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About Vivanta by Taj

“**Vivanta** is an Indian hotel chain established in September 2010. The brand is a part of the Indian hotels company limited, a subsidiary of the Tata Group

The brand Vivanta was born as a part of Indian hotels company limited brand architecture exercise. With this the brand rolled over 19 of its hotels to the new brand”.

“More than a collection of hotels and resorts, Vivanta signifies a zesty, chic and vibrant take on travel and lifestyle. It signifies a living philosophy. Vivanta is designed around the global, cosmopolitan”

“ Vivanta making sure the guest experiences the Hotel in a totally new way right from the architecture of the property to the aromas used in the public spaces the music to the menu design and other offerings”

TAJ REWARDS

- Room restitution
- gifts card point
- restitution at hotel (dine, drink, spa)

PARTNER REWARDS

- Partner deed
- point changeover
- Commodity redemption

IHCL- A Tata Enterprise

“Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, comprising over 100 independently operating companies. The group operates in more than six continents with a mission to improve the quality of life of the communities it serves globally. Through long-term stakeholder value creation based on ‘Leadership with Trust’, the Tata brand stands as a lasting promise behind its businesses, many of which are industry leaders”.

OUR BRAND- VIVANTA BY TAJ

- 49 HOTELS
- 753 KEYS
- 50 DESTINATIONS

New Builds

“By offering our brand standards and assistance of our highly qualified technical team, we help any new building imbibe features of a successful hotel. Our highly trained team of technical and hospitality professionals extends support at every stage, ensuring that new build hotels meet our brand standards and stay competitive”.

Taj Hotels

“Experience a haven of luxury and comfort, ideally located in the middle of bustling cities and towns”.

Taj Palaces

“Experience India’s majestic old-world charm and rich tradition in stunningly restored living palaces”.

Taj Resorts

“Experience absolute tranquility and luxury, surrounded by mesmerising views”.

Taj Safaris

“Vivanta is an Indian hotel chain established in September 2010. The brand is a part of the Indian Hotels Company Limited, a subsidiary of the TATA Group”.

Parent organization: Indian Hotels Company Limited

Founded: September 2010

Number of locations: 22 hotels in 19 destinations

Key people: Ratan Tata, Puneet Chhatwal

Some of the properties across india other than lucknow of vivanta by taj:

AURANGABAD

1 Hotel

BENGALURU

6 Hotels

CHANDIGARH

1 Hotel

CHENNAI

5 Hotels

COIMBATORE

1 Hotel

GOA

4 Hotels

GUWAHATI

1 Hotel

HYDERABAD

5 Hotels

JODHPUR

2 Hotels

MUMBAI

6 Hotels

Marketing mix strategies

“Marketing mix has a crucial role in differentiating product’s unique quality from its competitors, and is often as good as with the 4Ps; price, product, promotion, and place”.

“The **marketing mix** is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution”.

“The purpose of marketing is to make the prospective customer aware of your product. The utilization of McCarthy's methods forces the marketer to refine the focus of the audience they hope to reach with their advertisement. A marketing mix helps an organization make strategic decisions when launching new products or revising existing products”.

Product

“To begin with, develop the habit of looking at your product as though you were an outside marketing consultant brought in to help your company decide whether or not it's in the right business at this time. Ask critical questions such as, Is your current product or service, or mix of products and services, appropriate and suitable for the market and the customers of today?”

“Whenever you're having difficulty selling as much of your products or services as you'd like, you need to develop the habit of assessing your business honestly and asking, Are these the right products or services for our customers today?”

“Is there any product or service you're offering today that, knowing what you now know, you would not bring out again today? Compared to your competitors, is your product or service superior in some significant way to anything else available? If so, what is it? If not, could you develop an area of superiority? Should you be offering this product or service at all in the current marketplace?”

“Expanded and modified marketing mix”

“The prospect of expanding and modifying the marketing mix for services first took hold at the inaugural AMA Conference dedicated to Services Marketing in 1981, and built on earlier theoretical works pointing to many important limitations of the 4 Ps concept. Taken collectively, the papers presented at that conference indicate that service marketers were thinking about a revision to the general marketing mix based on an understanding that services were fundamentally different to products, and therefore required different tools and strategies. At the The extended marketing mix for services is more than the simple addition of three extra Ps. Rather it also modifies the traditional mix of product, price, place and promotion for superior application to services.”

INTRODUCTION / OBJECTIVE OF THE STUDY

“The purpose of this thesis was to investigate how customer satisfaction enhances customer loyalty in hotels. The main purpose of the research is to assess and evaluate **customer needs, quality measures, customer experience, customer requirement** and the necessary **policies** that **vivanta by taj** follows in context to **marketing mix strategies** so as to evaluate or create exiting understanding, review and investigate existing situation or problems, find out the appropriate solutions to the problems as well explain new idea and generate scope of further research. Research on the issues on tourism sector is to focus on problems of the specified sector and find out appropriate solution of research”.

“Qualitative and quantitative methods of research were used to collect the data for the research. This included collecting both primary and secondary data to make the research comprehensive and credible. Interviews and questionnaires were used to collect first-hand information while a review of the past literature provided the secondary data”.

“Tourism is now a global industry connecting hundred millions of people worldwide; which been recognised as a fastest rising sectors. These industries make it as a key column of economic development of any destination country”.

“The international media most often focused on countries ongoing political instability, which made huge negative country image as a tourist destination. Instead of political valances Bangladesh has incredible prospects on its tourism sector”.

“Due to political incidents tourism industry is seriously hampered. Master plan on future tourism in Bangladesh are not maintaining strictly. When the countries tourism got tourism friendly steady environment; the sector flourishes and at the same time increase arrivals.

There are major problems on tourism in Bangladesh and huge opportunities to ensure continued tourism. In this research, I am going to examine how tourism of Bangladesh will thrive in spite of identified problems”.

“Many countries in the world are dependents on tourism sector for earning of foreign currency. Where, every destination is trying to establish their country image to get more gain by rising tourism sector; Bangladesh is very slow to reach this goal”.

“Marketing research is a systematic process of analyzing data which involves conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, gauge the nature of a firm's marketing environment and to attain information from suppliers”.

“A distinction should be made between **marketing** research and **market** research. Market research pertains to research in a given market. As an example, a firm may conduct research in a target market, after selecting a suitable market segment. In contrast, marketing research relates to all research conducted within marketing. Market research is a subset of marketing research”.

“Marketing researchers use statistical methods (such as quantitative research, qualitative research, hypothesis tests, Chi-square tests, linear regression, correlation coefficient distributions, Poisson and binomial distributions, etc.) to interpret their findings and convert data into information”.

Research Mechanism

“Marketing research spans a number of stages, including:

- Define the problem
- Develop a research plan
- Collect the data
- Interpret data into information
- Disseminate information formally in the form of a report”

Purposes

“Market segmentation is conducted for two main purposes, including:

- A better allocation of a firm's finite resources
- To better serve the more diversified tastes of contemporary consumers

A firm only possesses a certain amount of resources. Accordingly, it must make choices (and appreciate the related costs) in servicing specific groups of consumers. Moreover, with more diversity in the tastes of modern consumers, firms are noting the benefit of servicing a multiplicity of new markets”.

Overview

“The steps of segmentation are Segment, Target, Position (abbreviated STP)”.

Segment

“Segmentation involves the initial splitting up of consumers into persons of like needs/wants/tastes. Four commonly used criteria are used for segmentation, which include:

- **Geographical** (a country, region, city, town, etc.)
- **Psychographic** (e.g. personality traits or lifestyle traits which influence consumer behavior)
- **Demographic** (e.g. age, gender, socio-economic class, education, etc.)
- **Behavioral** (e.g. brand loyalty, usage rate, etc.)”

Target

“Once a segment has been identified, a firm must ascertain whether the segment is beneficial for them to service. The DAMP acronym (meaning Discernable, Accessible, Measurable and Profitable) are used as criteria to gauge the viability of a target market. The elements of DAMP are:

- **Discernable** - how a segment can be differentiated from other segments.
- **Accessible** - how a segment can be accessed via Marketing Communications produced by a firm
- **Measurable** - can the segment be quantified and its size determined?”

Situation

“Positioning concerns how to position a product in the minds of consumers and inform what attributes differentiate it from the competitor's products. A firm often performs this by

producing a perceptual map, which denotes similar products produced in the same industry according to how consumers perceive their price and quality. From a product's placing on the map, a firm would tailor its marketing communications to suit meld with the product's perception among consumers, and its position among competitors' offering.”

Communications

“See also: Integrated marketing communications, marketing communications planning framework, and Promotion (marketing).Marketing communications is an audience-centered activity designed to engage audiences and promote responses. It is defined by actions a firm takes to communicate with end-users, consumers, and external parties.Marketing communications encompass four distinct subsets, which are:”

Sales promotion

“Short-term incentives to encourage buying of products:

- Instant appeal
- Anxiety to sell

An example is coupons or a sale. People are given an incentive to buy, but this does not build customer loyalty or encourage future repeat buys. A major drawback of sales promotion is that it is easily copied by competition. It cannot be used as a sustainable source of differentiation.”

Public relations

“Public relations (or PR, as an acronym) is the use of media tools by a firm in order to promote goodwill from an organization to a target market segment, or other consumers of a firm's good/service. PR stems from the fact that a firm cannot seek to antagonize or inflame its market base.”

Objective of Research in Research Methodology

“The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

Aims and Objectives of Research Methodology

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative research studies);
2. To portray accurately the characteristics of a particular individual, situation or a group(studies with this object in view are known as descriptive research studies);
3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies);
4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

the **research** purpose is strengthening knowledge in a chosen area or aspect. through processing such an enquiry and investigation in a systematic. And **methodology**.
calcebrage **objectives** of the **research** the key **objectives** of any **research** are to review
Positioning concerns how to position a product in the minds of consumers and inform what attributes differentiate it from the competitor's products. A firm often performs this by producing a perceptual map, which denotes similar products produced in the same industry according to how consumers perceive their price and quality.”

TYPE OF RESEARCH - GUEST RESEARCH AND PROFILING RESEARCH

“The importance of treating guests like family in a hotel. Treating guests like family improves the guest's experience. It helps make their stay much more comfortable and satisfactory and could lead them to visit us again in the future (consolidation).”

To gain better insight into the mind of a traveler and really understand what guests want from hotels, we recently conducted research and learned that in-room features are utilized much more by travelers than on-property services.

As priority, their top interest was finding an easier way to connect to hotel Wifi. But they also showed interest in accessing concierge recommendations, controlling room lights/temperature from a device or voice activation; accessing personal email, social networks, and entertainment from room TV; connecting their device to bluetooth hotel speakers for music; and watching hotel movies and shows from a personal device.

Guests also want greater control over scheduling housekeeping services and being notified when their room is being serviced.

“Here are a few reasons why you should make your guest satisfaction ratings a top priority:

- Your guests can be your most powerful marketing tool, or your biggest detractors. If your guests have a good experience, they are going to share that on social media, as well as recommend your property to their friends and family members. If they have a negative experience, they are going to express their views through online reviews and go the extra mile to make sure people know about what happened.
- Guest satisfaction is a clear indication of your hotel staff’s ability to provide the experience that is expected when they book a stay at your hotel. If your guest satisfaction ratings continue to decline, it’s important to figure out what is causing the problem and how you can address it.
- A positive guest experience is one of the best ways to continue to build your brand. Your brand depends on consumer loyalty, which cannot be achieved with high guest satisfaction ratings.”

“Know that the guest experience begins long before they arrive at your front desk to check in for their stay. You should create a mobile-friendly website that offers visual appeal and social proof of the experience that they will enjoy at your hotel. Aim for fast site speeds and incorporate valuable content into every page of the site, while also adding **Book Now** buttons whenever possible. When a traveller connects with your brand online, they will immediately develop an opinion of your brand that will impact the ultimate experience that they have at your hotel.”

“Actively solicit and respond to guest feedback. When you accept and promote your online reviews, you are showing other travellers that you value the opinion of your guests and that you are willing to go the extra mile to deliver superior customer service. When you send out automated emails with guest satisfaction surveys, you are proving to your guests that you want more information about their stay and that you strive to exceed expectations at every turn.”

Use visitor input to settle on future choices

“Use guest feedback and relevant data to guide future decisions at your property. When you monitor your guest feedback and respond to it accordingly, it’s important that you take note of what improvements you could make in the future based on those responses. You also can use booking data and marketing data to finalise decisions for upgrading amenities, creating events, designing promotions and more. Not only will this help you make the best decisions and use your resources wisely, but it will show your past, present and future guests that you genuinely value their input.”

What to search for in client administration centered representatives

“Naturally, a large portion of your guest satisfaction ratings have to do with the staff that you employ at your hotel. Every single person who works at your hotel — whether they manage the front desk or cook in the kitchen or tend to the gardens outside – is a customer service employee.”

“Every staff member plays a significant role in the guest experience, and it’s critical that each team member understands that”.

“When hiring an employee for your hotel, you need to look beyond their basic qualifications and experience and delve into their personality. There are specific things you should be looking for in your customer service employees. To begin, you need every staff member to be friendly, welcoming and approachable. Every person who stays at your hotel is going to need to feel like they are enjoying a home away from home, and that means that they should be able to ask any guest at any time for help or assistance. When interviewing people for positions at your hotel, you should pay close attention to their demeanor before, during and after the interview. It’s absolutely necessary that they are friendly and that they enjoy working with people.”

“Your employees also need to be good communicators. They need to be able to accurately portray and express the sentiments of your brand when responding to guests enquiries, even during confrontational encounters. They need to be able to relay important information to their superiors and to help provide guests with solutions to their problems as quickly as possible. Communication skills are some of the most important skills to have when you are employed at a hotel.”

“It’s also important for your hotel staff members to be patient. While it can be frustrating to deal with upset guests or with people who aren’t willing to work well with you, it’s necessary that they stay calm in the moment and work hard to address the issue at hand. At a hotel, staff members will be dealing with people from all walks of life and from all corners of the world. Patience is more than a virtue when you are a hotel employee – it’s a necessity.”

“When you take the necessary steps to hire people who are going to be good customer service employees, it will be easy to please the guests who stay with you. Everyone who works at the hotel should recognise that they are part of a team, and that together, they must provide an exceptional experience for each individual hotel guest.”

“Some elements of guest satisfaction are timeless. Travellers want to stay in a hotel with clean rooms, nice amenities and delicious food. They want to interact with employees who are friendly and helpful. They want to be located in a central part of their chosen destination so that they can experience the surrounding area.”

“However, these factors do not solely determine the outcome of the guest experience. In fact, technology is playing an increasingly prominent role in the experience of any guest at a hotel. First and foremost, it’s important to have booking technology available that allows your guests to book directly. You can invest in a property management system that includes a booking engine as well as a channel manager, which will allow you to streamline your administrative tasks, while actively increasing your direct bookings. It’s necessary to have functional and innovative technology that makes your guests’ first experience with your hotel brand a positive one.”

“In addition, you should utilise a website creator tool that allows you to design an appealing, responsive website that focuses on the user experience but that also can easily be updated and maintained.”

“Your online presence is necessary to growing your brand and improving guest loyalty, so you need to use the right technology to create a space for your hotel on the web.”

“Of course, you also should use technology throughout your hotel to enhance the experience that your guests enjoying during their stays. Wifi lounges, charging stations, smart room keys and customised mobile apps are a few types of technology that guests are growing accustomed to having when they stay at a hotel. You need to think beyond traditional amenities, and start offering amenities that effectively utilise the latest and greatest technology.”

“It’s easy to improve your hotel customer service techniques when you invest in the right technology for your property. SiteMinder offers the hotel technology solutions that you need, ranging from a website creator tool that builds user-friendly websites, to a channel manager and online booking engine. As any hotel operator knows, you are only as good as your guests think you are. Guest satisfaction should be a top priority at any hotel property, whether you are managing a large chain of corporate hotels or you operate an intimate property in a quiet location.”

“You need to provide the guest experience that you promised, and in many cases, you will have to go above and beyond to impress your guests.”

“If you are looking to improve hotel guest service, you will want to consider some new and innovative ways of boosting your guest satisfaction ratings.”

“In this operational model are represented the main internal customers who will carry out an interaction with the supplies that the hotel must have: food, beverages, complementary elements, etc. One of the fundamental elements in hotel management is the demand analysis regarding supplies.”

“The main objective pursued by this element is the determination of the necessary quantities of each item in the hotel to provide the customer with an efficient service. The development of this element is carried out in three stages: the analysis of the clients, the classification of the products that are in the points of sale and the projection of the demand.”

“For the analysis of the demand it is important to know all kinds of information related to the clients, how they can be, the characteristics that the clients of the main issuing countries have, the number of clients that are planned, the projected occupation levels and most important of all, the general expectation of the clients.”

“In order to achieve a characterization of the main markets, information such as the predominant one, socio-economic status, collective satisfaction index, preferences in terms of drinks and meals, the type of tourism that is available according to the area where the hotel is located, the pension plans that are granted in the hotel and the seasonality of the demand.”

“It is important that hotel management is considered as a model of quality that is directed towards clients as well as the quality of the service provided.”

“When it comes to hotel management, we must say that quality is the measure by which the company meets the needs and expectations of the tourist clients, although expectations are an individual issue of each person, basically dealing with the material aspects and functions that the service possesses.”

“Achieve Maximum Hotel Profit

Minimize housekeeping costs by training workers to clean each room in an allotted time.
Reduce utility bills by turning down air conditioning and heating in unoccupied rooms, although you might want to keep a light on so the hotel looks full from the outside at night.
Consider changing the bed linens only on the first day the room is rented and then by guest request on subsequent days. Overstaffing wastes money, and understaffing negatively affects customer satisfaction, so schedule just enough workers to fill need.”

“Boost Food and Beverage Revenue

Restaurants generate revenue based on the number of customers served each day and the average price per order. Increasing either of these factors increases revenue. As in the hotel industry, the challenge is to find the combination of menu items and prices that generates the

highest average order while keeping the restaurant close to or at capacity. Restaurants that turn over tables -- seat new customers -- more often have the potential for higher revenue.”

“Optimize Food and Beverage Profit

Keeping food and beverage costs as low as possible while maintaining quality and service are the first steps toward generating a profit in a restaurant. The optimum food cost of goods sold is between 25 to 30 percent, which means the gross margin is between 70 to 75 percent, according to the Food Service Warehouse website. Cost out each dish and drink, and modify prices accordingly. Review the menu to see which items are the best sellers. It may be possible to raise the prices on those items without affecting the number of orders.”

High Customer Satisfaction

Guests who have an disagreeable stay, terrible provider or a dirty room won't return.

Patrons notice if the meals is cold and the wait staff is impolite or inattentive. They may additionally post a exact account of their terrible trip on overview sites, and at the very least, they shall inform buddies and household what a disaster their go to was once instead than recommending your establishment.

Keep customer delight excessive through nice control methods, worker education and monitoring.

Satisfied Employees

High employee turnover costs your business in several ways. Training costs increase as new employees get up to speed on their jobs. For example, a new chef unfamiliar with the kitchen and menu may waste food preparing the dishes or not have a handle on portion control.

Unhappy employees convey their emotions to guests through expressions and actions, detracting from the guests' experience.

“Responsible and Restorative Business Management (including CR/CSR)

To enhance our business practices across the organization in ways where people, planet, productivity and planet all matter and all benefit.”

1. Food security

To create and build a healthy food system which is based on the understanding that food is an essential celebratory and culturally vital component of our lives.

2. Positive and Clean Energy Management

To improve our overall carbon footprint through usage of innovative Clean and Renewable sources, resources and technologies.

3. Responsible Water Management

To do improve our water footprint impact with emphasis on production, usage and consumption in all areas of management and operations (including the sourcing and supply chain).

4. Zero Waste Management

To improve and efficiently monitor our (and yours) waste through Zero Waste Management with emphasis on up cycling and Re manufacturing

5. Responsible Air Quality Management

To maintain good indoor air quality (IAQ) in order to improve the health, productivity and comfort of building occupants.

6. Responsible Sourcing and Procurement

To promote a responsible Sourcing and Procurement program with emphasis on Carbon Positive, Fair Trade, Fair Wage and “localism”.

Customer Needs - Objective of Research in vivanta by taj

Customer experience is the product of an interaction between an organization and a customer over the duration of their relationship. This interaction is made up of three parts: the customer journey, the brand touch points the customer interacts with, and the environments the customer experiences (including digital environment) during their experience.¹ A good customer experience means that the individual's experience during all points of contact matches the individual's expectations. Gartner asserts the importance of managing the customer's experience.

Customer experience implies customer involvement at different levels – such as rational, emotional, sensorial, physical, and spiritual. Customers respond diversely to direct and indirect contact with a company. Direct contact usually occurs when the purchase or use is initiated by the customer. Indirect contact often involves advertising, news reports, unplanned encounters with sales representatives, word-of-mouth recommendations or criticisms.

Customer experience can be defined as the internal and personal responses of the customers that might be line with the company either directly or indirectly. Creating direct relationships in the place where customers buy, use and receive services by a business intended for customers such as in store or face to face contact with the customer which could be seen through interacting with the customer through the retail staff. We then have indirect relationships which can take the form of unexpected interactions through a company's product representative, certain services or brands and positive recommendations – or it could even take the form of "criticism, advertising, news, reports and many more along that line.

1. Product orientation: Companies just manufacture goods and offer them the best way possible.
2. Market orientation: Some consideration on customer needs and segmentation arises, developing different marketing mix bundles for each one.
3. Customer experience: Adding to the other two factors some recognition of the importance of providing an emotionally positive experience to customers.
4. Authenticity: This is the top maturity stage of companies. Products and service emerge from real soul of brand and connect naturally and on long term sustainable basis with clients and other stakeholders.

In this present day it requires more than just low prices and innovative products to survive the climate and competitiveness of the retail business. Customer experience involves every point of contact you have with a customer and the interactions with the products or service of the business. Customer experience has emerged as a vital strategy for all retail businesses that are facing competition. According to Holbrook & Hirschman studies (1982) customer experience can be defined as a whole event that a customer comes into contact with when interacting with a certain business. This experience often affects the emotions of the customer. The whole experience occurs when the interaction takes place through the stimulation of goods and services consumed.

The type experience seen through a marketing perspective is put forward by Pine & Gilmore (1999) which they state that an experience can be unique which may mean different individuals will not have the same level experience that may not be memorable to the person therefore it won't be remembered over a period of time. Certain types of experiences may

involve different aspects of the individual person such as emotional, physical, intellectual or even spiritual.

Customer experience is the stimulation a company creates for the senses of the consumers, this means that the companies and that particular brand can control the stimuli that they have given to the consumer's senses which the companies can then control the consumer's reaction resulting from the stimulation process, giving more acquisition of the customer experience as expected by company.

Kotler say that customer experience is about, "Adding value for customers buying products and services through customer participation and connection, by managing all aspects of the encounter". The encounter includes touch points. Businesses can create and modify touch points so that they are suited to their consumers which changes/enhances the customers' experience. Creating an experience for the customer can lead to greater brand loyalty and brand recognition in the form of logos, color, smell, touch, taste, etc.

Today, retail stores tend to exist in shopping area's such as malls or shopping districts. Very few operate in areas alone Customer experience is not limited to the purchase alone. It includes all activities that may influence a customer's experience with a brand (Andajani, 2015). Therefore, a shopping center's reputation that a store is located in will effect a brands customer experience. This is an example of the shopping environment effecting a customer's experience. A study by Hart, Stachow and Cadogan (2013) found that a consumer's opinion of a town center can affect the opinion of the retail stores operating within both negatively and positively. They shared an example of a town center's management team developing synergy between the surrounding location and the retail stores. A location bound with historical richness could provide an opportunity for the town center and local businesses to connect at

“deeper level with their customers. They suggested that town center management and retail outlets should work cooperatively to develop an effective customer experience. This will result in all stores benefiting from customer retention and loyalty.

A change in a company's culture is an effective way to improve the customer's experience on a large scale. DHL freight, a road transportation solutions company, decided to prioritize the customer's experience. Throughout the whole organization which is based in multiple locations, they implemented this change. “

Customer requirements should always be considered as they are the integral part of any organization. Their demands are needed to get fulfilled otherwise business organizations will suffer loss and also the goodwill of the firm may suffer. The corporate offices must have a well-established commercial department which handles all the major operations from top level of management to lower level of management.

“It is worth noting that satisfaction is relative to different customers. As indicated by many researchers, some customers may not appreciate some services as much as others would. Subsequently, cultural differences may prompt the hotel to customize their services to fit the cultural practices of a specific customer”

“The purpose of the research was to compare impact of customer satisfaction in two different regions, namely Rwanda and Finland. The researcher had working experience in both countries in the service sector.”

Research Objectives

To investigate how vivanta by taj could keep retaining their current

- customer satisfaction and loyalty and simultaneously gain new customers to further improve their profit margins.
- To determine the level of customer satisfaction and challenges faced by their customers in order to establish strategies to enhance customer satisfaction.
- To deepen the understanding of CRM practices within the hotel industry and
- provide solutions on how to further help (the department) improve this important practice to sustain the current customers' loyalty and gain new customers. In this way, the organization's profits would be significantly improved.

For a hotel to remain competitive in terms of customers' satisfaction, it must track the levels of customers' satisfaction. This is where technology comes in. Technology has been growing over the years and it has helped the management of the hotel industry to track statistics regarding customer satisfaction. For instance, online surveys are a popu-lar way of monitoring customers' satisfaction.

Research Method

In this section, we will talk about the methods, which will be used for this study. Research issues such as research design, sample, population, procedure of sampling, questionnaires and numerical examination are presented.

Research is an essential part of academics, "research is the systematic study of materials and sources etc. in order to establish facts and reach new conclusions". The process by which a research is written or carried out is very important because it has a huge impact on the

“conclusions reached at the end of the research. There are two major research philosophies which underpin the research strategy and the method that will be used to carry out a research . They are the positivism and interpretive research paradigm.

Positivism involves working with an observable social reality and that the end product of such research can be law-like generalisations similar to those produced by the physical and natural scientists, the assumption is that “the researcher is independent of and neither affects nor is affected by the subject of the research”. Interpretive is “a philosophical position which is concerned with understanding the way we as humans make sense of the world around us, the underlying assumption is that by placing people in their social context, there is greater opportunity to understand the perceptions they have of their own activities”

In general, the methodology of research and term of research design are seems to signify the equal thing, but actually they are not same. Research design is “a plan or a blue print of how a researcher intends to conduct a study”.

Quality (Business) - Problem Assessment and Limitations in vivanta by taj

Quality measure

Vivanta by taj a tourism and hospitality industry focuses on giving quality of experience for their customers in case of banquet functions to dining to room bookings, that is why it focus on giving proper and luxurious quality of services to their high ended customers as they are the main source of revenue to the company.

In Taj,Producers might measure the conformance quality, or degree to which the product/service was produced correctly. Support personnel may measure quality in the degree that a product is reliable, there are many aspects of quality in a business context, and though

primary is the idea the business produces something, whether it be a physical good or a particular service.

These goods and/or services and how the employers of ~~services~~ by ~~the~~ produced involve many types of processes, procedures, equipment, personnel, and investments, which all fall under the quality umbrella. Key aspects of quality and how it's diffused throughout the business are rooted in the concept of quality management:

Quality planning - Quality planning is implemented as a means of "developing the products, systems, and processes needed to meet or exceed customer expectations." This includes defining who the customers are, determining their needs, and developing the tools (systems, processes, etc.) needed to meet those needs.

Quality assurance – Quality assurance is implemented as a means of providing enough confidence that business requirements and goals (as outlined in quality planning) for a product and/or service will be fulfilled. This error prevention is done through systematic measurement, comparison with a standard, and monitoring of processes.

Quality control – Quality control (QC) is implemented as a means of fulfilling quality requirements, reviewing all factors involved in production. The business confirms that the good or service produced meets organizational goals, often using tools such as operational auditing and inspection. QC is focused on process output.

Quality improvement - Quality improvement is implemented as a means of providing mechanisms for the evaluation and improvement of processes, etc. in the light of their

efficiency, effectiveness, and flexibility. This may be done with noticeably significant changes or incrementally via continual improvement.

While quality management and its tenets are relatively recent phenomena, the idea of quality in business is not new. In the early 1900s, pioneers such as Frederick Winslow Taylor and Henry Ford recognized the limitations of the methods being used in mass production at the time and the subsequent varying quality of output, implementing quality control, inspection, and standardization procedures in their work.

Customers recognize that quality is an important attribute in products and services, and suppliers recognize that quality can be an important differentiator between their own offerings and those of competitors (the quality gap). In the

Operations management:

Traditionally, quality acts as one of five operations/project performance objectives dictated by operations management policy. Operations management, by definition, focuses on the most effective and efficient ways for creating and delivering a good or service that satisfies customer needs and expectations. As such, its ties to quality are apparent. The five performance objectives which give business a way to measure their operational performance are:

Quality, measuring how well a product or service conforms to specifications. Speed (or response time), measuring the delay between customer request and customer receipt of a product or service. Dependability, measuring how consistently a product or service can be delivered to meet customer expectation;

“Flexibility, measuring how quickly the business can adapt to a variety of market changes and Cost, measuring the resources (and by extension, financed) required to plan, deliver, and improve the finished good or service. Based on an earlier model called the sand cone model, these objectives support each other, with quality at the base. By extension, quality increases dependability, reduces cost, and increases customer satisfaction.”

Service sector

“The push to integrate the concept of quality into the functions of the service industry takes a slightly different path from manufacturing. Where manufacturers focus on "tangible, visible, persistent issues," many — but not all — quality aspects of the service provider's output are intangible and fleeting.”

Business process management

“Business method management (BPM) is a self-discipline in operations management that uses various strategies to discover, model, analyze, measure, improve, optimize, and automate business processes. BPM focuses on enhancing company performance by way of managing enterprise processes. Any combination of techniques used to control a company's commercial enterprise tactics is BPM. Processes can be structured and repeatable or unstructured and variable. Though no longer required, enabling applied sciences are regularly used with BPM.”

It can be differentiated from software administration in that program administration is involved with managing a group of inter-dependent projects. From some other viewpoint, manner management includes program management.

In project management, procedure administration is the use of a repeatable method to enhance the outcome of the project.

As an approach, BPM sees methods as important property of an organization that must be understood, managed, and developed to announce and supply value-added merchandise and services to clients or customers.

This strategy closely resembles different complete first-rate administration or chronic enhancement method methodologies. ISO 9000 promotes the manner approach to managing an business enterprise promotes the adoption of a method approach when developing, enforcing and enhancing the effectiveness of a fantastic management system, to enhance client pleasure by means of meeting purchaser requirements.

BPM proponents also claim that this strategy can be supported, or enabled, thru technology.

As such, many BPM articles and students often discuss BPM from one of two viewpoints: humans and/or technology.

The definition, improvement and management of a firm's end-to-end business enterprise enterprise techniques in order to gain three outcomes essential to a performance-based, customer-driven firm:

Delphi Technique - Research Method used by vivants by taj

The Delphi Method makes use of a panel of experts, selected primarily based on the areas of information required. The notion is that well-informed individuals, calling on their insights and experience, are higher outfitted to predict the future than theoretical tactics or extrapolation of trends. Their responses to a collection of questionnaires are anonymous, and they are supplied with a summary of opinions earlier than answering the subsequent questionnaire. It is believed that the crew will converge towards the "best" response via this consensus process.

Role of the facilitator

The character coordinating the Delphi approach is generally regarded as a facilitator or Leader, and allows the responses of their panel of experts, who are selected for a reason, usually that they maintain know-how on an opinion or view. The facilitator sends out questionnaires, surveys etc. and if the panel of experts accept, they observe guidelines and existing their views. Responses are collected and analyzed, then common and conflicting viewpoints are identified.

Structuring of records flow

The initial contributions from the specialists are accumulated in the form of answers to questionnaires and their comments to these answers. The panel director controls the interactions amongst the members with the aid of processing|the records and filtering out inappropriate content. This avoids the poor consequences of face-to-face panel discussions and solves the common troubles of group dynamics.

Use in policy-making

To employers:

Are you cozy with the hiring process of company?

A-yes

B-no

Do you get worker advantages every month?

A-yes

B-no

Are you relaxed with the payscale promotional activities>

A-YES

B-NO

How relaxed do you feel in voicing your opinions in front of managers?

A-Very

B-Somewhat

C-Not so

D-Not at all

Do you experience our company's culture?

A-Yes

B-No

Does our enterprise offer sufficient possibilities for promotions and profession development?

A-Yes

B-No

Do you sense valued for your contributions?

A-Yes

B-No

What does management wishes to do to improve its performance if any?

RESEARCH RESULTS - CUSTOMER SUCCESS

“Customer success is the characteristic at a company accountable for managing the relationship between a dealer and its customers. The purpose of consumer success is to make the customer as profitable as possible, which in turn, improves patron lifetime fee (CLTV) for the company.”

“Customer success is an rising role in business. It is recognised as CS. The characteristic is most often used in the software world and most time-honored among software program as a service (SaaS) companies. Because purchaser success is a nascent subject of business, its organizational alignment and things to do are still evolving. There is still a massive amount of variance with respect to its scope of responsibilities, reporting structure, terminology used for

describing its activities, metrics used for measuring its performance and more. While deviations exist in the specifics of the function, it continually refers to the customer relationship management after the preliminary sale.

As purchaser success is a nascent and fast emerging field, variance is nevertheless high with recognize to its scope, reporting structure, terminology used for describing its activities, metrics used for measuring its overall performance and more.

However, the key functions the CS group is frequently responsible for include:”

Billing Instructions

Billing or fee guidelines are used to display the billing method of a reservation for the front desk staff, cashiers etc. A honestly defined billing preparation will assist each the the front desk body of workers to do a correct contract of the guest at the time of check out and to keep away from any similarly disputes later on.

Analysis and Interpretation of Vivanta by Taj to other tourism sectors

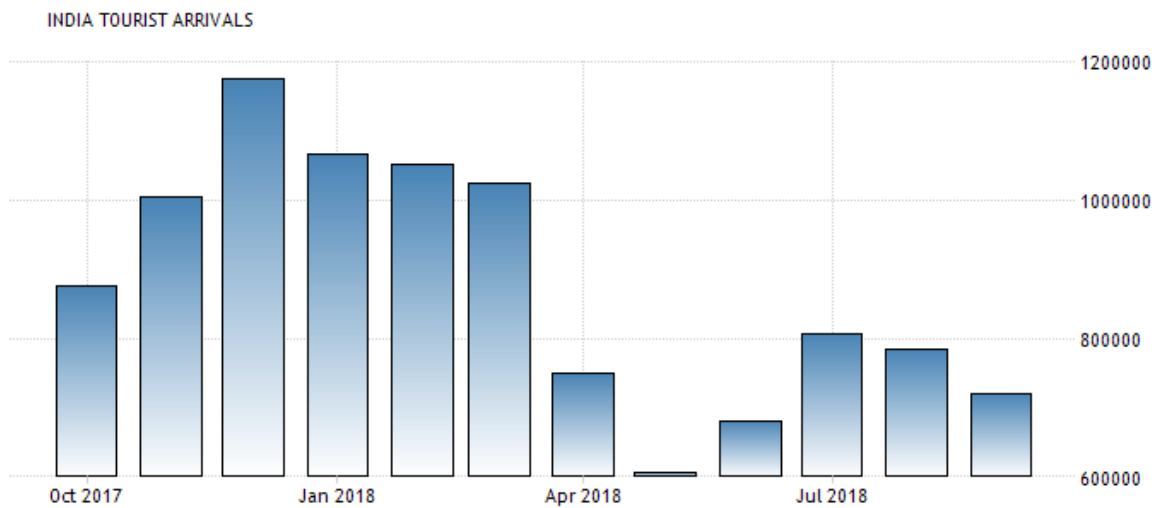
Vivanta by taj has been ranked as one of the leading 5 star properties in Indian tourism sector being awarded from different sectors as the best hotels to serve the customers by giving them their necessary luxurious experiences by providing the best deals for banquet reservations, room reservations, tourism facilities, etc.

As compared to hotels like hyatt and novotel in lucknow , taj has been ranked as the most favourable property after analyzing the following points.

- Privacy policy
- Refund policy

- Cab vision
- Payment schedules and terms

GROWTH BY CHART



A professional taxi driver capability that you pay for exceptional and experience in how to take you from point A to factor B, safe, satisfied and at an affordable rate. Also, if you want a greater specialised service like medical transportation, there are drivers who get hold of the propercoaching to serve you.

Do you already be aware of the first-rate taxi drivers particularly educated to give you a carrier of quality? In Taxi Yellow Cab all of our drivers are authorities with:

- Experience and skills
- From any races and social circles
- Trained to perfection

Hybrid Taxi

If you wish to make a contribution to minimize pollution of the environment you can request our carrier in hybrid cars of brand new technology.

Wheelchair Van

We have vehicles geared up with wheelchair access, to meet your insurance wishes transportation for elderly or disabled. Our drivers obtain coaching to serve you.

Private Car

When you need the security and reliability of a expert driver, but the discretion of a personal car. Call us, we have the quality charges and you will always discover a real man or woman on the phone to serve you.

Local Routes

Always imparting the high-quality reductions on any trip!

5% Off for reserving on-line plus 10% additional if you pay online.

10% Off to the Airport.

20% Off if paid in boost when booking.

Ask for our handy flat rates.

Medical Transport

Non-emergency clinical transportation for any scientific amenities such as hospitals, dialysis, optometrist, scientific insurances, Family planning and new born baby.

Wheelchair vehicles for elderly and disabled patients (on appointments only).

Official vehicle

On the off threat that you incline towards the security and unwavering best of an expert driver, but with the circumspection of a non-public vehicle. Utilize our authentic administration with the most aggressive rates.

Our principle goal is your well-being and fulfillment!

The technology office would then commence to fabricate the item, while the advertising workplace would concentrate on the advancement, dispersion, evaluating, and so on of the item. Moreover, an association's money division would be counseled, related to verifying suitable financing for the advancement, advent and development of the item.

- It was revealed from the learn about that there is a hole between promise and actual delivery of the carrier and hence it is very vital to make clear the guests precisely when the services will be delivered.
- One of the observations made at some stage in the find out about was once about even a minute prolong in responsiveness leads to purchaser dissatisfaction. This leads for the requirement of designing a acceptable model for responsiveness and assurance.
- By looking at the idea for patron behavior and evaluating the same with the responses

it was observed that 'empathy' performs a necessary role in consumer pleasure and there is a need for distinct interest in the direction of the same.

This was typically omitted unknowingly in most of the cases.

- The extended 3P's of advertising combine that is People, Process and

Physical evidence performs a necessary position right here and it is required to have a three dimension strategy in these areas. Taking this into consideration the

'SERVQUAL' models is suggested for the description of every item.

- It was determined at some point of the learn about that there is a fear for failure for Six Sigma Change even at the top levels and subsequently the 'Don'ts of Six Sigma'

is additionally counseled in the study. The precautions that be taken while enforcing this methodology is recommended in brief.

- As a part of secondary objective the problems associated with human aidis additionally considered in the study and with the assist of empirical records accelerated practices is also advised in this study.

- . Some innovative tools with respect to CRM as a phase of advertising and marketing had been determined and suitable method is cautioned in the study.

- Overall it used to be found that Six Sigma is very effective methodology for service industry. With the help of on hand equipment in Six Sigma, the defects in the one of a kind provider areas can be recognized very easily and perfection can be accomplished in the desired area. 277

References

All the contents subject to marketing mix strategies and customer needs can be referred from the following:

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Other websites:

www.hotelogix.com

CONCLUSION & FUTURE SCOPE

Getting a chance for an internship in such a valuable company has motivated me throughout to work hard and achieve more in future.

In this company I learned what my interested fields of work are. Being able to perform my best in Marketing operations using Delphi software for banquet reservations, conducting CCM and CRM throughout my training exposure builded in me a professional for working in a corporate world. This internship has outraged the hidden talent in me for Human resource management, marketing and operations management. I have gone through the practical experiences of working in the required field in future job aspects of mine. I got to know that I would excel in human resource management as well as in marketing by my interns' head. In this internship I got to know how to be professional and practical when you are working in a fruitful organization apart from having only a bookish language about my interested fields.
