

# The Ever Changing Customer Service And People Management In Hospitality Industries

Thecasesolutions.com



By Matilda Cutmore

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# Customer service in the hospitality industry

## Why is customer service so important?

Customer service is important in many aspects. It is important that a business gives good quality customer service to ensure their customers are happy and satisfied. Good customer service reflects positively on a businesses reputation, which means more customers are drawn to the business. If bad customer service is given by a business, customers will be unhappy with the service and are unlikely to come back, also they will create a bad reputation on that business.



# Importance of excellent customer service:

## Why excellent customer service is important?

Customer service is important because without customers there would not be a business. Excellent customer service results in:

- Higher visitor numbers and greater customer diversity.
  - Increased sales.
- Increasing public image and reputation.
  - Survival in terms of competition.
- Satisfied customers and greater job satisfaction for staff.
  - Customer loyalty.



### The role of communication in customer service:

Effective communication is a vital aspect in the delivery of good customer service. It is important that call center representatives in a business are able to listen well and communicate verbally to customers on the phone. Also employees who respond to customers by written channels must also have strong typing, spelling and grammar skills and have the ability to convey information effectively in an online environment. Communication is also important when dealing with customers questions and complaints. Employees need to be able to communicate with customers in order to deal with questions they may have or inquiries.

