

New Approaches to Guest Engagement Leading to Guest Satisfaction and Driving Guest Loyalty

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Abstract : The concept of guest engagement lies in the rigor of operational excellence and the emotional engagement of associates who perform their tasks genuinely from their hearts and hence in word and indeed, in intent and through gestures, a great hospitality is always genuine, attentive, passionate, caring and warm where engaged associates deliver exceptional service experiences and creates memories to last forever for the guests. One out of every five guests says that their decision of coming back to the same hotel is influenced by the opportunity to “experience and be engaged” A key question is what does a guest mean by experience and be engaged? Most hotels are highly concerned about the guest satisfaction. Therefore they have the brand standards which are a guide to the associate to ensure consistent implementation of set service and product standards to satisfy a guest. However, satisfaction of basic guest needs does not necessarily lead to engagement. For example an absolutely clean room and an in room dining order delivered on time can satisfy a guest but may not engage him. Absence of these standards can certainly lead to guest dissatisfaction however; the presence of these standards does not necessarily lead to guest engagement or guest delight.

Keywords : guest engagement, guest satisfaction, hospitality, hotel operations, operational excellence

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