

Conclusion  
Thank you  
Salman

# Sheraton Hotel Analysis Harvard Case Solution & Analysis

Information that Sheraton can get from Social media.

- 1- Guest's Loyalty by searching in the reservation system.
- 2- Where and when the fail of the service occurred.
- 3- Write down in the reservation system what this guest expect next time.
- 4- Learn about how to recover a fail service for this particular guest.

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## Interaction Sheraton Hotel

- The world leading international hotel company
- The third largest hotel company in terms of room number.
- 450 hotels in 60 countries.
- 22 million guests a year.
- The first hotel company used 800 number
- Sold to Starwood in 1998

*The quality of the service is not something to achieve and then forget. The hotel should regularly learn from guests' feedback to make sure it's maintain a high standard. The best way to do that is "Social Media".*



### Sheraton's Service in General.

Example.  
• Sheraton Brisbane Hotel in Australia increasing the guest's satisfaction and speed check-in the hotel by establishing a separate check-in desk in the 27th floor.



Example of using the tool  
• Measuring the queuing in Sheraton by observing and analyzing guests' comments in social media.

### Sheraton Stockholm Hotel

30 minutes queue for breakfast



### The Purpose of My Research

To closely examine and analyze the service theories studied throughout the service management course and evaluate Sheraton's approach and ability of applying these theories to the services they provide for guests.

**seragawa** · 13 days ago  
I also stayed at sheraton macao sky tower last march and loved every minute of it. the queue during check in and check out was long but a very courteous hotel personnel handled everything for me so I didn't have to line up at all. the staff was

that to make it all so much easier the check-in was being introduced by the staff, the staff was good and courteous.

### Using Social Media to Measure and develop a service. Why??

- There is a lot of guests who write about their experience on Social Media.
- People make decision based on others' comments.
- Sheraton can use social media to learn about their guests.

### The Management Role

- Investigate.
- Analyzing guests' comments.
- Understand the guests' needs
- Hire staff that contact with guests' comments.
- Redesign the service map.
- recovery the fail in the service.
- Improve the service and decrease the waiting time.

### Hashtag



#Rate\_our\_Service  
#Queuing\_in\_Sheraton

A hashtag is a word or an unspaced phrase prefixed with the symbol #. Short messages on microblogging and social networking services such as Facebook, Twitter

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social media sites



facebook

tourism customer review sites



guest.

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