

Examining the Impact of Customer Experience in The Hospitality Establishment - A Case Study of Chariot Hotel, Molyko Buea



Abam Evaristus*

Catholic University Institute of Buea, international hospitality management, UK

Submission: May 16, 2018; **Published:** August 27, 2018

***Corresponding author:** Abam Evaristus, Catholic University Institute of Buea, international hospitality management, UK; Tel: 00237-6502-14-212; Email: enyongabam@yahoo.com

Abstract

It is no coincidence that brand loyalty was stronger then, than today as brand was used by costumers as a proxy for quality, in this era organization that could reliably deliver a product on time, in full; every time earned costumers trust, then loyalty. A company's relationship with its customers is much more than improving product rating or decreasing wait times. Understanding the customer journey is about learning what customer experience from the moment they begin considering to purchase, and then working to make the journey towards buying a product or service as simple clear and efficient as possible. Therefore, delivering a consistently good customer experience require the execution of a hierarchy of sequenced requirement and that each level must be satisfied before the next becomes important. Delivering the type of costumer experience that will lead to customer loyalty in a competitive market now requires organization to pay attention to their performance. A company's abilities to deliver an experience that sets its eye on its customers will increase the amounts of costumers spending with the company and inspire culture. An important factor in costumer experience that Chariot hotel need to lay emphasis on is the relationship between the employee and the costumer so as to deliver better services and thus improve on the customer experience.

Keywords: Customer; Customer service; Customer experience; Customer satisfaction

Introduction

The hospitality industry today is competitive; though the overall market is growing, hotels face competition not only from traditional brands but also from boutique hotel, new upstarts and online intermediaries [1]. Compounding this trend, today's travellers rely less on their direct relationship with brand. So, it can come as no surprise that less than half of hotel guests either business or leisure travellers consider themselves loyal to a particular hotel brand. In today's climate, hotels need to deliver more than just the basic of comfortable beds and clean accommodation they need to learn how to harness costumer data and insight to evaluate the hotel guest experience. Costumer experience has emerged as the single most important aspect in achieving success for companies in all industries. With product becoming commoditized price differentiation no longer sustainable, and costumer demand, companies particularly communication service providers are focusing on delivering superior costumer experience [2].

Background of Chariots Hotel Molyko Buea

This three stars hotel found in the South West Region – Buea, Cameroon is comfortable with facilities (grouped into five categories and it range from the presidential, deluxe,

prestige, executive and mini-executive suits and these suits are very comfortable and are equipped with queen size beds, air condition, electronic door locks, cable channels, telephones, hot and cold bath, and Wi-Fi internet connection) that are exceptionally and this has been put in place to please the needs of the many domestic as well as international visitors coming into the South West Region in particular and Cameroon in general. At Chariot hotel, transportation facilities are at the disposal of both the prospective guests and customers from the airport and bus services for hire to other locations. It's specially designed "SPYCE NIGHT CLUB" is the best in Cameroon which offers to its customer rich relaxation with all types of music brand found within Cameroon and beyond while enjoying a free snack with drinks of all variety. Customers have the opportunity to organise parties or events here at affordable prizes. A modern traditional bar, set up to spice up your evening relaxation with drinks, roasted fish, chicken, pork and beef, just into the night club to dance all night, an ultra-modern gymnasium for keep fit and weight reduction, there are also four beautiful conference halls available for any type of event, twin Olympic standard swimming pools also available for parties, picnics and special events and finally children are

honoured at Chariot Hotel with not only the swimming pool but with a specially designed park and these are other facilities offered here at Chariothotel [3].

Literature Review

A customer is an individual or business produced by and the purchase of the good or service produced by a business. Attracting customers is the primary goal of most public facing businesses; because they are the ones who demand goods and services of these businesses. Experience can also be the knowledge or skill in a particular job or activity which you have gained because you have done that job or activity for a long time. Experience is used to refer to the past event, knowledge, feeling that makes someone life or character. Customer experience is the product of an interaction between an organization and a customer over the duration of their relationship. The interaction is made up of three parts; the customer journey, the brand touch points the customer interacts with and the environment the customer experience. A good customer experience means that the individual’s experience during all point of contact matches and individual’s expectation. It can also be defined as the internal and personal responses of the consumer that might be line with the company either directly or indirectly. Consumer experience is created by the contribution not only the customer’s values but also by contribution of the company providing the experience. Interpreting and assessing hospitality experience requires a multidisciplinary approach firstly because the context determines the rules and norms that apply to the interaction (social and cultural, the private and domestic and the commercial [2]. Believe that at [4] times businesses really need to ask themselves how long can they continue putting our customers through a help desk experience rather than delivering a great customer. For a long time, the main stream concept of an exceptional customer service was to delight the customer to exceed customer expectations for example by sending thank your cards, making surprise calls

or handing presents. One of the things these companies don’t seem to learn is that it is not all about customer service it is about the service itself. Customer service only helps me deal with a service that has failed in some capacity. Furthermore, improving customer experience therefore shouldn’t be focused on extending the expectation to sky high level but on minimizing the friction the customer could experience on journey. A great customer experience is aimed at removing all possible obstacles physically and mentally to create a smooth of an experience as possible.

It doesn’t matter, how far how long your business is or how high you’ve scaled. You should never stop talking to your customer that starts with listening to your customer not just running the occasional survey, I mean really listening. Dig into those pain points, find out the “how” and “why” and learn how you can solve that from them. Hospitality experience is a voluntary interaction between the host and guest in which the host provide accommodation and/or food and/or drink to the guest and the context determines the applicable rules and norms for the behaviour of both parties [2].

Research Methodology

For this research work both primary and secondary methods of data collection was use with the primary data was information gotten from the hospitality establishment while secondary research method entails information that was gotten from their websites, archives etc. However, some researchers are of the opinion that a single research technique may use both qualitative and quantitative techniques as well as it can also use both primary and secondary data and each have their own strength and weaknesses [5].

Findings and Analysis

From Table 1 above, the researcher examined the following questions in order to have a good knowledge or inside about hotels vis-à-vis customer experience.

Table 1: showing variables used to assess customer expectation in the hospitality establishment.

Variable	Strongly Agree	Strongly Disagree	No Idea
Perception of customer experience in hospitality establishment	75%	20%	5%
Attitude vis-à-vis its effect on customer experience	80%	15%	5%
Does improving customer service affect customer’s experience	88%	10%	2%
Does the employment of trained personnel affect customer experience	70%	20%	10%
How important is customer experience	92%	6%	2%

Looking at the perception of customer experience in hospitality establishment

75% of the respondents or employees of the hospitality establishment i.e. chariot hotel strongly agree that customer experience can affect the performance of the hospitality establishment, 20% of the respondents disagree with this fact and finally 5% indicated that they have no idea if customer

experience can affect the hotel performance of Chariot hotel [6].

Looking at attitude vis-à-vis its effect on customer experience:

From table 1 above, 80% of the respondents are of the opinion (strongly agree) that the employee and the employer’s

attitude can affect the growth of Chariot hotel, 15% believe that the attitude of employees and the employer cannot affect the growth the growth of Chariot hotel (strongly disagree) and finally 5% of the respondent say they have no idea if employees and the employer attitude can have an effect on the performance of Chariot hotel.

Does improving customer service affect customer's experience in chariot hotel

From table 1 above, 88% of the respondents suggest that improving customer service can help improve on the customer experience in Chariot hotel (strongly agree), 10% disagree with this statement and finally 2% indicate that that they have no idea whether improving customer service can help improve on the customer experience in Chariot hotel.

Does the employment of trained personnel affect customer experience

From table 1 above, 70% strongly agreed that employing trained personnel will improve customer experience, 20% strongly disagreed with the fact that employing trained personnel's will not improve on customer experience and 10% say they have no idea.

Looking at how important is customer experience in Chariot hotel:

From table 1 above, 92% of the respondent believe (strongly agree)that customer experience is very important and this make satisfied customer either come back or even tell their friends about your good service and this will bring more

business to the hotel, while 6% of the respondents strongly disagree that customer experience it is not important in the Chariot hotel and finally 2% of the respondents reveal that they have no idea about the importance of customer experience to Chariot hotel.

Conclusion

The level of customer satisfaction is not only as a factor of experience but as a result of expectation and by improving the touch points we improve the customer's expectation. There are small details which can create a negative impression on our customers about us, our department and our organisation and customer experience is not about a department but it is about the whole business and improving the customer experience improves: customer loyalty, brand or image, profit etc.

References

1. Abam EN (2017) Hospitality in Cameroon – A Case Study Approach. LAP LAMBERT Academic Publishing, Germany.
2. Frans M, Jean Pierre V, Stan J, Rob B (2014) Hospitality experience – an introduction to hospitality management. (1st edn), Noordhoff Uitgevers by the Netherlands.
3. Abam EN (2017) Solving the Problem of Waste Management in the Hospitality Industry- A Case Study of Chariot Hotel in Buea. Asian Business Research, South West Region, Cameroon, 2(3).
4. Abam EN (2011) Customer service institute Australia. Creating a deliberate signature service experience.
5. Veal AJ (2006) Research methods for leisure and tourism- a practical guide (3rd edn), Prentice Hall, Malaysia.
6. <http://www.all-about-cameroon.com/chariot-hotel-muea-buea-cameroon.html>



This work is licensed under Creative Commons Attribution 4.0 License
DOI: 10.19080/JOJS.2018.01.555570

Your next submission with Juniper Publishers will reach you the below assets

- Quality Editorial service
- Swift Peer Review
- Reprints availability
- E-prints Service
- Manuscript Podcast for convenient understanding
- Global attainment for your research
- Manuscript accessibility in different formats
(Pdf, E-pub, Full Text, Audio)
- Unceasing customer service

Track the below URL for one-step submission
<https://juniperpublishers.com/online-submission.php>