A Study on Customer Relationship Management Strategies Followed By 3 Star and 5 Star Hotels In Trichy District

Dr. V. Indumathi., M.Com., M.Phil., Ph.D.
Assistant Professor in Commerce

ABSTRACT:
CRM is a best business strategy, which is adapted by hotel management and it is a customer-centric business strategy which support effective marketing, sales and service strategies. In this paper, an attempt has been made to find customer relationship management strategies followed by 3 star and 5 star hotels in Trichy District. A sample of 50 respondents was purposively selected from Trichy District. The study concludes CRM strategies should be more developed in hotel sector to attract the customers as well as to improve the organizational goodwill.

Keywords: Customer, relationship, management, hotel, sector, organization, strategy, business, etc.

INTRODUCTION
Customer Relationship Management is one of the important strategy followed by the organization to create a personalized experience that will give the individual customer a sense of being cared for, thus opening up new marketing opportunities. CRM is a best business strategy, which is adapted by hotel management and it is a customer-centric business strategy which support effective marketing, sales and service strategies. To adopt customer relationship management in their organisation they require right leadership, strategy and culture.

Mahatma Gandhi understood the need for CRM and he also quoted that “Customer is the most important person for a business. He is not an interruption to our work but the purpose of it. He is not an outsider; he is a part of it. We are not doing him a favour; he is doing us a favour by giving us an opportunity to serve him”.

International Journal of Scientific Research and Review
Volume 8, Issue 1, 2019
ISSN NO: 2279-543X
REVIEW OF LITERATURE

Dr.N. Thyagaraju and P.Venkateswarlu (2014) revealed the marketing strategies of hotel industry with special emphasis on select 5 star and 3 star hotels in Hyderabad. The study is empirical study and it is descriptive nature. The data needed for the study is collected from top 10 five star hotels in Hyderabad. The hotels reviewed under 7ps of marketing mix. The study concludes that the top 10 selected five star hotels have all type of modern technology, communication and infrastructure facility. The study suggest the hotel sector to follow CRM to compete more in the future.

Sandra Dinora Orantes Jiménez, Graciela Vázquez Álvarez and Ricardo Tejeida Padilla (2017) evaluated the big problems in hotels have not seen the results they expected with their practice and changed from a transactional marketing to a relational marketing. The information needed or the study is collected from small and medium-sized hotel companies of three stars, classification based on the new hotel classification. The findings of the study show that the actual results being measured and achieved in hotel sector. This conclusion of the study adds knowledge and enables the managers of this sector to implement customer relationship management to match it with Mexican market-needs.

Ambrose Kiptoo koskei (2014) determined the customer relationship management in hotel industry in Kenya. The questionnaire was collected from 22 hotels of 6 five star hotels, 8 four star hotels and 8 three star hotels. It is a cross sectional descriptive survey method. This study was descriptive in nature and using collected data table are drawn. The findings of the study show that customer relationship management is an important component in hotel sector to raise their market share. This study also concludes that CRM should be effectively reviewed and followed, so that we can know customers need, taste, preference, varieties, etc.

OBJECTIVES OF THE STUDY

1) To study the current CRM practices in star hotels in Trichy

2) To identify customer relationship management strategies in 3 star and 5 star hotels.
RESEARCH METHODOLOGY

Trichy District is the study area selected for this research. The study taken for research is descriptive in nature. Primary data is collected through well-structured questionnaire. A sample of 50 respondents of 3 star and 5 star hotels in Trichy District have been selected by using purposive sampling method. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

✓ Simple Percentage
✓ Standard Deviation

LIMITATIONS OF THE STUDY

➢ The study is restricted to the selected sample of Trichy District and hence the result of the study cannot be generalized.
➢ The statistical methods used to analyze the data have their own limitation.
➢ All the limitations of primary data are applicable to this study.

ANALYSIS AND INTERPRETATION

<table>
<thead>
<tr>
<th>Table No.1</th>
<th>Demographic Profile of the Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
<td>Number Of Respondents</td>
</tr>
<tr>
<td>Gender</td>
<td>N=50</td>
</tr>
<tr>
<td>Male</td>
<td>32</td>
</tr>
<tr>
<td>Female</td>
<td>18</td>
</tr>
<tr>
<td>Age (Years)</td>
<td></td>
</tr>
</tbody>
</table>
A total of 50 questionnaires were purposively distributed to each of the 50 hotels in Trichy District. All questionnaires were directed to sales, marketing and customer care departments.

Table no.1 describes the details of hotel for the study. Out of 50 respondents who were taken for the study: it has been identified that most (64%) of the respondent are male, (56%) whose age group is under 26 to 50 years, most (68%) of the respondents are graduates/Diploma, the year of experience (42%) of respondents is between 8 to 15 years, (34%) of the respondents agreed that their hotel review their CRM strategies monthly and (48%) of the respondents felt that budget allocated is moderate in their respective organization.
Table No.2

Customer Relationship Management Strategies in the hotels in Trichy

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>One to one interaction</td>
<td>2.36</td>
<td>0.45</td>
</tr>
<tr>
<td>Actively seeking customer feedback</td>
<td>3.39</td>
<td>0.6</td>
</tr>
<tr>
<td>Customer follow ups</td>
<td>3.05</td>
<td>0.51</td>
</tr>
<tr>
<td>Loyalty schemes</td>
<td>2.78</td>
<td>0.49</td>
</tr>
<tr>
<td>Research on customer tastes and preference</td>
<td>2.7</td>
<td>0.78</td>
</tr>
<tr>
<td>Keeping client database</td>
<td>2.56</td>
<td>0.45</td>
</tr>
</tbody>
</table>

The respondents were asked which customer relationship management strategies that they were aware of within the hotel industry in Trichy. One to one interaction as a CRM strategies the respondents agreed to average extend as indicated by mean score of 2.36. On actively seeking customer feedback the respondents as indicated by mean score of 3.39. On Customer follow ups the respondents agreed to average of 3.05. On loyal schemes the respondents indicated by the mean score of 2.78. On research on customer tastes and preference the respondents indicated by the mean score of 2.7. On keeping client database the respondents as indicated by the mean score of 2.56.

Conclusion

Nowadays in modern sector CRM has become more important to build customer relationship, loyalty and increase profits to the business. Due to the growth of technology and communication have all contributed to the growth of customer power. In hotel sector many more changes are flourishing, so customer taste, preference, need area also changing, so to adopt CRM strategies in hotel sector was one of the effective tools to achieve goal. The study concludes CRM strategies should be more developed in hotel sector to attract the customers as well as to improve the organizational goodwill.
References:


