

# Relationship Ethics between Hotel Staff and Customers

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**Abstract:** *The sale of any service, including hotel services, differs from the sale of goods primarily in that the service is inseparable from the staff who provide it. That's why the hotel business pays special attention to customer service. All employees, especially those who deal with customers on a regular basis, are specially trained. They can deal with a variety of customers, talk on the phone, hear complaints, and more. will be taught. Detailed guidelines will be developed for each category of staff (receptionist, bartenders, waiters).*

**Keywords:** service, hotel industry, hotel employees, ethics, manager, service quality, hotel system

## Introduction

Hospitality services, unlike the sale of goods, have several unique characteristics. First of all, it differs from the source and object of the service. The service is provided to one person by another person or firm by its employees. That's why a service is more about communication, attitudes, and psychology than a product. Particular attention is paid to the appearance of hotel staff. They must wear special uniforms. There is only one unique product that everyone needs, and this product cannot be sold anywhere in the service industry or in the hotel business as a whole. Respect the name of this product. Service is a process that takes place between a customer and a service person or organization, it is deeply personal and even somewhat confidential. Consumed at the time of service. If the buyer is not satisfied with the product, he can change it or return the money; it is not possible to do so with service. Often you can't provide a customer service objectively, the service is good or bad, the only criterion works whether he likes it or not. The upset customer does not complain, in most cases only changes the hotel. Disappointment is not an assessment of the physical quality of the service, it is a comparison of expectations and impressions obtained. Quality of service is primarily a matter of communication or attitude. In this case, the form of employees who do not deal directly with customers should be different from the form of employees who do not deal with customers. This makes it easier to control employees. The uniform must be clean, free of stains, ironed, and all buttons in place.

In addition, employees should follow the following recommendations:

remember the names of hotels, their favorite drinks;

allocate the same amount of time to all customers;

not listening to customer conversations;

not to express their opinion without the client's offer;

not discussing politics and religion with clients;

do not quarrel with colleagues in front of customers;

the client should not expect the employee to be able to talk to a colleague;

the employee should offer the customer to choose one of several available service options;

the hotel, the services it provides, where the various services are located, food ordering procedures, etc. be as fully informed as possible;

## Materials and methods

The hotel should have a customer satisfaction system. The sources of information for such a system are as follows.

Tracking. Managers at all levels should be on the lookout for signs of unsatisfactory service. Such signs include queues, long waits for customer information, employee indifference to customers, non-fulfillment of customer promises, and so on. enters. In addition to the observations of the managers, an inspector should be sent to the hotel from time to time, who, in the guise of a regular customer, should deal with all the services of the hotel and inform the hotel management about his observations.

Survey of guests. Polls are usually numbered. Completed questionnaires are collected by the hotel staff and then processed by the marketing department.

Analyze the financial performance of the hotel and its individual departments.

Useful information about customer satisfaction levels can also be obtained through drivers. Because some of the customers talk to them on the way to the airport.

Customer complaints are carefully processed and appropriate measures are taken to improve the quality of services provided and increase customer satisfaction. Employees who may file a complaint should be instructed on how to deal with dissatisfied customers. Here are some excerpts from this guide:

listen carefully to the complaint of a dissatisfied customer, any complaint is, first of all, useful information that can help to improve the level of service;

keep the dissatisfied customer out of the way so that other customers don't hear;

express sympathy and willingness to help;

allow the client to express his or her concerns, do not interrupt, or he or she will start over;

do not agree or disagree with the client, and do not try to justify yourself for any external reason;

do not hastily admit the guilt of the hotel - it can cause the client to file a lawsuit, go to court and cause other inconveniences;

thank the customer for paying attention to the problem;

solve the problem quickly, if you can't solve the problem yourself, contact a senior manager;

if the client complains to the manager from the employee, the manager should not hit the employee in front of the client. By the way, in most cases, the complaint is not objective and the employee deserves support, not reprimand.

#### Rules of procedure

Norms and rules of business etiquette are based on generally accepted norms of general civic ethics, but the business sector makes adjustments to them: the official status of the people with whom they communicate, not gender and age. For example, work etiquette doesn't matter who you welcome (male or female, old or young) and it doesn't matter who you welcome (older man or woman), another important thing is status. Unlike civic etiquette, subordination in work etiquette is built on the principle of work, not on age and gender.

Complaint. Communication, as a rule, begins with addressing the person. The appeals have cultural and social significance. Historically, Russian is as common as other languages (Madame, Mademoiselle, French lady, lady, Miss, English gentleman, etc.). The reference used "comrade," which called a person regardless of gender, and could be used with and without their last name, occupation, career (comrade director, comrade academician) and without them ("Dear friends!").

Among the general rules established for employees are:

- The hotel staff should always be ready to help the customer when needed;
- No hotel employee has the right to argue with a guest;
- The employee should show a positive attitude to the guest, such as: respect him, be polite, do not raise his voice, do not feel dissatisfied, even if the client is clearly doing something wrong;
- be able to provide the customer with complete information, even unpleasant news, such as whether the customer has to pay for something;
- Customer problems must be resolved promptly and quickly. If the employee can't solve the problem himself, he should send the client to the manager (preferably to him)

The manner in which service personnel are treated should be consistent with the service scenario and the services provided. The service technician must have a good memory and be able to accurately deliver the timely and necessary information needed to serve a particular customer. He should be able to control himself, to analyze the methods and results of work, the shortcomings of the work and the reasons for the decline in quality. The service specialist should listen carefully to the customer and provide information about the range and features of the service.

The information should be simple and clear to any consumer. To meet the demand, the service specialist must provide services that are acceptable to the consumer and provide him with information (quality, features, price, terms of payment for the service)

that will allow him to make the right choice independently . The service specialist should not force the service, offer it politely, take into account the taste and attention of the customer.

When accepting goods for repair and maintenance, dry cleaning and washing, service personnel should not have a bad opinion of the goods. In some cases, consumer behavior can be aggressive, making it difficult to provide the service. There are times when a consumer wants to order but can't make a decision. In such cases, the service specialist will need to ask questions to help you make the right decision.

### Conclusion

If the customer has doubts about the appropriateness of the order, the service specialist should politely identify the reasons for the doubts and give him an explanation. The importance of ethical standards in the field of service is important not only in the relationship of employees with customers, but also in the relationship between employees. Many of the ethical principles and norms outlined above should be applied by the employee to his or her co-workers. In a service company, it is important that the ethical environment prevails, that is, that there is no discrimination and no irritability, and that everyone treats each other with respect and consideration. All of this helps to achieve a common goal, which is to provide effective customer service.

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