1. Define the following terms:

The Corinthia Hotel

The Corinthia Hotel is a luxury hotel in London. It has a 5 Star rating and boasts two world class restaurants and several penthouses.

Clearly it attracts a cliental with high expectations of quality and customer service. Word of mouth reputation is important but so is an excellent rating on sites such as Tripadvisor. On 31 December 2016 there were 2290 reviews of the hotel on the Tripadvisor website. The ratings were as follows:

These rating make it the 17th highest rating in London which is a fantastic rating to have. Although there are only 17 “terrible” ratings it is interesting to see how the hotel responds to criticism. One customer complained about the poor standard of food in one of its restaurants, to which the hotel replied…

“Thank you for taking the time to post a review of your dining experience at Corinthia Hotel London. We are understandably deeply disappointed to read your feedback, and would like to invite you to contact the Food & Beverage Director, Aysun Mut, directly at aysun.mut@corinthia.com We very much hope we will then have the opportunity to address your comments directly, and restore your faith in Corinthia Hotel London.”

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| --- | --- |
| Excellent | 1,782 |
| Very good | 174 |
| Average | 46 |
| Poor | 27 |
| Terrible | 17 |

|  |  |
| --- | --- |
| Customer engagement |  |
| Customer feedback |  |
| Post-sales service |  |
| Product knowledge |  |

2. Why is it important for a hotel such as the Corinthia Hotel, London to ensure that it has excellent customer service? (6 marks)

3. How might the hotel deal with the customer who appears to have had a poor experience in the restaurant? (6 marks)

The Corinthia Hotels Group offers a loyalty programme consisting of three levels. Platinum Level is awarded to guests staying for more than 10 night stays and Black Card level is awarded to customers who stay for 30 or more nights per annum. Rewards include free gifts, upgrades and offers such as a Lamborghini Thrill Ride.

4. Explain how a reward scheme like this promotes Customer Engagement? (6 marks)

