

THE EXTREMITY NEED FOR DIGITAL ASSISTANCE IN TECHNOLOGICAL ERA: A STUDY TO INCREASE BANDWIDTH OF CUSTOMER SATISFACTION IN HOTEL INDUSTRY

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ABSTRACT

In this current age of automation, anything and everything is revolutionised by the edge of technology. Hotel Industry is no different. The technology is inevitable and with no chances to shun. The hotel industry handles people of different walks of life and must gradually meet the industry standards and developments. Digital Assistance plays a part in the forms of mobile phone applications, meta sites, chat-bots and the list is never ending. This research aims to understand the current usage of digital assistance in the hotel industry and also initiates to under the impact on the customer and the end-users. This paper focuses on role that the digitalisation has played in increasing the standards to meet the customer satisfaction. The impact about the 'word of mouth' and its impact on the business. The convergence of the customer satisfaction with the impact of technology to increase the revenue of the hotel is the essential to understand for adapting to the current trend of the business.

Keywords: *Technology, Automation, Customer Satisfaction, Word-of-mouth*

1 INTRODUCTION

By 2012, more than 2 billion individuals utilized the Internet, double the number utilizing it in 2007. Distributed computing had entered the standard by the mid-2010s [1]. By 2015, tablet PCs and cell phones were relied upon to surpass PCs in Internet utilization. By 2016, half of the total populace was associated. [2]. Open digital information transmission originally used existing telephone lines utilizing dial-up, beginning during the 1950s, and this was the backbone of the Internet until broadband during the 2000s. The presentation of remote systems administration during the 1990s joined with the expansion of correspondences satellites during the 2000s took into consideration open digital transmission without the requirement for links. This innovation prompted digital TV, GPS, and satellite radio through the 2000s [3].

In the communication field, technology has been broadly found in the messaging, internet based life, and cell phones. The cell phones have always improved communication to take into consideration fluctuated highlights to be performed a long ways past what was there at first. The internet based life has been utilized to offer advancement for items, organizations and different ventures. Communication advances have made it workable for various dialects to be connected to and utilized in the communication gadgets [4].

Fuelled by technology and the colossal intensity of the Internet of Things (IoT), consumer desires are developing. This is valid inside each industry and in none more so than the inn part. In an industry where client desires for a positive ordeal run especially high, technology may simply give the way to defeating this test.[5]

2 OBJECTIVES

This research is based on the technology and its impacts on the hotel sector. The research is divided into three parts and based on which the objectives are designed

- To understand the extent to which the digitalisation is incorporated into the hotel industry
- To analyse the methods used through digitalisation to understand the customer needs from different sources

- To appraise the methods used to cover a wide range of customer in terms of satisfaction

3 METHODOLOGY

The research was conducted in descriptive method. The research is qualitative and quantitative aspects of the customer satisfaction based on technological assistance. The guest response from 100 guests were collected randomly and responses from all the departments in the view to understand the acceptance of technology from the guest and consolidated on basis of the departments.

- The primary data was collected from a brand of hotels with 90 operating properties. The limitation is that the brand of hotels prefers anonymity.
- The secondary data was collected from journals, book, magazines and newspapers. The data from the report that was generated by the hotels for internal purposes

4 REVIEW OF LITERATURE

The customer satisfaction (CX) scene has changed, and now like never before, client desires are higher. In our current reality where individuals are progressively busier while additionally used to increasingly prompt delight, organizations can't bear the cost of not to put their emphasis on consumer loyalty [6]. When a customer is having a terrible involvement with an item or administration they need assistance quickly, and they utilize each channel conceivable to get it. Organizations are looked with the overwhelming errand of accepting calls, answer visits and messages and screen internet based life discussions and notices. It's a confounding exhibit of alternatives for customer contact, and disregarding any one channel could cost brands faithful customers [7]

In the first place, counterfeit reviews are copious on the web. Some dishonest organizations post positive reviews about themselves utilizing counterfeit records to expand their rankings and perceivability. Furthermore, contenders could discolour your notoriety by posting negative reviews about your organization. Uninformed buyers regularly don't see the contrast among phony and genuine reviews and in this manner are persuaded false data. That is another motivation to utilize social tuning in — by observing your notices, you can distinguish suspicious ones and make a move. You can likewise get to your rival's reviews through social tuning in to check whether some of them appear to be phony. [8]

A last thought — studies. Reviews may not generally mirror the customer's genuine sentiment. This can happen when the buyer doesn't straightforwardly choose to post an audit and is rather requested to finish a study. Leading studies exclusively frequently realizes one-sided assessments your items, brands or administrations. With this kind of information gathering, the purchaser doesn't have as much motivating force to give honest input. Customers regularly end up saying what the organization needs to hear, and not what they truly think. Different customers may fill the overview arbitrarily just to complete it, particularly if there is a reward. You need to consider while examining client criticism, and not depend entirely on study information. The more different and various your sources are, the more precise the information will be. [9]

5 DATA ANALYSIS

The data was collected from guests who visited the hotels in the random sampling manner and the leads from the hotel was collected to understand the responses received from the guests when technology was introduced.

The responses from 100 guests were taken into count and it was observed that majority of the guests about 49 percent of the guests were business travellers, 32 percent of the guest were leisure type of guest and the rest of the guests stayed for various other purposes. When the guests were asked about improvement in terms of technology in the past decade has influenced the hotel sector- the majority of them i.e. about 72 percent of them said that there is a visible impact whereas the rest 28 percent say that there is not an major visible impact. When the guests are asked if they think that digital assistance will replace human feeling in a positive way, the responses are neutral i.e. 52 percent of the guests says that there will be positive response and 48 percent say that there is negative effect. When the guests are asked if they feel that digital era is inevitable and cannot be avoided.

The departments of the hotels work their optimum for guest satisfaction. When the major four departments were asked if the technology help them to serve the guests better and increase the chances of guest satisfaction. The front-office department says that the guests' check-in time is drastically reduced from about 15 minutes to 3 minutes. The housekeeping department says that technology has enabled to reduce the time taken for reports has been reduced by the digitalisation and the concentration on the cleaning is much more concentrated. The food production department feel that the quality of the product is maintained by the technology and enables in serving

the food at the time at the rice place. The food and beverage departments feels that the wastage is highly monitored and requires less time for order taking and for reaching the guests on time. Overall every department that has direct contact with the guest feel that the digitalisation has enabled them to reach and satisfy the guest in the competent manner.

6 FINDINGS

6.1 CONSUMER ERA

As indicated by BrightLocal, 97% of customers looked online for nearby business reviews in 2017. This number as of now says a great deal regarding the significance of client reviews and their effect on purchasing choices. What makes a difference, considerably more, is that 85% of customers trust online reviews as much as proposals from relatives and companions. Positive or negative reviews can altogether affect your deals since buyers will search for criticism before settling on a buy choice. In the event that they discover the reviews solid and exact, they will in all probability hear them out. Clients need to identify with the analysts; they need to hear conclusions from individuals that appear them, regardless of whether they are finished outsiders.

6.2 DATA PRIVACY

Privacy in general became a worry amid the digital revolution. The ability to storage and usage of large amounts of diverse information opened potential possibilities for close tracking of individual activities and interests. [x]. The data once into the digital arena is available to every and cannot be completely erased and is available in some part of the world. The critical data that is used in hotels such as identity card details, credit card and payment details are very essential to be kept highly confidential so that the guest's privacy is not breeched.

6.3 CONSCIOUS BEHAVIOUR

The customers wherein most of the guest who review the hotels depending on the stay update depending on their real-time experience. This is typically not the paid promotion but the experience is shared by the word of mouth holds more value amongst the potential guests and increases the chances of the guests taking opinion from the fellow guest.

7 SUGGESTIONS

7.1 KEYLESS TECHNOLOGY

Erratic swipe cards will before long be outdated, supplanted by an application on smart phone, which will be the key to your room. The Hilton inn is driving the charge for keyless passage. Having just presented the Hilton Digital Key application in 2015, Hilton now expects to introduce keyless entry benefit in 2,500 inns before the finish of 2019. Sooner or later as well, facial acknowledgment programming may likewise be accessible to open visitor rooms.

7.2 CUSTOMER EMPOWERMENT

At the point when self-service isn't a choice, take a gander at receiving a live chat include inside company's customer benefit platform, or one that incorporates specifically with customer relationship management (CRM). Not exclusively do these arrangements increment customer satisfaction, however it eliminates the time bolster staffs spend fathoming issues, liberating them up to deal with increasingly complex issues.

7.3 LESS HOLD TIME

When one management is able to collect data and store in the data base, then the holding time of the guest before the check in much lesser than the other usual check in time. The preferences of the guests are a critical task and changes from period to period. The front – desk of the hotels plays a vital in collection of this sensitive data for the better customer satisfaction

7.4 PREFERENCES

The probability that these decisions mirror a bigger customer set that can be utilized to construct focused on portions in your customer relationship management (CRM) is high. Once more, it's tied in with making customers feel thought about, by taking into account their requirements and giving them the data envision they're searching for. For marketing team to know why a customer is buying a certain product or service, they can serve them specific messages for each stage of their cycle, catering to their every need and increasing customer satisfaction rates.

7.5 CUSTOMER GRATIFICATION

With the rise of online stages, customers can impart their experience to the world in only a couple of snaps. These days, the surveys are not just found on online business sites — they might be over the web — from web

based life to web journals and discussions. These feedback and gratifications bring in more guests than the self-marketing strategies created by the hotels. These word of mouth feedback help to bring in more and more customer into the hotel with original check into reality.

8. CONCLUSION

Innovations have empowered people to shape community groups that work close by the customary settings. These advances have encouraged responsibility amid the reshaping of commitment as sound information is used in estimating results. Establishments have been co-selecting the prizes of advancements in the extended setting of the general public. Along these lines, the advert of advancements has encouraged the thriving of networks outside the breaking points of the conventional setting. For example, the advancement of communication advances has empowered schools to upgrade their value and dependability as places for learning

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