for it to encourage behavioral patterns of continuous re-purchase and to retain customers last longer. Thus it is evident that such ambitious aims can only be achieved through implementing CRM which will result in establishing fruitful relations between organizations and their customers.

KEYWORDS: Behavioural patterns; Fruitful Relationship; retain customers

I. INTRODUCTION

The country had experienced drastic changes in consumption pattern. So it becomes difficult for the current business world to survive in the market unless and otherwise they adopt a policy which retain their customers.

The implementation of a CRM system will improve the efficiency and productivity of a business. CRM helps a business to recognize the value of its customers and to capitalize on improved customer relation.

Customer Relationship Management (CRM) in a business strategy to select and manage the most valuable customer's relations. It is an approach to managing a company's interaction with current and future customers. It includes all aspects of interaction a company has with its customers whether it is pre-sales or post-sales.

Hospitality industry is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. Hospitality in the commercial context refers to the activity of hotels restaurants catering inn resorts or club who make a vocation of treating tourists.

II. OBJECTIVES

- To analyze the necessity of CRM in hotel industry
- To discuss about the services of Taj hotel through which they retain the customers.
- To analyse the CRM strategies of gateway hotel

III. METHODOLOGY

For the present study both primary and secondary sources of data's are collected. Primary data collected from manger and staffs and secondary data collected from brochures and catalogues.

III. WHY CRM

Most of the hotel business collapse in its early stages because of many reasons. The major problem which all kinds of business faces are competition, as there are number of hotel business in and around people only those hotels who provide the best services at an affordable cost will survive in the market.

Another major constraint in hotel industry is lack of knowledge of customer's preferences. As they are the king in the market no business will succeed unless they get satisfied.



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The success of every business largely depends upon the loyal employees who can provide best of their services. Only few hotels have efficient employees.

As there are so many factors to pull back the hotel industry can succeed by implementing CRM as their main strategy.

CRM strategy will help the hotel industry for the customer segmentation so that they can concentrate on each type of customers. By keeping in touch with customers through various social networks they can update their customer retention strategies can scrutinize customer information and also can tackle competition.

V. NECESSITY OF CRM IN HOTEL INDUSTRY

CRM has some obvious benefits for the hotel industry. A major benefit can be the development of better relations with existing customers, which can lead to increased sales through better timing by anticipating needs based on historic trends. Identifying needs more effectively by understanding specific customer requirements, cross-selling of other products by highlighting and suggesting alternatives or enhancements, identifying which of their customers are profitable and which are not.

Ultimately this could lead to enhanced customer satisfaction and retention, ensuring that their good reputation in the marketplace continues to grow increased value from your existing customers and reduced costs associated with supporting and servicing them, increasing their overall efficiency and reducing total cost of sales improved profitability by focusing on the most profitable customers and dealing with the unprofitable in more cost effective ways

Once their business starts to look after its existing customers effectively, efforts can be concentrated on finding new customers and expanding their market. The more they know about their customers, the easier it is to identify new prospects and increase their customer base. Even with years of accumulated knowledge, there's always room for improvement. Customer needs change over time, and technology can make it easier to find out more about customers and ensure that everyone in an organization can exploit this information.

VI. TAJ HOTELS

The Indian hotels limited and its subsidiaries are collectively known as Taj Hotels Resorts and places. It is recognized as one of Asia's largest and finest hotel company incorporated by the founder of the Tata Group Mr. Jamsetji N Tata. The Taj , a symbol of Indian hospitality, completed its centenary year in 2003. Taj group comprises 93 hotels in 55 locations across India with an additional 16 international hotels. The Taj Group operates in luxury, premium, mid-market, and value segment of the market.

➤ The gateway hotels and resorts

It is a full service upscale hospitality brand in south Asia region. Gateway provides consistent, courteous and crisp services to business and leisure travelers seeking contemporary modern and refreshing experiences keeping in mind those looking for comforts familiarity and flexibility.

➤ 8 zones of gateway

- Enter
- Stay
- Hangout
- Meet
- Work
- Workout
- Unwind and
- Explore.

➤ What does the gateway offer to the customers?

- 24/7 services: these services are designed to cater the customers round the clock
 - 24/7 breakfast
 - 24/7 active studio



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- 24/7laundry
 - Cuisine offerings: the gateway offers the following food variants for their health conscious customers
 - Active food
 - Super foods
 - Low glycemic index food
 - Regional Homestyle cuisine
 - Eat- in-refreshed
 - In-room dining minus
 - Wake up – buffet breakfast with wide range of healthy and indulgent options.
 - In- room yoga amenities: the gate way also offers yoga facilities to their esteemed customers.
- The gateway refresh, renew, refuel in terms of customer relationship programs. The gate way team is ready to take unwanted surprises out of travel with a welcoming consistent and enjoyable stay with a friendly hospitality. Apart from general food kitchen they have additional 'Flight Kitchen'. Flight kitchen is a place where they prepare prescribed food items for flight crew and passengers as per the agreement made between the Airline Company and hotel. All food items prepare in flight kitchen undergoes mandatory security checks by the airline security staff, 3 hrs. prior to departure of the particular flight. Airline security staff escort the food loaded container in vehicle and monitor until it uplift to the flight. The food menu decides by the airline authority and it changes every 3 or 6 months as per the instructions from them. In Mangalore there are only 2 hotels that has license to run the flight kitchen.
- The Gate Way Hotel Taj
The Ocean Pearl

VII. CRM STRATEGIES

Apart from various services to the customers they always try to retain the customers. Based on the analysis the study found that they have adopted various customer retention strategies.

They have considered provision of best services at an affordable price in good ambience to win regular and new customers.

They also have pick and drop services to various spots.

Then they have their own infrastructure for conducting corporate conference and personal functions.

VIII. THE GATEWAY HAS FREE WI-FI ZONE

At present the hotel focus on customer retention than customer acquisition. To retain customers they offer discounts. In addition the hotel learn their competitors strategies life cycles consumption pattern of their customers etc. hotel provides personalized service to their customers.

Although customized as well as off the shelf technological solutions are available in the market place, hotel industry has to do lot more than just adopt these solutions to customers.

IX. CONCLUSION

Customers are the backbone of any kind of business activities. Maintaining relationship with them yields better result, by capturing and analyzing customer service data CRM enables a firm to identify new performance issues.customer tastes, preference and fashion are changingfrom time to time.CRM strategies must be flexible to delight the customers. The gateway team has succeeded in this effort.

CRM is a powerful management tool that can be used to exploit sales potential and maximize the value of the customers in the hospital industry. The greatest assets of hospitality sector are the knowledge of their customers. They can use this asset turn it into key competition advantage by retaining those customers who represent the highest life time value and profitability.

So to conclude we can say that hotels which adopt it to meet the growing requirement of customers and thereby continuously fulfill their needs would help them to retain their customers for a long period.