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Organize Customer Care Activities at Big4 5-Star Hotel Chains in the World

¹Nguyen Thi Thu Thao, ²Le Thi Ngoc Thuy, ³Truong Thi Thanh Tuyen
^{1,2,3} Van Hien University, Vietnam

Corresponding Author: **Nguyen Thi Thu Thao**

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 around the world, 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

In the broader picture of the tourism and hospitality industry, there is a significant change in the way customers search for and evaluate services. Customers are not simply looking for places to stay and eat, they are looking for unique experiences, personalized service, and a special feeling throughout their travel. This poses a big challenge for the hotel industry, especially for the world's leading 5-star hotel chains.

Four big names in the five-star hotel industry such as: Marriott International, Hilton Worldwide, InterContinental Hotels Group (IHG), Accor Hotels have built strong reputations and prestigious brands worldwide. With a system of luxurious hotels and excellent services, they have not only become a favorite destination for tourists but also play an important role in promoting the tourism industry and economy of the countries they visit. work. However, to maintain and grow this pinnacle position in the industry, these hotels must constantly improve their services and ensure that their customers always feel happy and satisfied. The success of these hotel chains largely lies in customer care. This includes not only providing luxury service and high quality standards but also creating an environment that is friendly, dedicated and responsive to all customer needs. Customer satisfaction not only drives loyalty but also creates positive brand buzz through feedback and reviews.

This study asks the fundamental question: "How do these large hotel chains organize and manage customer care activities to maintain and enhance customer satisfaction?" We'll dive into how these hotels implement strategies, processes, and tools to ensure that their guests have a great experience every time and that all their expectations are met. We can identify opportunities to improve customer service quality in the hospitality industry and provide suggestions for other businesses in this sector.

2. Theoretical Basis

Any organization or business that wants to survive, develop and maintain its position in the market, the first thing to do is to have a set of existing customers. To achieve that, businesses need to produce and provide products and services to satisfy

market needs, meet the needs and demands of all customers, and thereby gain profits. high profit. Customers play a very important role in every business. Customers are the destination that every business and organization wants to aim for and are also one of the factors that determine the survival of a business. Therefore, all businesses seek to retain and attract more customers in many different forms, through many tools including customer care activities.

Sarah Cook's (2016) research in general and the hotel business in particular has provided ways to effectively handle customer complaints but also change service attitudes and create culture. We welcome complaints from businesses to help us apply it to the research topic on customer care activities at some hotels. Michael J. Maher's research (2016), Michael's Research, the author's book introduces ways to implement customer satisfaction to make customers satisfied and become loyal customers. Use the company's products and services. Author John EG Bateson's research work (2002), Customer care and the role of customer care in today's business, the author's book has introduced the concept of customer care and its vision. importance of customers to business.

Customers include: external customers and internal customers. External customers: These are people with whom we have transactions, either in person or over the phone, who purchase our products or services. Customers are the owners of the business, they are the ones who pay us by spending their money when using the business's products and services. Internal customers: Employees are the "customers" of the business, and employees are also each other's customers. As for businesses, they must meet the needs of employees and have policies to promote employee loyalty. If an enterprise cares about its employees, builds employee loyalty, and at the same time, employees in the enterprise have the ability to work together, care about meeting needs, and satisfy colleagues. Only when they have a good working spirit can they serve the business's external customers effectively and consistently. Peter Drucker (2008) argues that "there is only one true definition of business purpose: creating customers. Markets are not created by God, nature or economic incentives, but by entrepreneurs themselves. Businessmen help customers satisfy their desires." Thus, expectations are formed before using the service. Perception is the customer's evaluation of that service. When using a service, customers compare the perceived service with the desired service and if the actual use of the service meets the expectations, the customer feels satisfied. The level of satisfaction is a function of the difference between the results received and expectations. Customers can feel one of the following three levels of satisfaction. If actual results match expectations, customers will be satisfied. If the actual results exceed expectations, the customer is very satisfied, happy and excited. How are buyer expectations formed? They are formed on the basis of the buyer's previous shopping experiences, the opinions of friends and colleagues, and the information and promises of marketers and competitors.

Customer expectations need to be managed so that businesses meet customer expectations in line with business realities. Pre-purchase phase: research what customers expect, communicate to customers what to expect, regularly provide services that customers expect to help customers form specific expectations can. Stage during service delivery: Communicate with the customer during the service

implementation process, if possible service improvements are needed to meet customer expectations, explain why the service cannot be improved Okay. Post-purchase phase: Check whether expectations are met, develop follow-up programs, develop solutions for unsatisfied customers.

In the current fierce competition situation, when the form of business monopoly has gradually been eliminated, most products on the market have many different suppliers, which has brought a lot of competition. choice for customers. Customers' purchasing power causes fierce competition between product and service providers. In the market mechanism, deciding which product or service provider to choose depends entirely on the wishes of the customer. There is no longer a situation where one seller sells to countless buyers, or a situation where a supplier has the right to impose on customers. If the customer is not satisfied with the product or service, they have the right to choose another supplier. Losing a customer does not simply mean losing a purchase, but also means the business will lose a whole line of purchases that that customer will make throughout their life, if they are truly satisfied. satisfied with using the company's products and services. On the other hand, it also creates development opportunities for competitors when businesses provide competitors with a number of angry customers who are ready to receive better quality products and services of the same type.

The term "customer service" is often incompletely understood as the enthusiastic welcome to customers by sales staff. However, contact with customers is only part of a business's customer care strategy. In the most general sense, customer care (or customer service - Customer Care) is everything necessary that a business must do to satisfy the needs and expectations of customers, that is, serve customers. in the way they want to be served and do what is necessary to keep the customers they have. As mentioned above, customers include 2 types: internal customers and external customers. Therefore, customer care also includes two parts: internal customer care and external customer care. To take good care of external customers, employees who have direct contact with external customers need the support of a number of other employees and become internal customers of this employee. In turn, these employees are internal customers of other employees... There is a close connection between internal and external customers, internal customer satisfaction is the foundation for creating external customer satisfaction and thereby create the basis for profits and growth.

3. Research Methods

Customer care research methods at world hotels is an important research area, helping hotel businesses better understand customer needs and expectations, thereby improving service quality. service and enhance customer satisfaction.

Qualitative method: helps businesses understand more about customers' thoughts, feelings and behaviors through methods such as interviews, behavioral observations,...

Customer interviews: Most 5-star hotel chains in the world conduct in-depth interviews with customers to better understand their experience at the hotel such as level of satisfaction before and after using the service. like, level of satisfaction with facilities, staff, etc. Interviews were conducted with customers from many different markets and countries to understand more diverse customer sources.

Group discussions: Businesses often offer group discussions with customers to gather opinions and feedback on specific issues. Group discussions are often held with a small group of customers of the same gender, age, occupation, etc. From there, it is easy to provide valuable information in understanding concepts, attitudes and behaviors. Customer care of hotel businesses.

Customer experience: Each Big4 hotel in the world has a different way of collecting customer experience information. But most hotel businesses today use advanced technology to research customer service. Like sensor technology: Marriott uses sensor tags to collect data about customer behavior, such as how long they stay in the room, the areas they visit, and the services they use.

Quantitative method: This method helps hotels know more about the satisfaction level, behavior and areas needing improvement of target groups.

Grouping customers: Collect data from customers using the service. From there, businesses divide customer groups according to demographics, behavior, and consumer psychology to be able to find factors that are related to each other and have a cause-and-effect relationship. For example: Group of customers who reside once a month, group of customers who regularly use buffet restaurant services at hotels,...

Grouping by cause and effect relationship: This method will help us identify factors that affect each other and influence customer behavior.

In addition, these world hotels also have surveys to evaluate customer care services to know how to improve hotel operations. As a 2023 InterContinental Hotels Group (IHG) quantitative study shows, customer satisfaction with InterContinental Hotels Group (IHG) customer service is 82%. This is a fairly high level of satisfaction, but InterContinental Hotels Group (IHG) continues to strive for further improvement.

Secondary data collection method: Each hotel has specific information about data as well as feedback rates on customer care services to be able to generally evaluate the hotel's services. For example, at Accor Hotel: Customer satisfaction with Accor Hotels' customer service is 80%. According to Accor Hotels data, the most popular customer contact channel is the phone, accounting for 60% of total contacts. The second contact channel is email, accounting for 30%. The third contact channel is live chat, accounting for 10%. The rate of customers returning to use Accor Hotels' services is 75%. This shows that customers are satisfied with Accor Hotels' service and are likely to use the service again in the future. Through that data, we can see the important factors that determine a hotel's customer care service such as: customers need to be responded quickly and adequately when they need support. Customers appreciate the friendly, enthusiastic and professional attitude of customer service staff.

Comparison and contrast method: In this method, we can compare other hotels in the big 4 5-star hotels to specifically compare the customer care methods of competitors, thereby helping the hotel to learn. Ask questions and improve further. Some common comparison criteria include: Friendliness and enthusiasm of the staff; employee problem-solving ability; the attentiveness and meticulousness of the staff; variety of services and amenities; professional level of service. With these basic criteria, the hotel can also analyze more clearly the level of customer service assessment of

competitors.

Primary data method: With current 4.0 technology, hotel businesses can easily collect customer data using surveys, interviews, and internet observations to get data quickly and effectively. best. We can design a survey sample to evaluate hotel service quality. The questions used are closed questions designed on a 5-point scale (1- Strongly disagree, 2- Agree), 3- Neutral, 4- Agree, 5- Strongly agree) to easily track customer behavior.

Using research methods effectively will help the world's 5-star hotels better understand the needs and desires of customers. From there, hotels can take measures to improve customer service quality, bringing the best experience to customers.

4. Research Results

Big 4 5-star hotel chains in the world: Marriott International Hilton Worldwide Accor Hotels InterContinental Hotels Group are the world's leading hotel groups, owning thousands of hotels and resorts in more than 100 countries and territories. To meet the diverse needs of customers, these hotel chains have built and developed professional customer care activities, giving customers the best experiences.

The customer care goal of 5-star hotel chains in the world is to provide customers with the best service experience, meeting all their needs and desires. Specifically, these hotel chains aim for goals such as: Creating close relationships with customers, enhancing customer satisfaction, receiving and resolving customer feedback, motivating customers goods returned.

The organizational structure of customer care activities of big4 5-star hotel chains in the world usually includes the following departments: Reception room, sales department, customer service department, marketing department. Each department has specific tasks and responsibilities such as: The reception department is the department that directly comes into contact with customers, performing tasks such as: welcoming customers, answering questions, handling customer requests. client; The sales department is responsible for sales, marketing, and customer attraction activities; The customer service department is responsible for resolving customer complaints and questions; The marketing department is responsible for developing and implementing marketing and communication programs to promote the hotel's image and brand.

The customer care process of big4 5-star hotel chains in the world often includes the following steps: Receiving customer information, determining customer needs, providing services to customers, monitoring and evaluating feedback. customer feedback

All Big 4 5-star hotel chains in the world use many different customer care tools and methods, including: Information technology, personalized customer approaches, customer-first methods. center, evaluating the effectiveness of customer care activities. And these hotel chains often use indicators such as: Customer satisfaction level, number of returning customers, customer referral rate to evaluate the effectiveness of customer care activities.

Based on research results, 5-star hotel chains in the world all have something in common in organizing customer care activities, which is a clear customer care strategy, built on goals and objectives. Core values of the business such as: customer care goals, target customers, customer care

services, customer care channels and measuring customer care effectiveness. Besides, there is also a modern customer database system that helps store and analyze customer information effectively. These systems help businesses understand customer needs and preferences, from that offers appropriate customer care programs. They focus on recruiting and training a team of professional customer care staff. This team of employees is trained in communication skills, problem solving skills, and knowledge of the business's services. These 5-star hotel chains provide diverse customer care channels, helping customers easily contact the business when needed such as: phone, email, website, online chat, social networks, modern technology. grand. Commonly used technologies include: artificial intelligence (AI), big data (Big Data), automation (Automation) are also applied by these hotel chains in customer care activities to improve efficiency and service quality.

Besides the commonalities, 5-star hotel chains around the world also have differences in customer care organization such as:

Customer care strategy: 5-star hotel chains have different customer care strategies, consistent with the characteristics and business goals of each business. For example, Marriott International focuses on providing personalized services to customers, while Hilton Worldwide focuses on creating a positive customer experience.

Customer care channels: 5-star hotel chains also have different customer care channels. For example, Accor Hotels focuses on developing self-service customer care channels, while InterContinental Hotels Group focuses on developing direct customer care channels.

Technology used: 5-star hotel chains apply various modern technologies to customer care activities. For example, Marriott International uses AI technology to analyze customer data, while Hilton Worldwide uses Big Data technology to optimize customer care processes.

5. Discuss Research Results

Build a clear customer care strategy: a customer care strategy is the foundation for businesses to deploy effective customer care activities. This strategy needs to be built around the business's core goals and values, as well as customer needs and preferences.

Building a modern customer database system: the customer database system helps businesses understand customer needs and preferences, thereby offering appropriate customer care programs.

Recruiting and training professional customer care staff: staff is the most important factor in customer care activities. Hotels need to focus on recruiting and training systematic and professional staff.

Using modern technology: modern technology helps customers easily access the hotel and receive support from the hotel.

Invest in customer data system: customer data system helps hotels clearly understand the needs and preferences of customer files.

From the above research results, it can be seen that the Big 4 5-star hotel chains in the world have made significant efforts in organizing customer care activities. Hotels have applied many modern methods and technologies to improve service quality and bring customer satisfaction.

However, besides the strengths, customer care activities at these corporations also have some limitations such as: Lack

of uniformity in customer care policies and procedures: Customer corporations 5-star hotels in the world are often very large in scale, with many hotels spread across many countries and regions around the world. This leads to a lack of uniformity in customer care policies and procedures among hotels belonging to the same group. This can cause confusion and frustration for customers when they use services at different hotels of the same group. Lack of flexibility in meeting customer needs: These hotel groups often have very strict regulations and customer care processes. This can make it difficult for hotels to meet the diverse and constantly changing needs of customers. Besides, there are difficulties in handling customer complaints: Handling customer complaints is one of the important factors to improve customer satisfaction. However, 5-star hotel corporations around the world still have difficulty handling customer complaints.

Uniform customer care policies and procedures: Corporations need to develop and promulgate a unified set of customer care policies and procedures for all hotels under the group. This will help ensure consistency in customer care, while improving customer satisfaction. Corporations need to research and develop flexible customer care programs to meet the diverse and constantly changing needs of customers. This will help hotels better meet customer needs, thereby improving customer satisfaction. Five-star hotel corporations around the world also need to build a professional and effective complaint handling system, ensuring customer complaints are resolved quickly and satisfactorily. Overcoming limitations in organizing customer care activities will help five-star hotel groups around the world further improve service quality, thereby attracting and retaining customers, building reputation. and branding for corporations.

6. Conclusions and Recommendations

Organizing customer care activities is an important factor in the success of any hotel chain, especially in the 5-star hotel sector. Big4 is a famous hotel chain globally and to maintain and enhance their position, they need to create great customer experiences and provide the best customer care. The customer-centric perspective has become a strategy in modern business management, helping businesses increase customer satisfaction, increase customer loyalty, and thereby increase revenue and profits. Being customer-centric means that businesses will provide products and services according to the needs and desires of customers, taking customers' opinions and emotions as the target to serve to increase positive experiences. customer pole. From there, create goodwill, attract customers to return, build customer trust and a loyal customer base. With transactions coordinated through the Internet and taking place between private people, major brands in particular industries have felt the economic impact of these online resource sharing platforms. In recent years, this trend has evolved into highly profitable business models.

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Corporations need to research and develop flexible customer care programs to meet the diverse and constantly changing needs of customers. This will help hotels better meet

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Five-star hotel chains around the world also need to build a professional and effective complaint handling system, ensuring customer complaints are resolved quickly and satisfactorily. Overcoming limitations in organizing customer care activities will help five-star hotel groups around the world further improve service quality, thereby attracting and retaining customers, building reputation. and branding for corporations.

These Big 4 5-star hotel chains need to create a great customer experience through service quality, unique experiences, staff training, use of technology, complaint resolution and continuous improvement. This will help maintain and strengthen the position of Big4 and the success of 5-star hotel chains globally depends strongly on customer care operations. Some recommendations on how to organize customer care activities at Big4 5-star hotel chains in the world:

Service quality: Big4 needs to commit to providing high quality services, meeting the requirements of 5-star customers. This requires professional, friendly and dedicated service staff, along with the best amenities and services.

Create unique experiences: Big4 should create special and different customer experiences. This can include customized services, unique amenity packages, and unique recreational activities. Creating unique experiences helps Big4 make a strong impression and increase customer loyalty.

Employee training: Ensure that all employees receive the best training in communication skills, service mindset and time management. Employees need guidance on how to interact with customers in a professional, friendly and conscientious manner.

Measurement and improvement: Big4 should regularly measure customer satisfaction index and collect feedback from customers to improve services. This can be done through a post-checkout survey or direct contact with customers to gather feedback.

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