Improving employee's customer service skills in hotel: Vietnam persception

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Abstract:

Vietnam, a developing country, is considered a promising market to enlarge much more industrial sectors as well as services. In fact, there has been a growth in the number and volume of budget to invest in Vietnam economy recently. This country owns lots of competitive advantages with cheap labors and diversity of culture, which is a convenient condition to industrialization and modernization. Also, hotel industry is a competitive factor expected to boost the whole economy. Therefore, it is essential for hotel leaders to take a deep view of this industry, and to make suitable decisions into their whole operation. This study was carried out to identify firstly the criteria to estimate hotel customer service qualities by in-depth interviews, and secondly the factors that affect hotel employees' performance. Following that, 10 dimensions found affected positively customer expectation including Services Distribution, General Environment, Staff Attitude, Cleanliness, Facilities, Security, Food and Beverage (F&B), Internet connection, Location, and Price. Additionally, five other factors influenced Employee's customer service performance: Optimistic, Honest, Enthusiastic, Respect, and Trust. Finally, some suggestions will be presented to answer research question as well as supplement for primary statement.

Keywords: Customer service, hospitality, employee.