

# **STUDY SILENT CUSTOMERS IN IMPROVING SERVICE QUALITY OF THE NAGPUR CITY HOTELS**

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## INTRODUCTION:

Relationship marketing is a useful concept for understanding customers, customer relationships from a different – and more holistic – perspective. It examines the extent to which the metaphor of personal relationships can be applied to interactions between customers and employees, focusing on the customer relationship from the viewpoint of the customer rather than the supplier.

### **What's in a relationship with the customers?**

Relationships are not the same; customers want and expect different things from their relationships with different organizations, just as they have different needs and expectations from their varying Personal relationships. If we consider customer relationships through the lens of personal relationships, we can think of relationships in terms of levels of emotional attachment and choice. For example, a customer's relationship with their favorite brand of perfume (high emotional attachment and high choice) could be considered a “committed partnership”, whilst their relationship with a council service or utility Provider (low emotional attachment and low choice) may be more like a “marriage of convenience”. Bonds between customers and suppliers are changing. The balance of power has shifted towards customers, as new technology has redressed the imbalance in the flow of information between customers and suppliers. Customers now not only have more information and a greater choice but are also able to voice their dissatisfaction more loudly.

The shift in the balance of power has contributed to a change in customers' expectations. Companies are now expected to pay more attention to caring for customers, and customers put greater emphasis on honesty and integrity, demanding more transparency from suppliers. Further,

we've witnessed a growth in interest in environmental and social responsibility, with businesses now increasingly recognizing that they are part of a community and a wider world.

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One study identified three categories of relational benefit: confidence benefits, social benefits and special treatment benefits. But there are additional relational benefits from the customer perspective. Relationships can be considered to be purposive; a shared commitment to helping the environment is one way in which Customers and suppliers can provide meaning to their relationship. Customers are also increasingly expecting relationships to offer experiential benefits. As products and services have become commoditized, they engage customers and connect with them in a personal and memorable way.

Most people believe that the public sector should treat its users as customers. However, public services need to do more than just understand people's needs – they also need to understand the nature of the relationship between user and provider, and appreciate the relational benefits which will. As with personal relationships, when problems occur in interactions between suppliers and customers, the mindsets of the individuals, the strength of the relationship before the “disagreement” and how the situation is subsequently managed strongly influence the outcome. A complaint is a crucial “moment of truth” in the customer relationship; if the company gets it right there is potential to actually improve customer loyalty. The human touch is critical in this; customers want to feel that they are valued.

Employees play a crucial role in the customer relationship. Whilst links between employee attitude, customer satisfaction and the bottom line have not been consistently proven, employees clearly matter, with poor morale not only damaging operations but also impacting the customer experience. Employees do more than deliver customer service – they personalize the relationship between customer and supplier. Employees need to be empowered and enabled to play their part in building and maintaining strong relationships.

## **Purpose of study**

Silent costumers are those guests who have disappointed experience with a service led business don't make the manager aware at that time but volcanolised their grievances to others.

Silent customers covertly visits hotels ,restaurant pubs, bars and any other service areas to experience the services ,food and other facilities in the hospitality business and hotels.

Because of the silent customers hotel losses it's customers slowly as the customer grumbles and didn't turn back again .simple "sorry" will not be a answer; it has to be more than that. The purpose of the study is to study measures so that the hotels will not lose their silent customer also including regular one.

Therefore the researcher has taken this topic for study.

**Title:** Study silent customersin improving service quality of the Nagpur city Hotels.

**Aim:**Study silent customers in improving service quality of the Nagpur city Hotels.

## **Objectives:**

- \* To study about behavior of customer.
- \* To study the reason of loosing of silent customer.
- \* To study guest complaint of silent customers.
- \* To study about what precautions are taken to overcome silent complaints.
- \* To measures to overcome silent guest complaints

## **Limitations:**

- \* Study is limited to Nagpur city hotels .

- \* Minimum size of the samples are 56 only.
- \* Lack of sufficient data availability, so there is the personal findings addition.
- \* Study is done on Nagpur city hotel and vidarbha region

## REVIEW OF LITERATURE

We are in a changing world. Massive changes are taking place every day in technology, ways of working and tastes. However, Customers expect more from less but they don't tell you!

Yes, expectations are at an all-time high, we are more demanding than ever, but think about yourself as a customer: do you bother to take time to tell people exactly what you want? My guess is a resounding NO! We just don't have the time Organizations have made impressive efforts to change the way they conduct business and the approach to reach new markets standards.

commerce (u-commerce) is the latest channel which promises success but it is still in the infant stage. U-commerce comprises five types

of commerce: e-commerce, wireless commerce, voice commerce, television commerce and silent commerce.

Each independently introduce

new opportunities and challenges. All five types of u-commerce are bringing fundamental changes in the way business and consumers

communicate to provide the services, enable new class of services, and access the services. It is making possible that the customers'

location becomes the companies' location and support awareness of what customer's want, accessibility at the point of service, and

interaction to satisfy customer' needs .

Silent commerce is considered the most advance type of which is supported by silent technology . Silent technology is considered as an emerging technology which makes everyday objects intelligent and interactive. It is possible to gain extensive amount of information about the business partners and customers at the moment of purchase and track down the products in

their full cycle (maintenance, repairs, damages, and up to the recycle). This data helps companies to better understand spending habits of the customers, customize the promotion and product features, improve inventory and demand forecasting, and bring predictive analysis in the real time. The data granularity provided by silent customers is unmatched with previous technologies and is able to provide

The Silent Customer was conceived in 2008 as a consultancy based business offering mystery dining, customer feedback and learning & development. From research and from listening to both customers and hospitality professionals, it soon became clear that customers felt they were not being heard and that managers felt they were not being given the opportunity to rectify mistakes. We realized that by finding ways to reward customers for their objective feedback they would, in return, provide valuable business insights that managers could use to make improvements to their service and marketing strategies. Over the last few years we have become specialists in mystery dining and offer a bespoke service to small and medium multi-site businesses. Caring about how customers think and feel has always been primary driver. I see underwhelmed customers walking away from businesses everyday with the manager often completely unaware. We all have a duty to help our service industry, not just survive but thrive. We all need to be more confident in giving honest, kindly delivered, feedback and accept that we all make mistakes that we can learn from..

A silent customer is someone who has a disappointing experience within a service led business, does not make the manager aware at the time but vocalizes their grievance to others.

The average silent customer will tell 8 to 16 people about their poor experience, about 10% will tell more than 20 people but with social media and Trip Advisor this circle of influence is now a lot wider.

Our aim is to give silent customers a voice and help pubs and restaurants reduce the cost of the lost. Our Silent Customers covertly visit restaurants and pubs to experience the service, the food and other specific areas of the business. They then complete a detailed online questionnaire. In return for their feedback, they have the cost of their drinks or/and meal partly or fully reimbursed. Our Silent Customers have a passion for great service, an eye for detail, enjoy writing and are able to demonstrate empathy and objectiveness.

So be aware that your silent customers have something to tell you...not collecting the small issues can lead to customer feature requests becoming skewed by big ticket features and the most demanding or annoyed users of your product.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behavior has on both the consumer and wider society. Consumer behavior blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior. Characteristics of individual consumers such as demographics, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behavior. The study of consumer behavior also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behavior is concerned with all aspects of purchasing behavior - from pre-purchase activities through to post-purchase consumption and evaluation activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behavior is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

Customer relationship management (CRM) databases have become an asset for the analysis of customer behavior. The voluminous data produced by these databases enables detailed examination of behavioral factors that contribute to customer re-purchase intentions, consumer retention, loyalty and other behavioral intentions such as the willingness to provide positive referrals, become brand advocates or engage in customer citizenship activities. Databases also assist in market segmentation, especially behavioral segmentation such as developing loyalty segments, which can be used to develop tightly targeted, customized marketing strategies on a one-to-one basis.

Few customers will generate as much revenue for your business as the ones that stay for the long term.

Customers leave businesses for a variety of reasons. Some are drawn to a better product or service offered by a competitor. Others need a more affordable or convenient option than the one provided by your company. Some customers just feel like trying something new.

Even the best businesses lose customers from time to time. While some amount of churn is inevitable, it's important that you understand not just how many customers you lose over the long term, but why they leave your business.

One way to do this is by tracking customer loyalty. Another is by learning the most common reasons customers leave businesses. Below, we've listed five ways your business could be losing customers, as well as simple techniques that you can implement to reduce churn.

One of the most important characteristics of any product or service is consistency. Businesses that retain customers over the long term deliver a consistent, reliable product or service that is the same one week as it is the next.

When your business depends on repeat purchases or ongoing subscriptions, consistency is one of the most important aspects of retention. Deliver the same product or service again and again, and you'll win over customers that depend on predictability.

Deliver an inconsistent service or a product that's different every week and you'll find customers leaving, especially if they depend on you to run their business.

When your business is growing, it's easy to let volume get in the way of consistency. Focus on consistency when your business is small and you'll find it far easier to maintain it as your sales begin to grow.

a small business loses about 10 percent of its influence for every month it doesn't communicate with a customer. Staying silent can seriously hurt you when it comes to retention, since many customers won't act until they find a reason to.

Understanding this, many businesses rush to send out promotional emails and direct mail letters to their clients in an effort to build a relationship. The end result is poor retention, but not for the same reason — instead of having too little contact, customers end up with too much contact.

A general rule, suggests keeping in touch with your customers once a month. Send out useful information, like a how-to guide or an interesting blog post, and avoid sending promotions or direct sales content unless it's infrequent.



Just like developing an interpersonal relationship is a mix of push and pull, developing a strong relationship with your customers is about achieving a balance between providing useful content without ever being too aggressive or persistent.

While having the lowest price in your market isn't always a good thing, it's important that your product or service is priced competitively.

In this case, competitive doesn't mean "affordable" or "cheap." It means priced in line with the value it offers. Your customers shouldn't be able to get more from a competitor than they can from your product or service, especially at a lower cost.

If they can, they may not switch instantly. However, the knowledge that they can get equal or greater value at a lower cost elsewhere will affect their loyalty and could, with time, hurt your ability to retain customers. One of the most effective ways to retain customers is to understand your market. In addition to surveying and studying your customers, study your competitors so that you're always aware of what you're up against.

How much does their product or service cost? What value does it offer? What features does it offer beyond those offered by yours? What is it lacking? The deeper you understand of your competitors; the easier you'll find it to build a better product that helps you retain customers. Unhappy customers rarely remain with your business. They also rarely remain quiet. It can only take one unhappy customer to discuss their experience in public — particularly online — to keep other people away from your business forever.

When customers need help, make sure you're there for them. Offer service above and beyond what's expected, and customers that could have easily become Detractors will quickly become passionate Promoters of your business and brand. When you get a customer on board, it is your responsibility to fulfill the commitments you made at the time of the sale. If you don't, your customers will soon start regretting their decision and might ultimately switch to your competitors. Research indicates that a customer is 4 times more likely to buy from a competitor if the problem is service related.

But many customers never even tell you about their problem. They wait for you to approach them and then silently go away. Many service experts consider complains a sign of customer engagement. It shows that the customer has hope in your company and wants you to sort out things for him. But when the complaining gets too frequent, it signals towards the customer's increasing frustration.

Customers complain frequently because,

- Their problems are not being addressed properly.
- They have a recurring problem.

- They are perpetual complainers.

Irrespective of the reason, every unresolved complaint tests the patience of your customers and takes them closer to your competitors. So if you identify a customer who's complaining too frequently, address his issues now because he's likely to leave you for your competitors.

Frequently complaining customers are bad. But do you know who's worse? Customers who don't complain at all. In fact, they don't even bother responding to your emails. They simply stop engaging with you because they lose hope in your services. These are usually the ones who wait for you to contact them. But when you don't, they simply stop using your products. So any customers who've stopped responding to your emails, calls, surveys and other modes of engagement are probably in negotiations with your competitors and about to make the switch.

Customer service is not just about resolving complaints and fixing problems. It has a much deeper impact on your relationship with the clients.

Once a sale is made and the customer gets on board, your service agent becomes his primary contact point. It is the agent's responsibility to build a relationship with the client and become his trusted ally in the company. The customer should know his primary contact person by name and should always bank on him to resolve his problems.

But if a client doesn't know anyone in your company by name, it clearly means that he has not been engaged properly and, as a result, does not have any relationship with your company. Thanks to the internet, and a seemingly endless choice of service providers, consumers are quite well-informed these days. They have a fair idea of how you compare with your competitors, and what benefits they're getting by choosing you.

However, when a client repeatedly cites examples of how the other companies are doing a better job, alarm bells should start ringing. Loyal customers keep you on your toes in terms of your service standards, but they never give you the impression that they're leaving.

The repeated mention of your competitor's means that your service standards are either not up to the mark or your relationship with the client has become weak. Promotional emails with special discount offers usually get the highest open rate. But when your client starts ignoring your promotional messages as well, there's something seriously wrong in your relationship.

This indicates that the client has lost interest in your services and believes that they are not worth using even at a discounted rate. This usually happens when a client remains disengaged from your services for a long

time, either because of poor product performance or a bad service experience. Successful relationships are about mutual understanding, trust and care. Customer relationships are no different.

But when your clients reach a stage where they have to repeatedly refer to your service contract to get assistance, you know the trust is no longer there.

Again, this is down to poor customer service such experiences lead to dissatisfaction which, if left unattended, can turn into a permanent source of mistrust between you and your customers. Customer churn is a natural phenomenon and companies with even the highest service standards are affected by it. However, if you can identify the reasons why your clients feel cheated, lose trust in your services and ultimately defect to your competitors, you can reduce this churn to a great extent. If you see any of these seven symptoms in your clients, make sure you address them properly so that their feeling of regret can be replaced by gratitude.

The topic of consumer behavior is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behavior has been the topic of many academics and researchers. One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view suggests that understanding consumer behavior has become crucial especially due to fierce competition in retail industry in the UK and worldwide (Lancaster et al, 2002). This will introduce some other areas of research background of consumer behavior addressing the works of researchers and marketers.

It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012). The aim of the study was to analyze the impact of previous experience on buying behavior of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. The consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Another study conducted by Variawa (2010) analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has

been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of ‘premium’ products when compared to their experience from purchasing ‘cheap’ brand products. A number of researches have been carried out by academics and scholars on identifying and analyzing those factors affecting the consumers’ behavior and as a result, various types of factors have been identified. These factors have been classified into different types and categories in different ways by different authors.

Personal factors, on the other hand, include taste preferences, personal financial circumstances and related factors. The impact of personal factors on consumer decision-making is usually addressed by businesses during market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

According to Hoyer et al. (2012) social factors impacting consumer behavior arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behavior of other members of society as consumers.

Lastly, cultural factors affecting consumer behavior are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as “the ideas, customs, and social behavior of a particular people or society” (Oxford Dictionaries, 2015) and the tendency of globalization has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

Marketing mix or 4Ps of marketing is one of the major concepts in the field of marketing and each individual element of marketing mix can be adopted as an instrument in order to affect consumer behavior.

Importance of the marketing mix can be explained in a way that “successful marketing depends on customers being aware of the products or services on offer, finding them available in favorably judging that practitioners of the offering in terms of both price and performance” (Meldrum and McDonald, 2007, p.4).

Core elements of marketing mix consist of product, price, place and promotion. Marketing mix has been expanded to comprise additional 3Ps as processes, people and physical evidence.

Product element of marketing mix relates to products and services that are offered to customers to be purchased. Products can have three levels: core, actual and supporting products. For example, core product in relation to mobile phones can be explained as the possibility to communicate with other people in distance. Actual product, on the other hand, relates to specific brand and model of a mobile phone, whereas augmented product may relate to product insurance and one-year warranty associated with the purchase of a mobile phone.

Price represents another critically important element of marketing and four major types of pricing strategies consist of economy, penetration, skimming.

Place element of marketing mix relates to point of distribution and sales of products and services. Advent of online sales channel has changed the role of place element of marketing mix to a considerable extent.

Promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling and sales promotions to varying extents (Kotler, 2012).

Processes, on the other hand, refer to business procedures and policies related to products and services. For example, integration of a greater range of payment systems such as PayPal, SAGE Pay and Visa in online sales procedures may have positive implications on the volume of sales by creating payment convenience to customers.

Measuring the quality of a service can be a very difficult exercise. Unlike product where there are specific specifications such as length, depth, width, weight, colour etc. a service can have numerous intangible or qualitative specifications. In addition there is there expectation of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, personal needs and what other people may have told them.

SERVQUAL – a methodology for measuring service quality As a way of trying to measure service quality, researchers have developed a methodology known as SERVQUAL – a perceived service quality questionnaire survey methodology. SERVQUAL examines five dimensions of service quality:

- Reliability
- Responsiveness
- Assurance;

- Empathy, and
- Tangible (e.g. appearance of physical facilities, equipment, etc.)

For each dimension of service quality above, SERVQUAL measures both the expectation and perception of the service on a scale of 1 to 7, 22 questions in total. Then, each of the five dimensions are weighted according to customer importance, and the score for each dimension multiplied by the weighting. Following this, the Gap Score for each dimension is calculated by subtracting the Expectation score from the Perception score. A negative Gap score indicates that the actual service (the Perceived score) was less than what was expected (the Expectation score). The Gap score is a reliable indication of each of the five dimensions of service quality. Using SERVQUAL, service providers can obtain an indication of the level of quality of their service provision, and highlight areas requiring improvement. The Methodology Outlined below are the instructions for carrying out a SERVQUAL survey, and a sample of the questions used in the questionnaire. In this sample, a bank is surveyed however; any service organization can be surveyed using this questionnaire. All that needs to be done is to substitute the word "bank" with the particular organization or industry being surveyed.

1. Select the bank whose service quality you want to assess. Using the questionnaire (see Appendix A below), obtain the score for each of the 22 Expectation statements, then obtain the score for each of the 22 Perception statements. Calculate the Gap Score for each of the statements where the Gap Score = Perception – Expectation (see Table 1 below).
  2. Obtain an average Gap Score for each dimension of service quality by assessing the Gap Scores for each of the statements that constitute the dimension and dividing the sum by the number of statements making up the dimension (see Table 1 below).
  3. Sum the averages calculated in step 2 above and divide by 5 to obtain an average SERVQUAL score. This core is the unweight measure of service quality for the area being measured.
  4. If you want to have a weighted score, calculate the importance weights for each of the five dimensions of service quality constituting the SERVQUAL scale. The sum of the weights should add up to 100
  5. Calculate the weighted average SERVQUAL score for each of the five dimensions of service quality multiplying the averages calculated in step 2 above by the weighted score
- Sum the scores calculated in step 5 above to obtain the weighted SERVQUAL score of. Service quality for the area being measured.

When expressing a complaint, the guest may be quite angry. Front office staff members should not make promises that exceed their authority.

Top Ten ways of handling guest Complaints:

Listen with concern and empathy.

Isolate the guest if possible, so that other guests won't overhear.

Stay calm. Don't argue with the guest.

Be aware of the guest's self-esteem. Show a personal interest in the problem, Try to use the guest name frequently.

Give the guest your undivided attention. Concentrate on the problem, no on placing blame. Do NOT Insult the guest.

Take notes. Writing down the key facts saves time if someone else must get involved. Also, Guest tends to slow down when they see the front desk agent trying to write down the issue.

Tell the guest what can be the best done. Offer choices. Don't promise the impossible, and don't exceed your authority.

Set an approximate time for completion of corrective actions. Be specific, but do not underestimate the amount of time it will take to resolve the problem.



## Getting Complaints is Like Winning Lotto!

- 1) What you need to do to ensure a regular stream of complaints. Dump the feedback form and go out and ask your customer's face to face. Do it regularly and have them know whom they can complain to, if anything goes wrong. There is no such thing as a silent customer.
- 2) Complaining customers are always very precise. They eliminate the vagueness of feedback forms. Listen to them, act on their complaints. It's not that they want to leave. They want to be wooed back. Fix the problem and then let them know how you fixed it.
- 3) They're giving you free feedback that would cost a fortune at a research company, so reward them. They've been inconvenienced on top of getting a bad product or service. That inconvenience factor deserves payment in the form of a reward over and above just fixing the problem. Customers who are bought back from the brink are extremely loyal and extremely 'noisy.' Treat them like the asset they are.
- 4) Remember, it costs eight times as much to get a new customer, than it takes to keep an existing one. Keep them at all costs. Atone for your sins.
- 5) Rule #1: The complaining customer is always right. Rule #2: When in doubt, refer to Rule #1

## RESEARCH METHODOLOGY

### SELECTION OF AREA :

The project is related to the silent customers how they are helpful in the improving service quality of the Nagpur city hotels. The study is done to the hotels of vidarbha region includes : Nagpur, Amravti, Chandrapur, Gondia, Wardha, Yawatmal city having two star and three star hotels.

### SELECTION OF SAMPLES:

Sample size is 56, Purposive sampling techniques was used for sample collections from vidarbha regions including Nagpur city 2\* & 3\* hotels.



Samples are collected from Supervisory level of employees of hotels of Nagpur city. A general survey was done in the form of questionnaire filled by the Supervisory level of employees.

### **METHOD OF DATA COLLECTION :**

- 1) Primary Data**
- 2) Secondary Data**

The researcher used the sample survey method for collection of data.

The method used in the study will be divided in to two parts:

### **PRIMARY DATA :**

This is the information data consisting of general information gathered through questionnaires & personal interview. According to the objectives of the project the questionnaire method is more suitable to get the proper answers. The questionnaire contains such questions which were small & self-explanatory to get proper result.

### **SECONDRY DATA :**

Secondary data was collected by referring through various text books ,articles, magazines, internet websites, related to the topic .

### **ANALYSIS OF DATA:**

The data thus collected was further tabulated & put in the form of pie chart. The interpretation or analysis of data forms the base of the result & discussion for the project. Correlated test & T –Test further on these analysis result & conclusion of the project taken out.

## RESULT & DISCUSSION

Awareness of the term of silent customers

**Table No:1**

SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	YES	40	71.42
2	NO	16	28.57
	TOTAL	56	99.99

From table no 1 It is seen that 61 % hotel staffs are aware of the term “Silent Customers”.

29% Hotel staff is unaware of the term Silent Customers during their service to customers.

**Ever served or come in contact with the silent customers**

**Table No:2**

SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	YES	22	39.28
2	NO	34	60.72
	TOTAL	56	100

From table no 2 it has been observed that 39.28% hotel staff came in contact with silent Customers.

61 % Staff members are not came in the contact with silent customers or even service provided to them.

**Approach to silent customers**

**Table No:3 (Figure 1)**

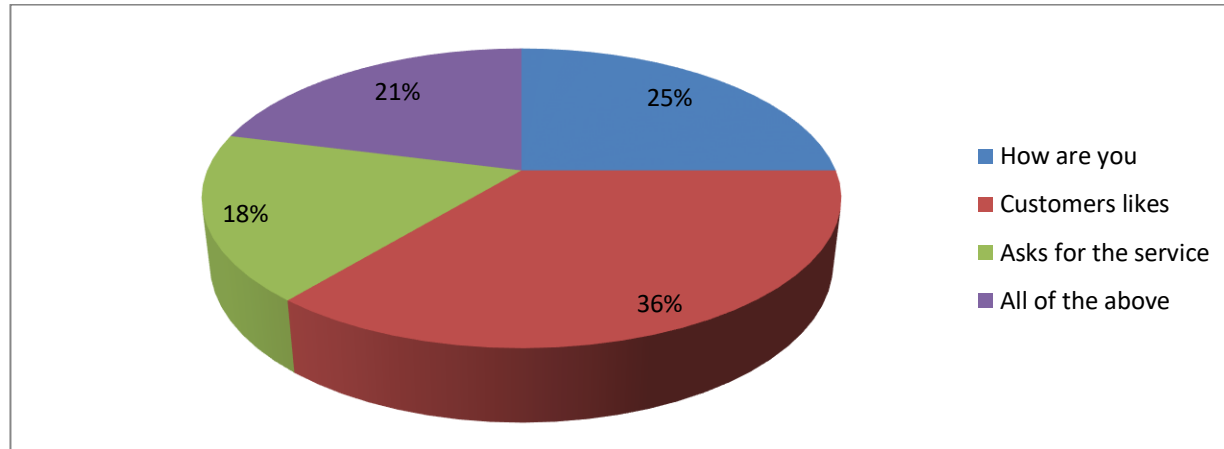
SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	How are you	14	25
2	Customers likes	20	35.71
3	Asks for the service	10	17.86
4	All of the above	12	21.42
	TOTAL	56	99.99

From table no 3 it is seen that 25% staff members ask the customers & try to be friendly with them.

**36% staff members asks the customers for their likes & choices,**

**18% staff members asks the customers for the service whether they like it or anything else**

**21% staff members are using all the above methods to approach the guest.**



**Engage to silent customers**

**Table No:4(Figure 2)**

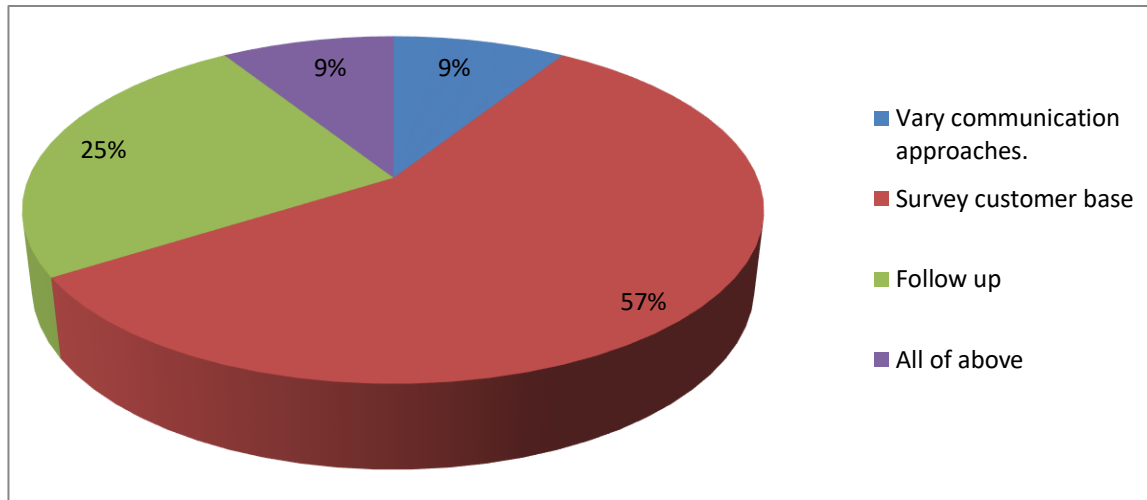
SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Vary communication approaches.	5	8.92
2	Survey customer base	32	57.14
3	Follow up	14	25
4	All of above	5	8.92
	<b>TOTAL</b>	<b>56</b>	<b>100</b>

**Table no 4 shows that 9% staff members are using different methods of communication with silent customers.**

**57% staff engage the customer by doing survey base method**

**25% staff members takes regular follow-up through the customers**

**9% staff in hotels are practicing all the above methods to get involved with silent customers**



**The factors responsible for the drop of customers**

**Table No:5 (Figure 3)**

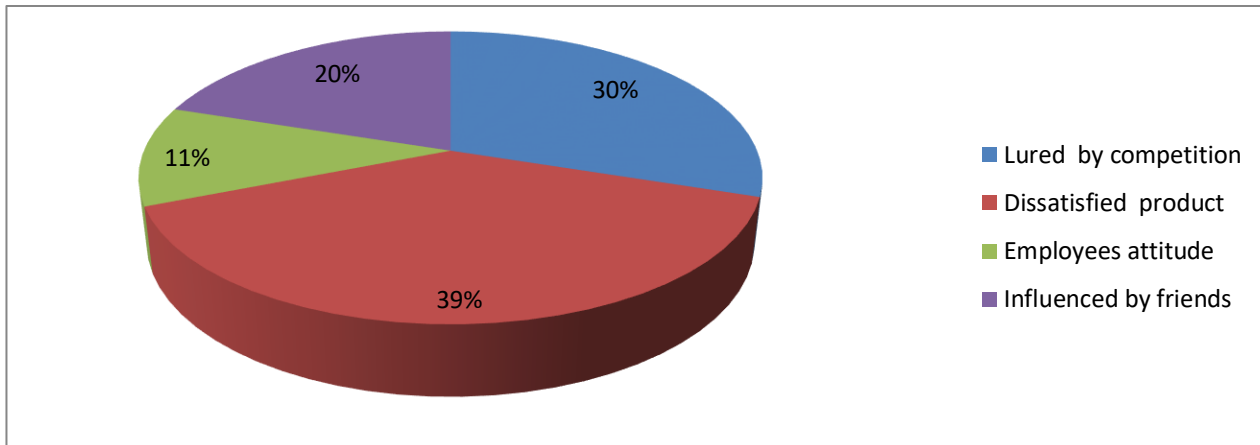
SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Lured by competition	17	30.25
2	Dissatisfied product	22	39.28
3	Employees attitude	06	10.71
4	Influenced by friends	11	19.75
	TOTAL	56	100

Table no 5 shows that hotel drops 30% customers because they get lured by the competitor's in the market

39%customers are dissatisfied with the products provided

11% customer's loss due to the employees bad attitude of misbehavior

20% customers are get influenced by their friends advice



### Handling guest complaints

**Table No:6**

SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	YES	43	76.78
2	NO	13	23.22
	TOTAL	56	100

**Table no 6 shows that 77% hotel staff are handling guest complaints effectively**

**23% staff of hotel fails to handle the guest.**

## Handling guest complaints

Table No:7 (Figure 4)

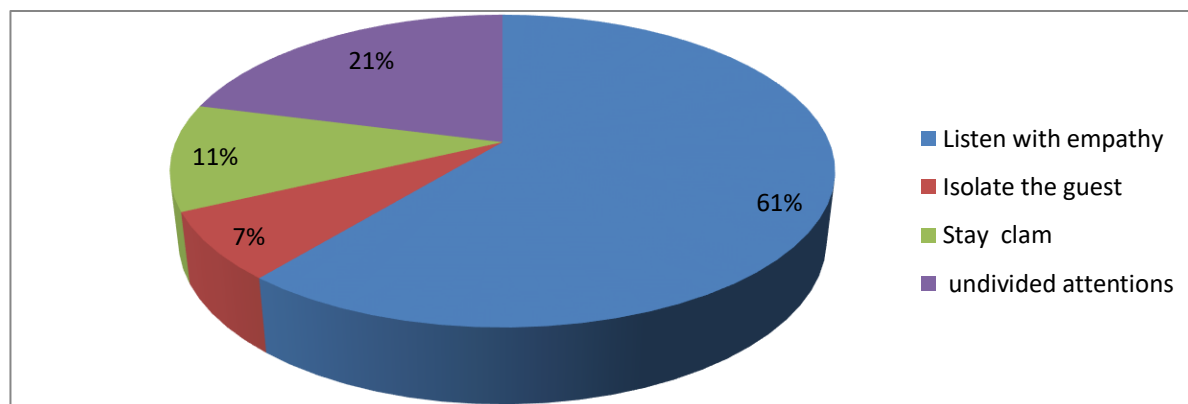
SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Listen with empathy	34	60.71
2	Isolate the guest	4	7.14
3	Stay clam	6	10.71
4	undivided attentions	12	21.43
	TOTAL	56	100

Table no 7 shows that 61% hotel staff employees handle guest complaints with empathy

7% hotel staff isolate the guest for solving their complaints.

11% hotel staff remains calm if guest complaints.

21% staff members pays undivided attentions to the guest complaints'

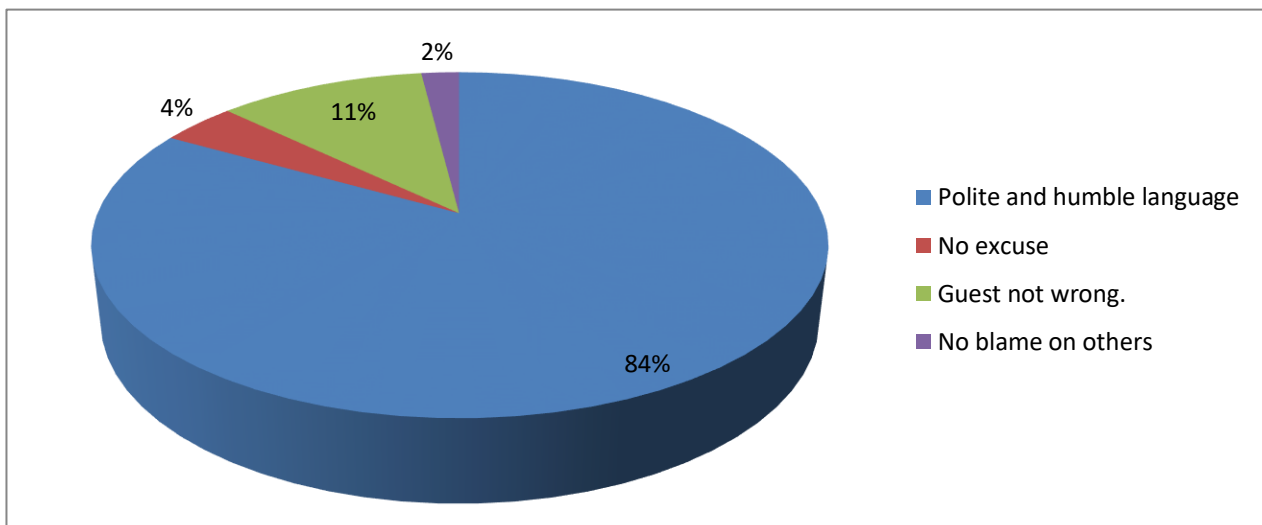


## Deal with guest complaints

Table No:8(Figure 5)

SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Polite and humble language	47	83.92
2	No excuse	2	3.57
3	Guest not wrong.	6	10.71
4	No blame on others	1	1.79
	<b>TOTAL</b>	<b>56</b>	<b>100</b>

Table no 8 shows that 84% hotel staff handle guest complaints with polite & humble language  
 4% hotel staff have no excuse to deal with the guest complaints  
 11% Hotel staff assumes that the customers is posting the wrong complaints about the services  
 2% staff members blames on other staff members for The r guest complaints.



**Regular feedback from customers**



**Table No:9**

<b>SR. NO</b>	<b>OPTIONS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>1</b>	<b>YES</b>	<b>52</b>	<b>92.85</b>
<b>2</b>	<b>NO</b>	<b>4</b>	<b>07.14</b>
	<b>TOTAL</b>	<b>56</b>	<b>100</b>

**Table no 9 Shows that 93 % hotel staff takes regular feedbacks from the customers**

**7% hotel staff is not taking regular feedbacks from the customers.**

**Regularly respond to the feedback of customers**

**Table No:10**

<b>SR. NO</b>	<b>OPTIONS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>1</b>	<b>YES</b>	<b>48</b>	<b>85.71</b>
<b>2</b>	<b>NO</b>	<b>8</b>	<b>14.28</b>
	<b>TOTAL</b>	<b>56</b>	<b>100</b>

**Table no 10 shows 86% hotel staff are responding the feedbacks of their customers on regular basis**

**14% hotel Staff members are not responding the feedbacks of their customers on regular basis.**

**Online feedback programme for silent customers****Table No:11**

SR. NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	YES	21	37.5
2	NO	35	62.5
	TOTAL	56	100

**Table no 11 shows 38% Hotel have special system for feedback of customers online**

**63% hotel does not online system for feedback for the silent customers**

**SUGGESTIONS & RECOMMENDATIONS**

In business, conflict is inevitable. However, if mismanaged or ignored, conflict can become bad for business. If you don't adequately address and resolve conflict, it can negatively impact customer retention, loyalty and brand awareness.

Most conflicts can be resolved in their earliest stages. Here are 12 conflict resolution tips for excellent customer service. They will help your call center agents avoid and resolve conflicts in their early stages before they interfere with the relationship between organization and customer.

**1. Allow customers to talk**

Allow angry customers to talk and express their feelings until they release their frustration and calm down.

**2. Show you care**

Use empathy statements to show you understand the customer's feelings or frustrations.

**3. Use the correct tone**

Don't smile, laugh or mock upset customers. Convey empathy with a soft tone.

**4. Be neutral**

Do not offer your opinion, agree or disagree with customers. Offer empathic support and work to solve their problems effectively.

**5. Don't react**

Never respond to angry comments. Allow the customer to voice their opinion and interject with helpful redirection when appropriate.

**6. Focus**

When a customer is tangential, redirect the conversation back to the important issues and focus his attention on constructive solutions.

**7. Use verbal softeners**

Use words like "likely", "typically", "perhaps", "sometime", "possibly" or "occasionally" with customers who might not respond well to categorical words like "always" or "never".

**8. Make angry conversations private**

Avoid talking with [angry customers](#) within earshot of employees or other customers.

## **9. Agree**

Find something to agree with the customer about. An agreement will result in collaboration and cooperation.

## **10. Use silences**

When customers talk, listen and wait for a silence. When your customer has stopped talking, then summarize their main point and work together on a solution.

## **11. Use timeouts**

If customers are frustrated, annoyed, or are not capable of engaging in a productive conversation, allow them the opportunity to think by themselves for short periods of time. Then, address their concerns effectively.

## **12. Set limits**

When customers refuse to act constructively and alternative methods have been exhausted, set limits and end the interaction.

To build healthier businesses, it is important to manage customer's expectations and take the necessary steps to avoid arguments, disputes and other forms of conflict. Customer service representatives can use the above [conflict resolution tips](#) to resolve most disputes to resolve issues before they impact the organization.

## SUMMARY & CONCLUSION

The success of every organization is dependent on its ability to create products and services that address unmet customer needs. Despite this fact, in over 95 percent of all organizations, marketing and development managers don't agree on what a customer "need" even is. More specifically, they do not agree on what characteristics a customer need statement should possess, what information it should contain, its purpose, and how it should be structured. The first step in becoming a customer-centric organization is agreeing on a customer needs and satisfy their requirements.

Customers do not naturally share the metrics they use to measure success when getting a job done. Consequently, customers must be engaged in a conversation that is designed to extract these desired outcome statements from them. Emerged from customers' different reasons to why they do not complain. When dissatisfied customers do not complain. Dissatisfied Customers' Reasons to Stay Silent. This part of the analysis outlines themes created on why dissatisfied customers stay silent. Because of business, Low Expectations and Previous Negative Experiences, The Lack of Energy and Time, and the Ignorance by employees. Each time consists of several reasons to why customers remain silent when dissatisfied. The exploring character of the makes us analyze the reasons deeply in order to grasp customers' situations that emerged in the reduction of overlaps and codes is Pre-emptive Actions by organizations, which indicates that some customers customer feels that complaints are unnecessary since the situation is sorted before interacting with customers. Illustrations are when refunds, information, and transparency are provided to customers. This is consistent the discussions provided in the focus groups reveal that customers may be dissatisfied but silent since they are aware that the business has discovered and is solving the failure. A thought is that this type of dissatisfaction occurs among their customers, which is why some customers have experienced accommodating, service in this circumstance. Therefore, this was an expected finding due to the aspects uncovered in the literature review. This perspective is an acceptable behavior by organization. Also, customers are aware that orders service might satisfy them, however they overlook such dilemmas when organizations implement pre-emptive actions.

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