Customer Relationship Management Implementation Strategies in Hotel Industry

Brijesh Kumar Yadav
Junior Research Fellow, Faculty of Management Studies, Banaras Hindu University (BHU), Varanasi, Uttar Pradesh, India


ARTICLE HISTORY: Submitted: July 08, 2013, Revision received: September 04, 2013, Accepted: September 19, 2013

ARTICLE TYPE: Review paper

ABSTRACT

Customers are becoming price sensitive, less loyal and more switchers in terms of preferring products and services. Customer relationship management (CRM) is an authoritative tool, which characterizes an imperious role to attract, retain, and maintain relationship with customers for life time. However, the successful implementation of CRM is a distinguished issue as only successful CRM implementation can accomplish the target of attracting, retaining, and nurturing relationship with customers. CRM is venerated as business strategy, fetched by organisations to proclaim the strategic relationship with customers, which subsequently leads to the loyalty among the customers. The evinced work concentrates on the implementation issues of CRM, which foster the organisations especially in the hotel industry to retain customers for life time. Today, customers (guests) are laudably conscious about the price, brand, and competition in the hotel industry. Therefore, patronage of guest loyalty is a very challenging endeavour in hotel industry as customers vacillate brands even they are fully satisfied. Furthermore, in this paper a manoeuvre is also elicited to recognize the divergent implementation issues which are fastidious to successful implementation of CRM. As the last endeavour, a CRM implementation model has been conceived, which will augment the value in the implementation of CRM especially in the hotel industry.

KEYWORDS: CRM, CRM Implementation, Implementation Issues, CSF, Customer, Loyalty, Hotel Industry

REFERENCES


