

A Comparative Study on GSTS Used in Hotels in Pune

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Abstract

In order to be successful in the market it is not sufficient to attract new customers; hotels/managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. In hotel industry customer satisfaction is largely hooked upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty, thus increasing the positive image of the hotel. Hotels use a variety of techniques to track Guest satisfaction levels. This research tracks down which are the best and the most used techniques adopted by the hotels and explains why GSTS and online feedback serves as the best method out of all the various techniques. It categorically explains various timelines followed transparency level and hierarchy at which such GSTS reports are reviewed. This research also evaluates the use, effect, and convenience of the GSTS on hotels in Pune region. The data is clearly represented in form of pie charts and graphs to understand the findings at a glance.

Keywords: Research, Motivating Factor, Electronic Resources, Research Culture

Introduction

Gone are the days when customers were happy just receiving “please” and “thank you” or getting service with a smile. Although those go into the recipe for proper etiquette, it’s just not enough. Satisfied customers are looking for a memorable experience and dynamic service

where it counts. Guests are more satisfied with hotels than they’ve been in years, even as room rates and fees have gone up. Now that business is picking back up, hotels are once again investing in staff, rooms and facilities. The industry is starting to catch up with what they need to do to satisfy guests, and customers have noticed. The more interaction you have with the staff, the better you feel about your hotel experience. As hoteliers experiment with automated methods of check-in and check-out that tend to reduce the number of human touch points, it is important that they use the additional staff time gained to offer a warmer, more personalized experience for their guests

Happy customers are loyal customers. Not only is it important for you to provide stellar service, but awesome products as well. Make it a point to be on the fast track for keeping up with trends that your customers may follow such as building personal assistance services for traveling customers or making special concessions for avid repeat consumers. Be sure you have items on hand so when your customer needs you and your products, everything’s available. Keep customers loyal by focusing on them at all times. Give the guests an outlet for telling you about poor experiences. When you have customers who have had a negative experience, make it easy and clear for them to not only tell you about it but get it off their chest to you and not someone else. Make it a point to correct issues that went wrong and look into those that could stand some improvement. It is necessary to capture communication methods for keeping in contact with your customers so that you can alert them when changes and improvements occur

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Hotels today continuously thrive to improve these guest satisfaction levels through various techniques, either through a well organized “Guest Satisfaction Tracking system”, or through age old comment cards that guest fills in, writing in their experiences. The key here is to understand correctly what the guest expects and accordingly change your plan of action or procedures to such ways that it will satisfy the guest, and make him return back. While working on this research, we found that most of the research findings, discussed about how the GSTS was used in hotels. Hence the aim of this research was to understand the difference of services and experiences that hotels could provide its guests; wherein the GSTS were implemented compared to hotels where such modern systems were not used.

Objectives of the Research

The objectives of the research are –

- To understand what is the Guest Satisfaction Tracking system. Its uses and implications.
- To find out how the GSTS, helps in achieving the guest satisfaction.
- Does a sound Guest Satisfaction Tracking system help in enhancing the processes of the hotel?

Limitations of the Study

- The study only focuses on the impact of GSTS on the hotel services.
- It does not take into account the costs involved in having a sound proof system, thus probable limitation of its use in smaller hotels.
- The study is purely based on information given by hotel samples.

Scope of the Study

The scope of the study will be beneficial to the following hospitality professionals-

- Hotels will understand the use of GSTS and how it can be effectively used for Guest satisfaction. The hotels that do not currently use these systems will get a ready insight on the details, and it would help them if they intend to propose for their property.
- The research will help academicians to understand the comparisons between hotels that use, and those

who do not use the GSTS. Thus it will provide as a platform for further studying the reasons and limitations of not using such a system, mainly with regards to cost implications. This research will thus further create a platform for further studies by academicians.

- The research experience will help us, (the researchers) in understanding the subject in detail.
- It will act as a ready reference for hospitality students, to know more about the subject.

Literature Review

- Suzana Markovic, Sanja Raspor and Klaudio Segaric, 2010, have examined and analyzed that satisfaction has a greater impact on customer loyalty.
- O’Neill, John W. Mattila, Anna S. and Qu Xiao, 2006, studied about franchising strategy, guest satisfaction, brand management and brand performance. It is examine the relationship among guest satisfaction, revenue performance and growth.
- C. G. Davidson, 2003, examined the customer satisfaction from the employees perception. And has proposed that organizational climate plays a important role in customer satisfaction.
- O’Neill, Martin; Kandampully, Jay; Mok, Connie; Sparks, Beverley, 2001, it is a investigation to understand the relationship between the service quality, customer retention and customer satisfaction in the hospitality industry.
- Sarah Peterhans, 2010, Satndards, has studied that maintaining the level of service in the hotel should be done by understanding the guests’ expectations and setting service standards to meet the guests’ expectations.
- Phillips PaulLouvieris Panos , 2005,have analyzed the performance measurement processes. And have suggested a balance score card for the improving the service quality for customer retention in the hotel.
- Lewis, Michael, 2004, the research focuses mainly on the measurement of guest loyalty programs, to understand the long term effect of the loyalty program and the other marketing instruments used.
- Jiao Mingyu, 2014, this paper analyses the formation of customer value and has identified the five driving factors which are functional value, social value, emotional value, utility value and cost value.

Research Methodology

Primary Data Collection-Primary data was collected through following sources-

- A well designed questionnaire was drafted and circulated to hotel managers of 5 and 4 star hotels.
- Personal Interviews and Interaction with hotel employees and the Managers of 5 star and 4 star hotels were conducted to understand how guests were satisfied and retained at their property.

cards observed in 4 star hotels. The GSTS of various companies were studied to understand the package of services they offer and how it effects guest satisfaction.

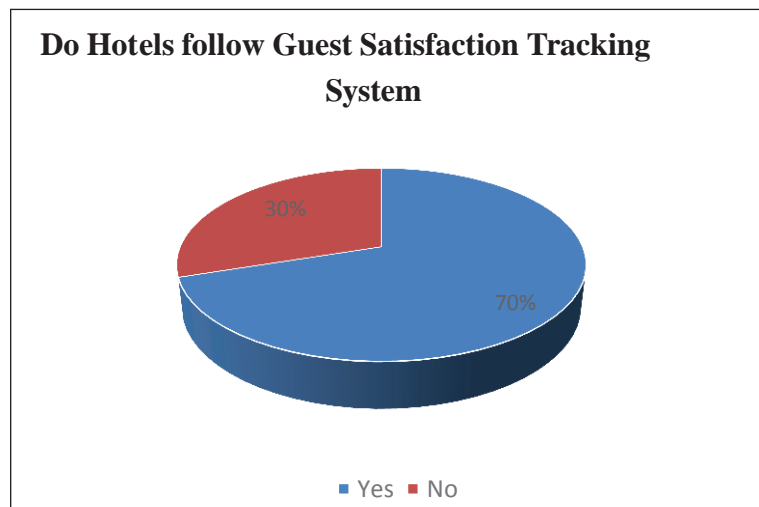
Sampling Technique

The population of the research was homogeneous in nature – “The hotel managers”. Hence the perspectives and ideas might be on similar grounds. Considering this fact a random sample of 10 hotel managers was selected from various five star and four star hotels in Pune, as a Sample Size for the research.

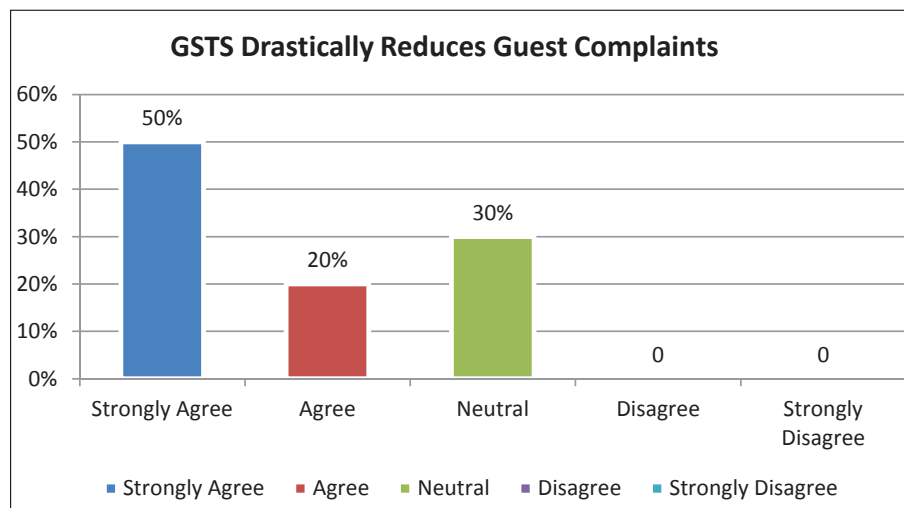
Secondary Data Collection

Secondary data was collected through various comment

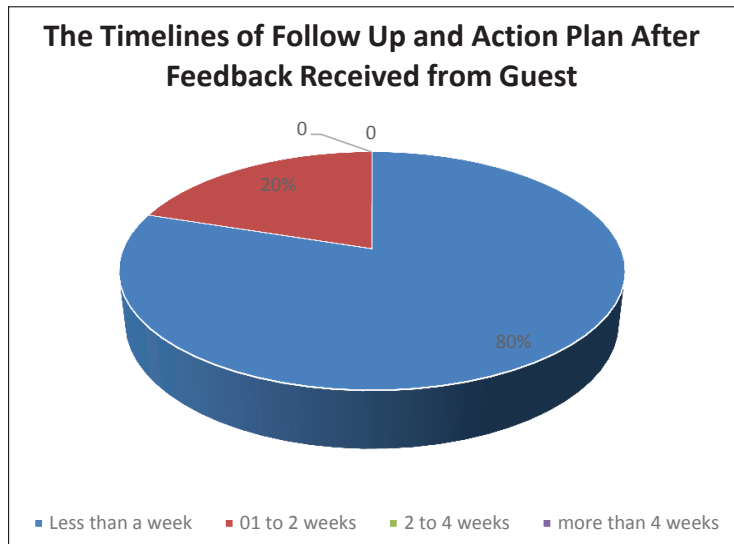
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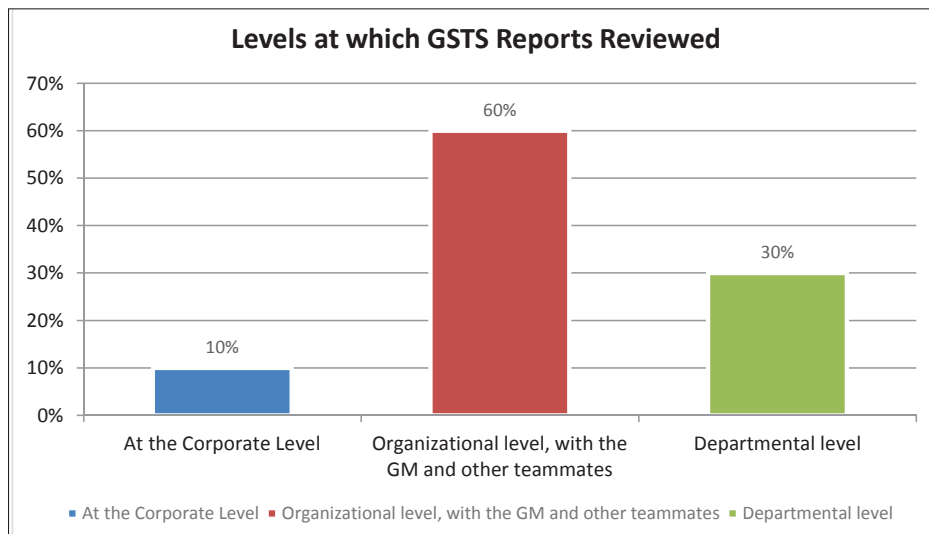
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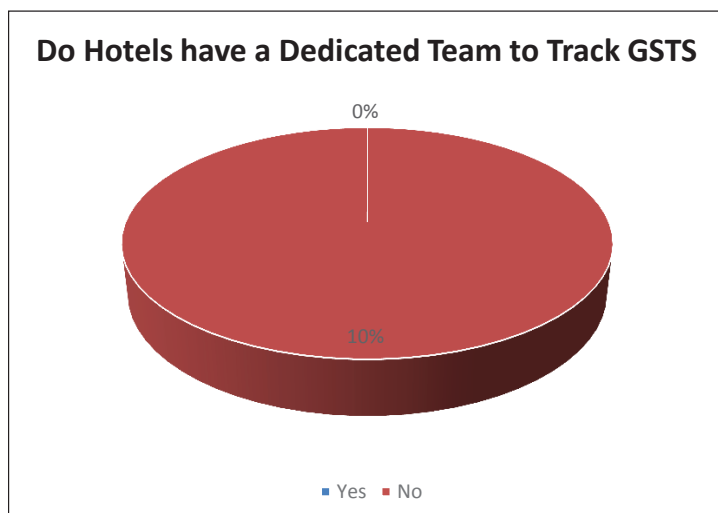
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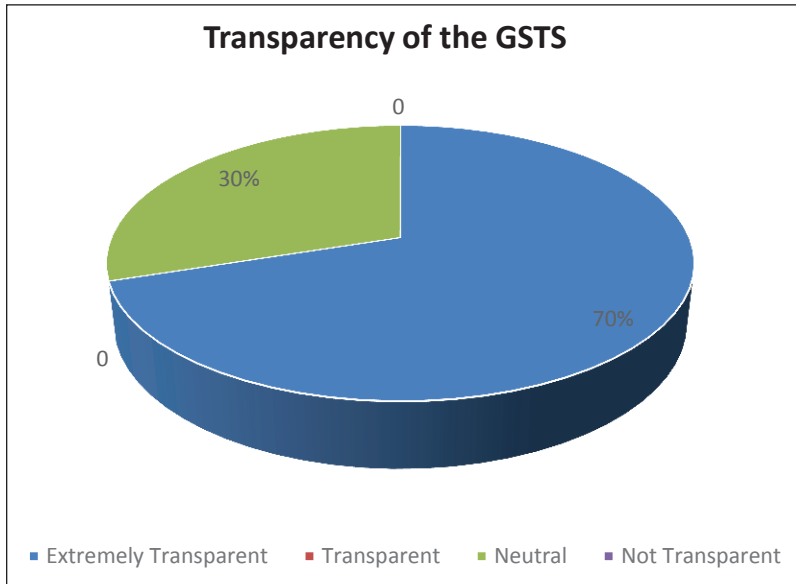
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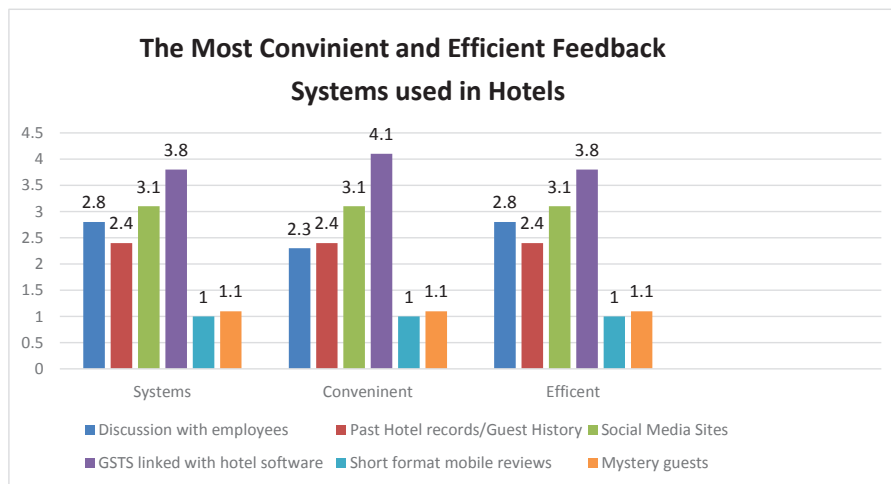
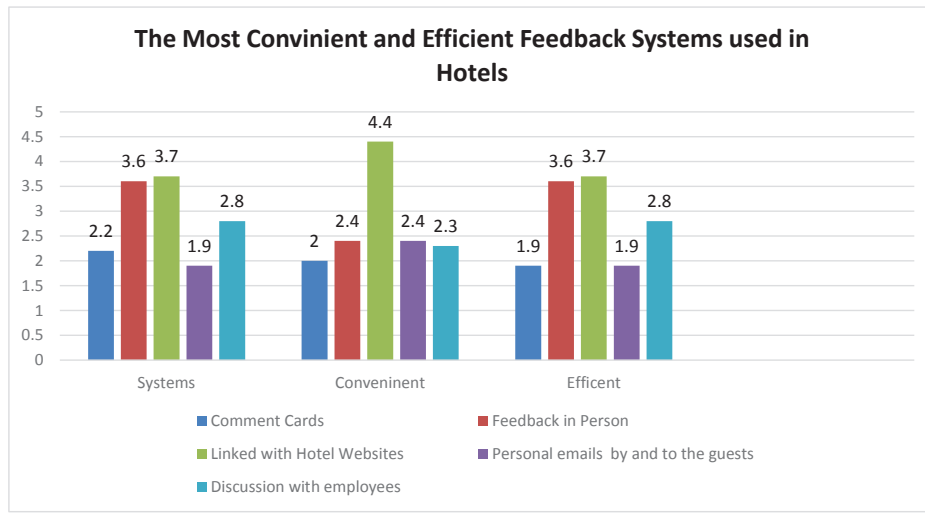
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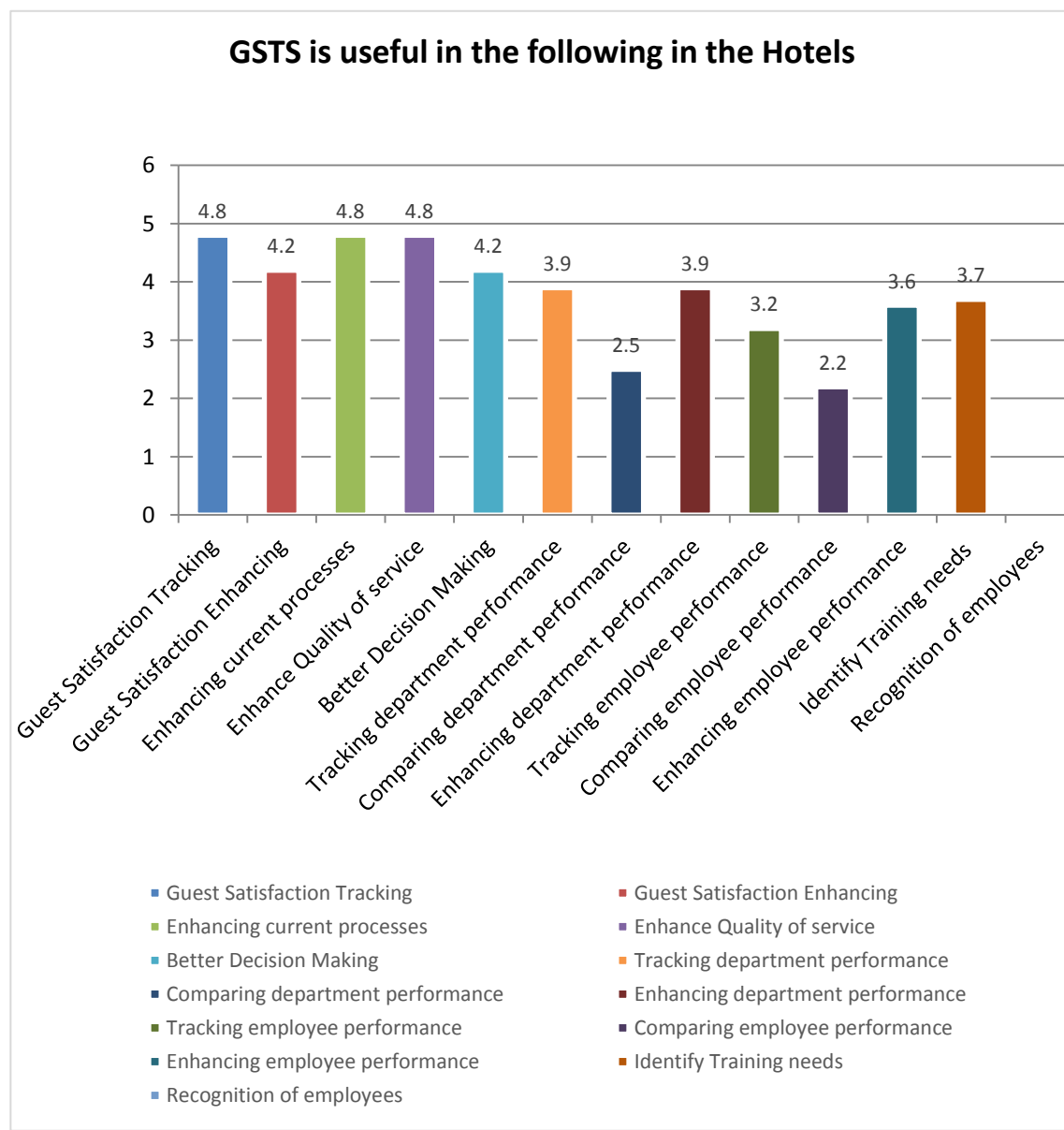


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Data Analysis

Findings

From the research conducted the findings for the same are as follows-

- 1) 70% of the hotels are having a well designed GSTS in place. Majority of the hotels agree that using such GSTS drastically reduces their guest complaints. The major reason behind this is that the feedback is tracked regularly and quickly and hence this assists in resolving the complaints faster and effectively.
- 2) Hotels that use these GSTS take less than a week to resolve a complaint or query. This in turn improves the guest satisfaction levels.
- 3) The research also highlights that most of the hotels do not have a dedicated team to monitor the GSTS systems. The feedbacks are shared and discussed at organizational level along with the General Manager and team mates by most hotels and accordingly plan of action are synchronized. Only very serious complaints, where the chances of losing a guest permanently are higher, are shared with corporate team to take further corrective action.

- 4) The GSTS being an online feature and members at the hotel having login id and passwords, it can be termed as a transparent system, where the guest feedback can be viewed by all for further action.
- 5) The tracking system used by the hotels are online survey forms, which they also link with their website. It is also seen that a majority of the hotels find it convenient that the GSTS is linked with the website. A majority of hotels also find this system very effective.
- 6) From the study we also come to know that a majority of hotels are using these systems to primarily enhance and improve their guest satisfaction and processes. These are also a great tool to understand the departmental and inter departmental performance. It is also helpful in employee recognition to some extent.

Suggestions and Recommendations

Based on the above findings we would like to recommend the hotels the below mentioned pointers for better effectiveness of the GSTS -

- 1) Hotels should have a dedicated GSTS team in place. This team could co-ordinate with the concerned departments and guests, for better control and higher guest satisfaction levels. Many a times it's the sales team or GRE takes care of this role.
- 2) There are few hotels in our study that do not use GSTS in their hotel. Looking at its effectiveness and usefulness, we would recommend them to go ahead with such systems for better control on performance and higher guest satisfaction levels, resulting in loyal and repeat guests.

Conclusion

Living in competitive world today wasn't being challenged ever before. Economic, Socio & Cultural environmental effects are deciding future of the world businesses today. This era is more complex due to its immense finance requirements. More competitive tools have been evolved

to satisfy human needs. Presently service industry is prevailing great deal of challenges where, every customer has high demands on lowest prices. Life standards have increased with the passage of time so as expectations. Hence it is very important for one business to calculate its expectation level towards its customers and judge where it is standing in the markets. In the Hotel industry the trust of the customer is very much fragile. It is almost necessary for all hotel businesses to keep themselves well updated about customers' needs and market demands. Thus to "count" these prompt responses of the hotel customers there are many systems which are being utilized by the hotel industry. The GSTS tops the rank in 5 star hotels.

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