CONCEPTUALIZATION FRAMEWORK ON MANAGEMENT OF CUSTOMER EXPERIENCE IN THE HOTEL INDUSTRY

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Abstract

The hospitality industry has an excellent Investment potential. The tourism sector is closely linked towards the hotel industry, where the hotel industry is developing industry cannot do without the development of tourism and vice versa. Rapid development of the hospitality industry leads to a fierce emergence attracts customers to stay and compete benefits of hotel facilities. Each hotel designed to provide a customer experience to create customer loyalty that affects customer level reconsider the intention. In this article we describe existing literature on client management experiment and develop the customer creation process experience from a management perspective. This article is discussing management strategies as a determinant of the customer experience. More, this article discusses the factors of customer experience management, customer attitudes and society there the environment (trends and lifestyles) also shapes client experience. Customer experience management is you can also focus on the issues from a strategic perspective for example, how and to what extent companies build on experience can create growth. This research provides the concept of Customer Experience Management (CEM) Framework the company tries to understand and manage customer experience to contribute to academics importance of research and management

Keywords— CEM; customer attitude; customer loyalty; hospitality industry; social environment

I. INTRODUCTION

The rapid development of the hotel industry has led to attract guests to participate in the emergence of fierce competition stay and use the hotel facilities hotel. In the face of competition, you need a business grow and show more competitiveness attract and retain loyalty by offering attractive offers potential clients are mainly businessmen and tourists. The hotel management must be able to strategic planning and correct marketing strategies compete now and in the future. Therefore, each company must be able to create business differentiation with other companies. Activities you can do by triggering a unforgettable customer experience, a process several tangible and intangible stimuli can interact [1-4].

Today, creating a great customer experience seems to be become one of the main goals of the hospitality industry. According to [5], Starbucks’ success relies on establishing unique customers give the customer experience. In addition, research carried out by [6] to determine the customer experience is the key factors that companies use to build brand loyalty, channels and services. References [7] and [8] examine the customer experience shopping in a retail store. Other authors reviewed promotion [9], price and effects on competition [10], product management [11], supply chain [12] and position. Reference [13] explains the quality
experience service, satisfactory experience, fitness positive value and image of tourist attractions relationship with the intention to review. Competent company competitive products or services may accepted by customers. The aim of the company is to create and retain consumers [14] so that marketers can build loyal business customers. Academic literature related to customer experience hotel management is still very limited, so this is an area that deserves further research. Purpose of this research establishes a conceptual framework based on theory it can be used as a basis for stimulation and further development study. Figure 1 below is the conceptual framework formed a model of customer experience in the hotel industry. This article deals with customer experience management; and establish conceptual models and strategic factors create an impactful customer experience consumer satisfaction, consumer value and return visits intention. In addition, there are other factors that affect directly shape the customer experience, and client attitude and social environment. See current his phenomenon also proves the dynamic social environment impact on trends and lifestyles. This article identifies five strategic factors customer experience management, where each strategic factor there is prerequisites that directly affect customer creation experience. The five strategic factors are the products / services, service interface, price, promotion, communication relationship between channel and brand.

I. HOTEL MARKETING

According to The American Hotel and Motel Association (AHMA) as cited by Steadmon and Kasavana, the hotel can be defined as a building that is managed commercially by providing accommodation facilities to the public with service facilities to eat and drink, room service, service luggage, washing clothes. Additionally, the customers can use the facilities or furniture, as well as enjoy the decorations in it. Marketing services of the hotel consist of several activities that aim to attract potential customers by giving motivation so that they are interested in buying the products and services of the hotel. According to [15], hotel marketing is an activity that uses strategies and tactics, which is planned in a way to convey the “story” of services a hotel can give, by providing stimulus passionate on guests to choose the message that the hotel compares to another choice of the competitor hotels. Another definition is proposed by [16], hotel marketing is knowledge to please the guests and from that activity, the hotel would gain profits. Therefore, Kotler mentioned it as sensitive serving and satisfying the human need [17]. Ref [18] stated from the service industry point of view, hotel marketing can be defined as processing food, beverage, and hotel accommodation into a demanded product by adding value through service and presentation.

II. CUSTOMER EXPERIENCE MANAGEMENT

The customer experience management strategy is to create valuing customers and the company. Client experience management is different from customer relationship manage with a focus on the customer experience enjoy and feel the services provided by the company. According to [19], “Customer Experience Management (CEM) manages clients strategically complete experience of the product or company ”.research, CEM is management or implement the customer experience in a product or service. CEM is a fully focused management process client and process oriented. According to [20], CEM provides information to generate customer feedback (ROC). It takes a different approach, market products according to their lifestyle and their life customer internship. According to [21], a complete experiment can obtain customer favour with five main components combine the
dimension of distance between products and services, brands, channels and promotions. The experiment is made by help the business avoid the wrong components, and learn how to extend and enrich the customer experience.

A. PRODUCT/SERVICE EXPERIENCE

To consider, possess, use or consume the market, can meet the needs of consumers. The difference between the products and services sought customers are increasingly difficult to distinguish. All each component complements to form a whole customers expect to consume a certain product. Products show designed to provide customers with an experience. In case customer product characteristics, customers will automatically come back to consuming these products. When positioning products, the main thing is the image formation that marketers want create in the minds of consumers [23]. The hotel industry is a service. However, the hotel management can also provide by offering a variety of different customer experiences facilities and goods. The hotel management must able to focus on customers while achieving business differentiation need to be able to adapt to today's dynamic changes surroundings. Some equipment that can be provided hotel management is about increasing the customer experience availability of a fitness center and a children's center. Outraged hotel managers should also be able to show their identity by applying themed hotels (such as resorts, shops, and gallery. The theme hotel concept can also be a product /services that have business value for customers.

B. EXPERIENCE WITH THE SERVICE INTERFACE

The service interface is one of the following strategic factors manage customer experience, hotels management provides services that are directly appreciated, perceived by customers. Various customer experiences negative emotions when service fails, leading to bad experience for customers. One of the hotels management's commitments is to provide customers with the best service provide customers with service guarantees. Currently, service-based interface technology widely used by various businesses including hotels industry. Some examples of technology-based services free Wi-Fi, cable TV, provided by hotel management and others. Some earlier studies involved services interface technology, find out how customers rate quality of services provided through the website (electronic services) and developed a scale to measure the structure [24-26] customer interaction with technological self-service option [27]. The service interface refers to dynamic changes services and information between clients interacts with the company via offline and online methods respectively. The interface of the design and management department is very complicated task. They are divided into three interactions, namely: face to face contains direct changes and interactive faces; personal but distance includes change and interaction by phone, fax, mail and email or by internet; electronic, covering change and interaction in e-commerce sites, via e-mail or short message system (SMS). Customers who directly feel the comfort of the service have a positive impact on quality and overall client satisfaction. This ultimately led to positive word of mouth [28]. Therefore, service personnel must indeed have good customer service and responsiveness. In addition to provide a better customer experience, companies should try to contains such items as design services and facilities satisfy customer's demand. The other service interface must be provided by hotel management is a call center customer interaction facilities and hotel management and
security. Pair of service interfaces bring the experience of brand recall experience, leading to the perception that ultimately shapes attitudes.

C. PRICE AND PROMOTIONAL EXPERIENCE

The price of the hotel is one of the unique elements. For some segments of the hotel market, price is not the only consideration for the use of hotel services, it is think about comfort. Distribution of hotels according to star level and its impact on the price offered. The price is part of it marketing concept quite sensitive because linked to customers and the benefits that customers get after consumption. Hotel management must develop a strategic plan during the delivery process offer a customer experience at a price. The literature on integrated marketing communications is very broad, but research related to hotel marketing very specific. Some researchers suggest sales of commodities can increase dramatically [29-30] the hotel industry also needs the concept of marketing and promotion to increase the sales. Promotion process still in use today it is thanks to advertising in various media, but today a dynamic environment drives the hotel industry to become more prosperous actively propose the concept of promotion in order to attract more consumers. Some promotional plans this article recommends loyalty programs and memberships card binding customers. Each customer member hotels enjoy advantages in the form of discounts or other forms hotel offers. In addition, hotel promotions the program can be adapt to various concepts of the target market, such as small concerts, seminars or exposure.

D. EXPERIENCE WITH COMMUNICATION AND DISTRIBUTION CHANNELS

Alternative channels can generate higher customer capital, and affect customer experience [19]. The integration can present online or offline communication channels the customer's experience in obtaining information, or products / services required. According to [31], there are five main challenges that practitioners face improve the efficiency of multi-channel management client: (a) data integration, (b) client behaviour understanding, (c) channel assessment, (d) resource allocation all channels and (e) channel strategy coordination. Reference [12] studied many multichannel hierarchical relationship problems, among which manufacturers and retailers sell to consumers through various channels. The hierarchy of multi-channel relationships leads to conflicts, can occur between chain members, they must be in competition with each other. Pursue a more positive approach mutually beneficial channel structure, such as profit share [31-32]. Communication and distribution channels are strategies letter carriers should be at the center of the hospitality industry. The communication channel involves hotel and guest management. Current Technological advancements affect people's trends and lifestyles people, so hotel managers should follow dynamic changes. Use of communication channels technology is through Facebook, Twitter, Instagram, etc. Hotel management too you can create an official hotel account and contact directly customer. In addition, today’s mobile application platforms can be used as a communication channel to facilitate customers gets hotel information and services. Distribution channels are also an important strategic factor must be managed by hotel management demonstrate the customer experience to obtain products / services easy. In addition to the application of technology, distribution channels can also be traditional travel agencies, hotel reservation agents and representative office.
E. RELATIONSHIP WITH THE BRAND

The brand is one of the important factors as a brand the company and the name that represents the identity of the individual. The brand must have a relationship or involvement with the following brands customers, which means that the brand must be able to describe the needs of its customers. The hotel industry too there should be a brand that can relate to customer. Brand in consumer rating and rating emotional calls, including confidence, desire, and maturity. The brand should reflect the needs, values and lifestyle of the brand customers as this will create emotional bonds and develop the connection between people and the brands they buy. Before research shows that customer experience matters affects the overall brand recognition of the customer. Reference [33] [34] Research on brand equity and client assets show that they can influence each other. In addition, [35] highlights the mindset of customers (eg. Consciousness, association, attitude, attachment and activity) is the main key to the performance of the brand (eg. Price, price elasticity, market share and success expansion). Brand attributes that lead to customer development there isn't a lot of talk about the relationship. Reference [36] underlines experience the customer and the brand of the company and shows how to achieve this goal. To understand how to create a customer experience, it is important to take into account the brand and client experience. Brand recognition can affect client experience.

IV. CLIENT EXPERIENCE

Customer experience comes from a whole interaction between the customer and the product, company or part the behaviour of the organization, thus encouraging a response. That one experience means customer involvement personal level (rational, emotional, sensory, physical and mental) [37]. According to [38], clients experience is the internal reaction and subjectivity of the client directly or indirectly to the company. Direct contact intervenes in the procurement, procurement and service process, usually initiated by the client. Most indirect contact usually involves unplanned and the company's product, service or brand, and depending on location word of mouth or criticism, advertising, news, reviews and etc. In the academic literature, the classification of experience includes Meaning, emotions, rationality, pragmatism and relationships [37] reference [39] three types of instructions have been identified, including function, machinery and human resources. Functionality specification meets technical quality service, while the mechanical description is related to the design and environmental factors such as arrangement of equipment colour and light. An example of human resources description is employee behaviour. Some authors like [40] the customer experience is divided into four parts, including entertainment, education, escape from reality and aesthetics. On the other hand, [37] a divide customer experience into six categories based on the following the most complete customer experience: the senses, emotion, cognition, pragmatism, lifestyle and relationships. Customer experience concepts in this research involving cognition, emotion, emotional response, for customers, whether it's a social or social experience not limited to items that can be controlled (such as products /Services, service interfaces, prices and promotions, communication and distribution networks and brands relationship) or by uncontrollable elements the identity of the restaurant owner (such as the attitude of the customers and the social environment).
V. CONSEQUENCES OF CEM

A. Customer satisfaction is the result of reducing positive things negative things and determine through the gaps customer expectations and experience. To explore how to satisfy customers, the business must collapse components of the experiment [38]. Can satisfy customers influenced by the way the business provides emotion benefit customers purchase of products / services [41-43]. Therefore, the customer experience management affects consumer education satisfaction.

B. CUSTOMER VALUE

Customer value gives customers insight businesses, think what they want and trust them benefit from products or services [44]. Customer value can form an emotional bond between customers and manufacturers once the customer uses and feels the value-added product or service [45]. This shows that the emotional connection produced based on the customer experience it can create have a positive impact on customers and the industry. So customer experience will affect customer value.

C. INTENTION TO REVIEW

According to [46], one of the advantages of the client the satisfaction is that it can lead to repeat purchases. Class increased customer satisfaction will lead to increased customer loyalty and bring the customer back to the same place repeated purchase. [47] expressed similar views, when the product / service has a positive impact the unforgettable experience moved their feelings, consumers will always remember the time of the product / service consumption of similar products. Customers will become fanatics will consciously (or unconsciously) invite others to consume these products [48].

VI. CONCLUSION

The hotel industry is a dynamic industry, competition between companies. Client experience companies can use the new management concept to retain customers and increase intentions to see customers again. The concept of customer experience is not new; the concept has been used, analyzed and implemented by many people the company. This article made important contributions study. First, it shows the evolution of the concept of customer experience in the academic literature. Second, he has focus on the customer experience track record thorough review of existing management literature. History of CEM identified here paper is the product / service, the service interface, the price and promotions, communication channels and brand relations. Hotels that take into account and implement these concepts can create a customer experience and ultimately lead to customer satisfaction; customer value and growth intend to see the client again. The frame can be managers and practitioners as a concept for measuring customer experience.

REFERENCES


