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A Case Study on Front Office Staff Service Quality Improvement as New Trends for Best Customer Satisfaction in Hotel Radisson Blu Kaushambi, Ghaziabad

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Abstract- Customer satisfaction is defines that how customers are satisfied with a company's products, services, and capabilities. Customer satisfaction information, including surveys that helps the department to find out the actual problem and start working on it overall at the end it increases the overall value of the hotel.

The hospitality industry is a broad industry. It includes hotels, tourism agencies, restaurants and bars. You will find hospitality people everywhere that's the beauty of this sector. In this project I got know that how hotel is maintaining guest experience in this pandemic and building the good value in the market for my research project.

I also conduct a online survey which shows that how employees of Radisson blu Kaushambi is doing their best to maintain the guest expectations and how much they are satisfied working in this situation.

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A Case Study on Front Office Staff Service Quality Improvement as New Trends for Best Customer Satisfaction in Hotel Radisson Blu Kaushambi, Ghaziabad

Varun Sharma [α], Rohit Jaswal [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Customer satisfaction is defines that how customers are satisfied with a company's products, services, and capabilities. Customer satisfaction information, including surveys that helps the department to find out the actual problem and start working on it overall at the end it increases the overall value of the hotel.

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I. Introduction

The Indian tourism and hospitality industry are interlinked to each other they worked side by side. India is a country which gives you experiences of multiculture with rich heritage. People travel to india to enjoy this myriad attractions and hospitality enhances the experiences of the travellers. Where people served the rich culture of the india to the travellers

I have done my industrial training from 5-star property i.e., Crowne plaza, Greater Noida, Uttar Pradesh Including the core departments and now I am working in front office department As a GSA at Radisson bluKaushambi, delhi NCR

I came across many new ideas when I was working in front office department and got know how records is being maintained in excel sheets, montoring of review websites, handling guest complaints, service recovery for any incidentals these things which I have observed.

II. Objectives

- To study and analyses the working situation in front office department post covid
- To findout the loopholes in the department which degrading the guest satisfaction
- Analyses of the service recovery on any incidentals.

III. Literature Review

- After going through this research from Worsfold, K., Fisher, R., McPhail, R., Francis, M., & Thomas, A. (2016), I got know that According to the Worsfold the job statisfaction is directly proportionate to the guest satisfaction and how we can deal with that situation. If employees are satisfied of an department then and only productivity can be increased.
- In this research Kim, T. G., Lee, J. H., & Law, R. (2008), we got know that how IT department is so helpful to get an extraction of all feedbacks and how IT helps to capture the guest feedbacks. According to the Kim IT connects the every department with each other so we can easily transfer the information through system softwares.
- From this review of Foo, L. P., Chin, M. Y., Tan, K. L., & Phuah, K. T. (2021), we got know that how different sector got affected by the COVID-19 and how they deal with that to survive in the market. Post covid situations are different as compared to pre covid in this they differentiate both the situation and tells us how hospitality sector got affected and what all measures they takes to overcome and now hospitality industry is again starting contributing good amount of GDP.

IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathere

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through the medium of online media that in the google forms.

For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

Also, apart from primary data I have done the literature reviews from published research papers, published journals, book chapters along with few articals from magazines, google search and some power point presentations available for reading on digital media as secondary data collection.

V. Graphical Presentation

Research analysis data and the screenshots of the responses collected

a) Covid-19 protocols are becoming an issue

Post covid there are lot of issue in providing an upscaling in guest service as we can clearly see in this Pie Chart There Are 53% people who strongly agree that protocols such as wearking masks and using sanitizer are somehow annoying the guest overall satisfaction.

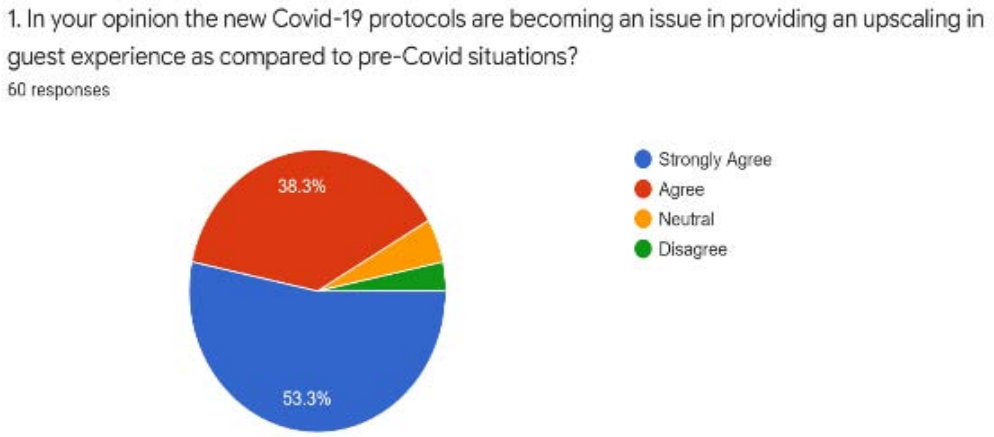


Fig. 1: Protocols of Covid 19

b) Traning of Staff

This Pie Chart clearly states that most of the people agree that traning is required for the staff on the new norms but if you look at different side there are people who thinks that training is not required staff can still Runs the operation smoothly

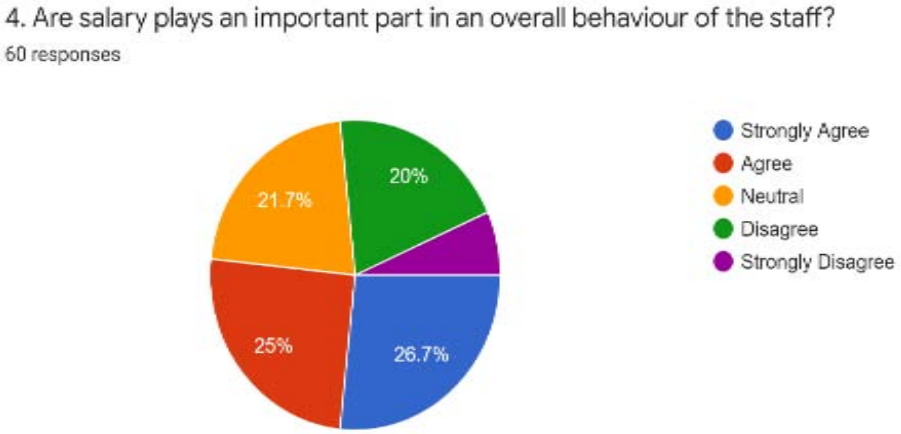


Fig. 2: Staff Training Pie chart

c) Long Working Hour for Staff

As we all know that Hospitality Industry is 24 hour Operational industry Which Led the staff to work as per the requirement of the operation so sometimes the working hours got extend which affects the courtesy nature of staff

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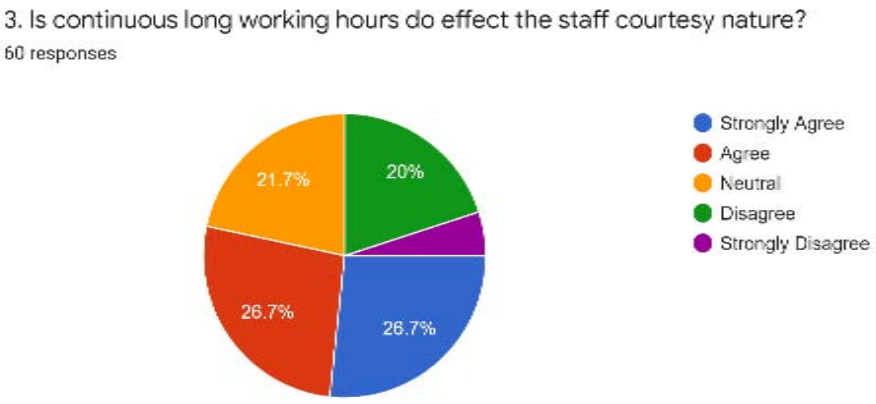


Fig. 3: Staff long working hours

d) Salary of an employee

According to the report we got to know that somehow Salary Plays An Important Role In the Behaviour OF the Staff Sometimes They Feel demotivate when they working more as per the requirenment of the operation

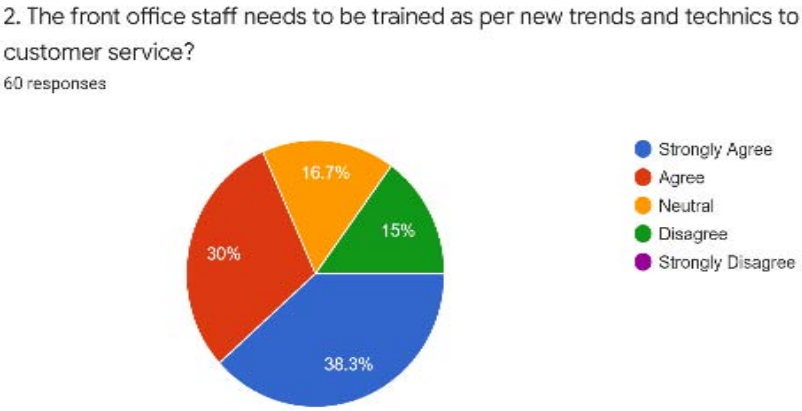


Fig. 4: Salary Satisfaction

e) Covid-19 Protocols Affecting the guest Satisfaction

Wearing a mask is the biggest concern these days, without a mask a person should not be going out of his house. I have researched on this and the results came to be good, rest I have presented this in the form of pie chart

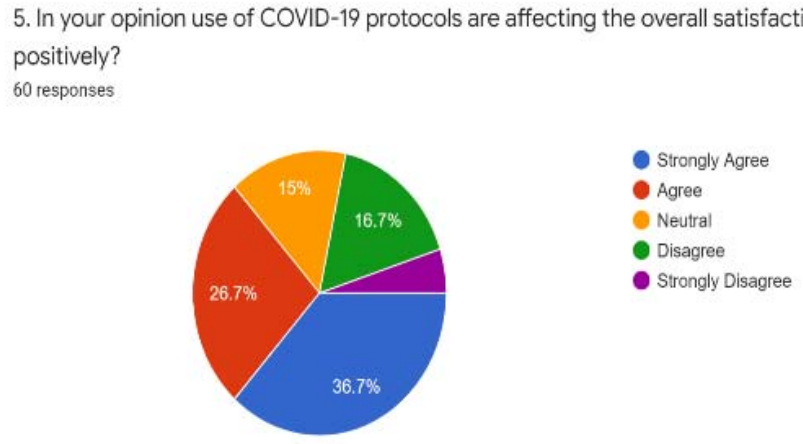


Fig. 5: Customer Satisfaction

f) Front office staff rating

We asked people as per your experience please rate the front office staff service as per the hotel standrards we got some amazing results but the improvement is always needed no one can be perfect in this world

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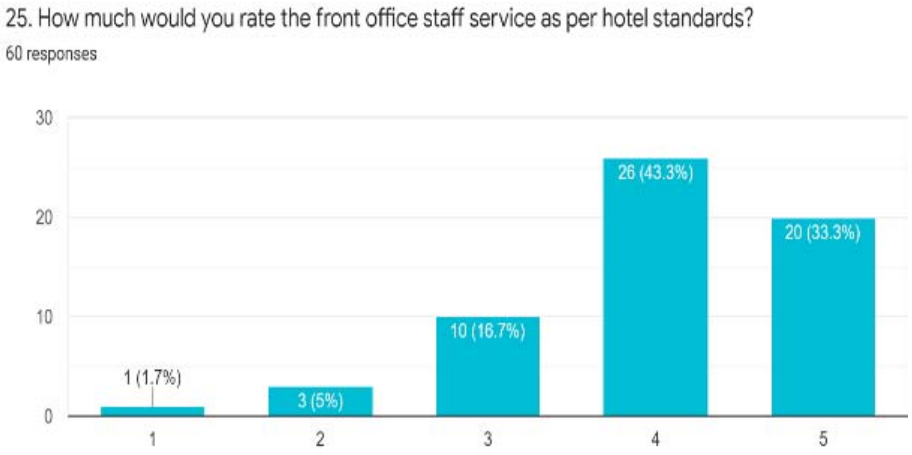


Fig. 6: Overall staff rating

VI. Conclusion

After Conducting this research we got know what actually staff needs and where the management is lacking. This research is important because Radisson Blu Kaushambi is not doing well since after this pandemic Breakdown so we need a ground report from staff as well as from guest so we can actually find out that where we are lacking what we need to update in our system. No one asked about the employee how they are working how they are managing themselves in this situation

After Pandemic hospitality industry faces lot of challenges but still they managed to survive in this pandemic and adopted some new plans to overcome this situation. There are lot of new trends and technology which was implanted after this post covid and employees learn lot of new things in this pandemic.

Some of the examples of new trends are contactless checkins and checkouts and chat bots for FAQ's etc.

Hospitality industry is still reviving himself from this outbreaks and getting back on track. This outbreak helps lot of people to learn lot of things and we are hoping that hospitality industry will get evolved with lots of strength, new trends and technology.

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