
The Policies Implemented in Hospitality Industry

Purpose of Evaluation: Whenever the policies are designed and implemented it is very important to evaluate and assess the effectiveness of those policies. For a hotel or any other hospitality industry it is very important to know whether the policies implemented by them are really working or not. There are various ways this evaluation can be done. Some of the methods of evaluation are customer feedback, polls and opinion surveys. With the help of these methods, the hotels come to know about the customer's point of view towards the services which they provide. The organization comes to know about their weaknesses and the areas for improvement (Hu et al, 2009).

There are various methods adopted by various hotels to know about the services. Hilton Hotel also designed few methods to get feedback from the customers. The first program is known as Hilton Honors through which they get to know about the reactions of the guests and also about their anticipations from the hotels and hospitality industries. One of the other programs is Satisfaction and Loyalty Tracking (SALT). With the help of this program they keep a record of the number of guests who return back to the hotel again and again because of the services provided to them. In order to make sure that the feedbacks are correct and reliable it is important that the data collected should be correct and there are no alterations made in them at any level. Strict and standard procedures should be followed to maintain the authenticity of the feedback given by the customers. Assist future staff training: The success of the customers' services depends on the employees and the staff of the hotel. With the help of evaluation and feedback, when the weak areas are known, the next step is to ensure that the same mistakes are not repeated again. With the help of the feedbacks, a training plan could be developed which would assist the employees and staff to improve their services and know the areas where they failed to serve (Kandampully, 2007). It is very important to give the training to staff as they are the one who would be in direct contact with the customers and will make sure that all the customer care policies are implemented properly.

Even the new employees and the staff joining the hotel must be trained and informed about all the policies and procedures. There should be a provision so that the staff could get a continuous on job training. With the help of this kind of training, it will be much easier for them to learn the things and implement them immediately on the job. As mentioned earlier, the customer service policies should be given utmost importance and it should be well communicated to all the staff. This could be done in the training sessions too, as all the members will be available together. One of the other methods of training the staff with the help of feedback could be to exchange their experiences with each other. Many times, customers give some feedbacks to the staff orally and do not give the same in written. In such cases exchange session will really be helpful for all the

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staff members (Kazlauskaite et al, 2006).

Feedback is to make arrangements where the employees or the staff members Lo2 understanding the purpose of promoting a customer focused culture.2.1 evaluate different communication methods and how these are use to best effect.

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