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Organizing Customer Care Activities at Big 4 5-Star Hotel Chains in Vietnam

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Abstract

According to a survey by the hotel booking website TripAdvisor: 80% of customers looking for a hotel to stay said that reviews from guests who have stayed at a particular hotel help them feel confident. more into your booking decision. 77% of guests regularly refer to reviews from guests who have stayed at a hotel before choosing to book a room at this hotel. 50% of diners regularly refer to reviews from people who have dined at a specific restaurant before deciding to choose that restaurant. 87% of customers agree that the promptness and professionalism in responding to negative comments from guests from the hotel management team helps increase customer sentiment towards that hotel, 70% of customers expressed that the management team's resolute and sincere attitude to correct errors after negative reviews made them want to book a room with the hotel here. The era of mass and one-way service has passed quickly, leaving behind increasingly severe service challenges. Twenty-first century customers require unique service

scenarios and are willing to change according to their experience needs. The key to differentiated service lies in the dedication and attentiveness of the servers, where emotions are an absolute competitive advantage for each business to grasp, surpass its competitors and surpass itself. me. Customers not only need to use the service, but they also want to interact with the waiter to make their experience more memorable. When each guest comes to a hotel for the first time, they expect to be welcomed, listened to, and have their needs met. Those same customers, when they return to the hotel, the first and decisive need for their emotions during that stay is the need to be recognized and welcomed back. again. Just like that, they can send their full affection to you, and can ignore and forgive mistakes caused during operations. Based on the analysis of customer care organization activities at five-star hotel chains in Vietnam, the article proposes a number of solutions to exploit and develop to improve customer care work.

Keywords: Customer Care, Big4, 5 Star Hotel, Hotel Chain

1. Introduction

The Vietnamese 5-star hotel chain is an interesting and important research topic in the field of tourism and hospitality. Vietnam has become a popular tourist destination and attracts the attention of many international tourists. In the process of developing the tourism industry, 5-star hotel chains play an important role in providing quality services and creating great experiences for customers.

Research on Vietnamese 5-star hotel chains can focus on many different aspects. One of the important aspects is research on the service quality of 5-star hotels, including factors such as amenities, service, security, hygiene and comfort. This research can help evaluate the level of responsiveness of 5-star hotels to customer needs and suggest improvements to improve service quality.

Additionally, research may also focus on the management and operations of 5-star hotel chains. This includes the study of management processes, organization and work assignments in hotels, as well as the evaluation of the effectiveness of promotional and marketing strategies. This research can help shape better management methods and enhance the competitiveness of Vietnamese 5-star hotel chains in the international market.

Research could also focus on the impact of 5-star hotel chains on Vietnam's economic and social development. Developing a 5-star hotel chain not only creates job opportunities and attracts investment, but also contributes to enhancing Vietnam's image and reputation in the world. This study can evaluate the economic and social impact of 5-star hotel chains and propose measures to enhance benefits from developing this hotel chain.

Overall, research on Vietnamese 5-star hotel chains is an important and meaningful topic for the development of the tourism and hotel industry. This research can help improve service quality, enhance competitiveness and contribute to Vietnam's economic and social development.

Here the group presents a chain of 4 large and famous hotels in Vietnam: InterContinental Danang Sun Peninsula Resort, The

Reverie Saigon, JW Marriott Phu Quoc Emerald Bay Resort & Spa, Vin Vinpearl Luxury Landmark 81. Big 4 hotel chains is also the group's research topic.

2. Theoretical Basis for Improving the Quality of Customer Relationships at Big 4 5-Star Hotel Chains in Vietnam

The theoretical basis for improving the quality of customer relationships at the Big 4 5-star hotel chains in Vietnam can be based on the following principles and concepts:

- Service quality: To enhance customer relationships, hotel chains need to ensure the best service quality. This includes providing premium amenities and services that fully satisfy the needs and desires of customers.
- Create unique experiences: Big 4 5-star hotel chains in Vietnam need to create unique and different experiences to attract and keep customers. This can include unique architectural designs, providing exceptional entertainment and experiences, and creating welcoming and comfortable spaces for customers.
- Employee training: Employees are an important factor in improving the quality of customer relationships. The Big 4 5-star hotel chains in Vietnam need to invest in training employees with good communication skills, strong professional knowledge, and the ability to serve customers wholeheartedly. Employees need to be encouraged and motivated to create a positive and trustworthy work environment.
- Customer feedback management: Big 4 5-star hotel chains in Vietnam need to have an effective customer feedback management system. This includes listening and responding quickly to customer comments, suggestions and complaints. Managing customer feedback helps build trust and create customer satisfaction.
- Building long-term relationships: An important goal of the Big 4 5-star hotel chains in Vietnam is to build long-term relationships with customers. This can be achieved by creating loyalty programs, special offers, and customer engagement activities. Building long-term relationships enhances loyalty and differentiates hotel chains.

In summary, improving the quality of customer relationships at the Big 4 5-star hotel chains in Vietnam requires attention to service quality, unique experiences, staff training, customer feedback management and build long-term relationships. This will help create a better experience for customers and ensure the success and sustainable development of the hotel chain.

3. Research Methods

The method of researching Big 4 5-star hotel chains in Vietnam can be done through the following steps:

1. Data collection: Collect information about the Big 4 5-star hotel chains in Vietnam, including history, scale, location, services, organizational structure, business strategy, and other information other related.
2. SWOT Analysis: Assess the strengths, weaknesses, opportunities and threats of each hotel chain. SWOT analysis helps understand the competitive position and development capabilities of each hotel chain.
3. Market research: Market research to understand customer needs and trends, as well as evaluate competition from other competitors in the industry.

4. Financial analysis: Analyze the finances of each hotel chain to understand business performance, profits, and other financial indicators. This helps evaluate the financial health and growth potential of each hotel chain.
5. Interviews and surveys: Conduct interviews and surveys of customers, employees and partners of each hotel chain to collect opinions and assessments on service quality, customer satisfaction, and customer relationships. relationship with partners.
6. Compare and evaluate: Compare and evaluate important factors such as size, service quality, location, price. and business strategy of each hotel chain. This helps determine the strengths and weaknesses of each hotel chain.
7. Make conclusions and recommendations Based on the above analysis and evaluation, draw conclusions about the position and performance of the Big 4 5-star hotel chains in Vietnam. Propose improvement and development measures to enhance competition and growth of each hotel chain.
8. Risk assessment: Assess potential risks that each hotel chain may face in the future, including changes in the business environment, changes in customer needs, and other factors other factors that may affect the business operations of the hotel chain.
9. Strategy proposal: Based on research results, propose development and improvement strategies for each hotel chain, including: expanding scale, improving service quality, enhancing promotion and marketing, and other factors to enhance competition and growth.

4. Research Results and Discussion

4.1 Research Results on the Organization of Customer Care Activities at Big 4 5-Star Hotel Chains in Vietnam

Customer care results at 5-star hotel chains in Vietnam may vary depending on the specific hotel. However, general research and evaluation of 5-star hotel chains in Vietnam shows that these hotels often have high quality customer service.

5-star hotel chains in Vietnam often put customer care as a top priority. They provide professional, dedicated and thoughtful service to meet their customers' needs and desires. Premium amenities and services such as spa, restaurant, bar, swimming pool, gym, conference center and other entertainment activities are also provided to bring the best experience to customers.

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4.2 Discussion on the Results of Research on Customer Operations Organization at a 5-Star Hotel Chain in Vietnam

1. Evaluation of service quality: Research can consider

customer satisfaction with service quality at 5-star hotels. This includes a review of factors such as rooms, amenities, staff, dining, and other services. Research results can reflect customer satisfaction and suggest improvements to improve service quality.

2. Evaluation of the reservation and payment system: The study can also focus on evaluating the convenience and efficiency of the reservation and payment system in the hotel chain. Factors such as booking speed, accuracy, online or in-person payments will be considered to improve customer experience.
3. Customer feedback management: Research can look at how 5-star hotel chains manage customer feedback. This includes responding quickly and professionally to customer requests, complaints and suggestions. Attention and positive feedback from the hotel chain can increase customer trust and satisfaction.
4. Marketing and promotion strategy: The study can also look into the marketing and promotion strategy of the 5-star hotel chain. This includes advertising, promotions, partner collaboration and marketing to attract new customers and retain existing customers.
5. Digitalization in customer operations: Research can focus on studying the digital activities being applied in the operations of 5-star hotel chains. Elements such as mobile apps, websites, social media, and other technologies can be evaluated to improve customer experience and interactions.

5. Conclusion and Recommendations for Organizing Customer Activities at 5-Star Hotel Chains in Vietnam

A. Conclude

- Research on customer operations organization at 5-star hotel chains in Vietnam is an important and attractive topic. The research results show that customer operations organization has had a major impact on the success and growth of hotel chains.
- One of the important research results is the identification of important factors affecting customer satisfaction and loyalty. Thereby, hotel chains can focus on providing tailored customer services and experiences to enhance customer satisfaction and loyalty. These factors may include: service quality, amenities, professional staff, reasonable prices and kindness in handling customer complaints and requests.
- Research has also shown the importance of building long-term relationships with customers to maintain loyalty. Hotel chains need to define strategies and policies to ensure that customers always feel appreciated and treated fairly. At the same time, creating a collaborative and friendly environment, where employees can create the best experience for customers, is also an important factor.
- Research has also shown the important role of information technology and social media in organizing customer operations. The use of new communication channels such as websites, mobile applications and social networks helps increase interaction and communication with customers. At the same time, information technology also helps hotel chains collect information and feedback from customers to improve service and customer experience.
- Based on the research results, Vietnamese 5-star hotel chains can apply improvements and adjust customer

operations to enhance customer satisfaction and experience, while enhancing their competitive position. ourselves in the hotel market.

B. Request

- Build and maintain a membership program: Regular customers who have been using the hotel's services may be invited to join a special membership program. This program may include special offers, such as discounts on services or accommodations, or send special offers via email, text or mobile application. This will encourage customers to return and experience the hotel's services more often.
- Create exceptional customer experiences: Vietnamese 5-star hotel chains can create exceptional customer experiences to satisfy customers. For example, organize parties serving delicious food among customers so they have the opportunity to socialize and network. Or organize seminars with experts in the field of service provision or tourism so customers can learn and experience better.
- Customer feedback management: Hotels should perform customer feedback management professionally and quickly. Managers need to check and respond to reviews on travel websites such as Tripadvisor, Booking.com or Agoda. If there is negative feedback, the hotel should see it as an opportunity to improve service and satisfy customers.
- Customer-centric staff training: Hotel chains should ensure that staff are well trained in serving customers. Employees should be trained to listen and understand each customer's specific needs. This will help hotels create a better experience for customers and increase their loyalty to the hotel.
- Organizing community-based activities: Vietnamese 5-star hotel chains can organize community-based activities to create warmth and connection with customers. For example, organize charity events at drug rehabilitation centers, child protection centers or elderly support centers. This will help customers feel satisfied and proud about supporting a socially responsible hotel chain.

By implementing the above recommendations, Vietnamese 5-star hotel chains can improve service quality and create memorable customer experiences, thereby enhancing customer love and loyalty to the brand of the hotel.

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