

Hong Kong Institute of Vocational Education (Haking Wong)

Department of Hospitality

HT114103

Higher Diploma in Leisure Management



Name of the hotel: Holiday Inn Golden Mile Hong Kong

Lecturer: Winnie Chow

prepared by: HT114103-1A

	Name	Student no
1	Ng Ka Wai	220167056
2	Chan Hei Man	220040070
3	Ngan Tsz Ching	220138884
4	Liu Wang Hei	220216080
5	Lee Yiu Hei	220342834
6	Li Man Yue	220055568

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Printout of the Article Used

食酒店自助餐投訴生蠔超鹹 經理生吞力證唔鹹 網民：勇氣可嘉
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最近有網民於Facebook發文分享入住酒店Staycation的經歷，指自己在享用自助晚餐時發現生蠔「鹹到苦」，直指「鹹到阿媽都唔認得！」向經理反映後，經理竟然即場「生吞」兩隻超鹹生蠔，事主驚訝之餘更指「真係勇氣可嘉，我諗佢返到廚房，應該要狂飲水先得！」

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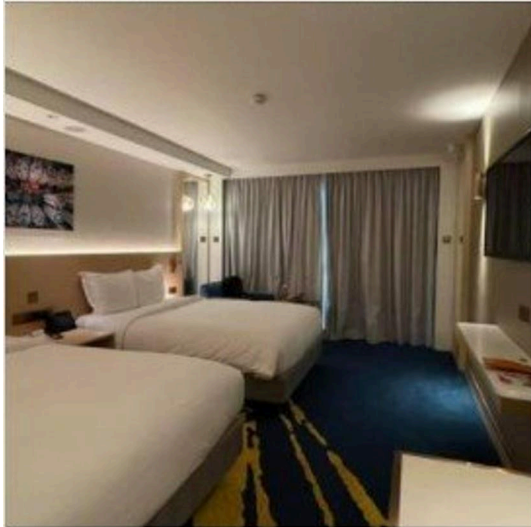
3/10/2021 香港金域假日酒店優尚豪華客房連自助晚餐及自助早餐\$1485

👤

本來唔使\$1500包埋自助晚餐及自助早餐係好抵嘅，但係個自助晚餐嘅質素真係麻麻地，如果要畀\$700一個人就真係冇下次 😞😞😞 個自助餐冇長腳蟹、方煎鵝肝都不特只，啲生蠔唔新鮮兼淡而無味，又唔夠凍，同餐廳經理講返呢個問題，佢話呢間酒店嘅生蠔正常係淡口嘅，而且會帶味苦 🤢，（試問邊個會食淡而無味兼苦嘅生蠔呢🤢）之後佢擺咗半打生蠔嚟，唔試猶自可，一試咸到阿媽都唔認得，分明就係浸過鹽水先擺俾我哋食🤢，於是再同個餐廳經理講返，佢聽我哋面前即場生吞兩隻咸到苦嘅生蠔，真係勇氣可嘉，我諗佢返到廚房，應該要狂飲水先得 🤢😞😞🤢

今次係同朋友慶祝生日，check-in嘅時間朋友未到，問check-in嘅職員👤慶祝生日有咩安排，佢話可以比折扣我買生日蛋糕 😞😞😞 當我朋友嚟到👤，俾埋個身分證佢睇，見到人哋真係生日嘅，但連生日快樂都唔識講，真係完全符合唔到酒店服務員嘅要求🤢🤢。

其實可能我要求過高都唔定，不過冇比較冇痛苦，之前住啲酒店嘅質素都好好多，👤所以覺得🤢呢間嘅質素就真係未達標🤢😞😞



有網民分享去Staycation享用自助晚餐時發現生蠔「鹹到苦」。(FB @ 香港 Staycation 酒店交流谷)

最近有網民於Facebook群組「香港 Staycation 酒店交流谷」發文，指自己花\$1485入住尖沙咀一間酒店Staycation，入住優尚豪華客房包含自助晚餐及自助早餐。不過她卻指每人\$700的自助晚餐的質素不如理想，首先自助餐沒有提供長腳蟹、煎鵝肝等食物，令她感失望，而且生蠔

不新鮮、淡而無味，更指「又唔夠凍！」。事主向經理反映後生蠔的味道問題，經理反指酒店一向提供的生蠔是淡口、帶有苦味的。事主表示無奈，指：「試問邊個會食淡而無味兼苦嘅生蠔呢？」

後來經理為她準備了額外半打生蠔，事主嘗過後發現生蠔「鹹到苦」，認為生蠔浸過鹽水，直指「唔試猶自可，一試鹹到阿媽都唔認得！」唯有再次向經理反映，經理竟然即場「生吞」兩隻超鹹生蠔，事主驚訝之餘更指「真係勇氣可嘉，我諗佢返到廚房，應該要狂飲水先得！」

事主事後表示：「其實我哋都諗住放棄食生蠔，點知佢一番好意，特別炮製啲鹹生蠔俾我哋食，送兩杯紅酒俾我哋飲好過啦……」



事主向經理反映生蠔「鹹到苦」，經理竟然即場「生吞」兩隻超鹹生蠔！（FB @ 香港 Staycation 酒店交流谷）

Summary of the Complaint Case

A customer paid \$1,485 for a deluxe room at Staycation in Tsim Sha Tsui. Staying in a superior deluxe room includes buffet dinner and buffet breakfast. However, she did mention that the \$700 per person dinner buffet was not of great quality. First of all, she was disappointed that the buffet did not provide food such as long-legged crabs and fried foie gras, which disappointed her, and the oysters were not fresh, tasteless, and not frozen enough. Afterwards, the guest complained to the manager about the taste of the oysters, and the manager pointed out that the oysters provided by the hotel were bland and bitter. "Who would eat bland and bitter oysters?" the victim cried helplessly.

Later, she received two glasses of red wine from the manager and a half-dozen oysters that they had prepared for her. The guests found the oysters to be "too salty and bitter" after tasting them, leading them to believe that they had been soaked in salt water. The oysters were too salty, the guests concluded after tasting them. only has the manager to report to. Additionally, the manager immediately consumed two extremely salty oysters.

The visitors were shocked and proud of their courage when it was all said and done. I believed they should get some water first before going back to the kitchen.

Introduce

Holiday Inn Golden Mile Hong Kong is located at No. 50 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong. It opened in 1974 and is owned by the Indian-born Shalilila family. It is one of the 4-star hotels in the area, providing 621 rooms and ten suites. Award-winning restaurants, bars, well-equipped conference halls, rooftop outdoor swimming pools, fitness rooms, free broadband high-speed Internet services and smart travel mobile phones are all available. And the executive club floor is specially designed for business travelers, especially providing superior accommodation experience and supporting facilities.

First of all, in terms of food, there are many restaurants that allow guests to travel around the world with the tip of their tongues, such as Longyuan Chinese Restaurant, Italian Restaurant, and Xiali Bar. Not only can tourists enjoy delicious food, local residents can also enjoy delicious food from various countries in Hong Kong. Moreover, the hotel will also hold catering promotions, such as Japanese food festivals.

Secondly, in terms of transportation, Hong Kong Golden Mile Holiday Hotel is adjacent to the Hong Kong Railway Station, connecting Hong Kong, Kowloon, and the New Territories. It only takes five minutes to walk to the Star Ferry Terminal to Central or Wanchai. The transportation is convenient, and it only takes 40 minutes to get to Hong Kong International Airport. drive.

Since the hotel is located in the prime location of Nathan Road, Tsim Sha Tsui, Kowloon, it is a famous commercial and shopping district in Hong Kong. Therefore, most of the service objects are business travelers and tourists visiting Hong Kong.

Moreover, the Regent Hall of the hotel has gorgeous crystal chandeliers and the most advanced lighting system, 40 sets of professional intelligent lighting systems, creating up to 60 special on-site lighting effects for customers, creating the most dazzling and unforgettable bright stage for customers, and the hotel's chefs are good at mixing the cooking techniques and essence of different dishes to make the traditional dishes more exquisite. Their purpose is to make the guests at the wedding banquet taste with gusto, and to impress the taste buds of every guest and provide the best wedding banquet service.

Moreover, the Regent Hall is well-equipped, including 16 million stage lighting phantom projections with different effects that can project the company logo, a new multimedia audio-visual system, high-speed broadband Internet access, projectors, wireless microphones, giant electric screens, etc. There are also venues of different sizes to choose from, which are suitable for holding various business meetings or corporate activities. These include the Regent Hall, which can accommodate ten to 180 people, and the Regent Hall, which can accommodate 60 to 600 people, providing the best support for business services.

Identify the causes of the customer complaint

According to this report, I found that the main reason is that the complaint is wrong, the oysters are not fresh at all, and the quality is not proportional. Another reason may be that the store manager's supervision is not in place, and the kitchen supervision is not strong enough. As a result, the cooks in the kitchen were not good enough. Pay attention to the quality of the dishes and serve the dishes. I think the management should tighten up the quality requirements for kitchen food. Solution with manager. For example, don't swallow an oyster on the spot to prove your innocence. Things you should know, now is not the time to dispel doubts. The last solution is the unreasonable solution. Customers think that there is a problem with Shenghao, so they should not use oysters as a solution. Such a solution is very inappropriate. In addition, the chefs in the kitchen also have supervision problems, because they did not check the quality of the food, so they did not know that the oysters were not fresh. Reasonable behavior and compensation lead to customer dissatisfaction and surprise. Therefore, the manager should take into account the customer's feelings and should not cause customers to feel uneasy. Therefore, I think it is the hotel manager's ineffective supervision of food quality, plus the imperfect solution. Imperfect, resulting in customer dissatisfaction with the quality of service, after complaints.

Solutions & Suggestions

"A company's greatest asset is its customers, because without customers, there would be no company." -Michael LeBoeuf

For the short term, we should be about putting the customer first. Complaints similar to the above reports may have been foreshadowed, but the complaints have not been dealt with, and the guests have let it go. This report is due to the intensified complaints this time. I think it is possible to establish an internal evaluation system for customer complaints, and companies should also conduct regular customer satisfaction surveys to find out the shortcomings of the overall performance. Customer feedback is important, it can improve company quality, and it can be based on that reason to improve the restaurant. Our comment list will ask the customers about the food quality, service quality, and time arrangement. It can clearly show our company's inadequacies. If there are advantages in the evaluation, we should continue to maintain them, but if there are shortcomings, we should improve immediately.

Second, when customers complain about poor food quality, we should not shirk responsibility, but take service recovery. Otherwise, the company will face the following problems: customers think that the company does not value products/services, customers think that the company does not value them, lose loyal customers, damage the company's reputation and lose potential repeat customers through negative word of mouth. In view of this, our solution is to apologize to the clients. Also, I will refund the money to them. Then I will give the coupon and give another dessert to them. This can make compensation. People will know our sincerity, and it can make them come back again.

According to reports, a satisfied customer will tell five to six people about his good experience, and a dissatisfied customer will tell at least nine people about his bad experience, and the nine listeners will also spread the bad reviews! In order to avoid the dissemination of bad reviews, the above compensation is very necessary.

At last, It is suggested that if the company has this kind of complaint again, the manager can first apologize politely, then listen to the customer's demand for compensation, and then make compensation according to the actual situation. In the above situation, the customer will want more red wine than half a dozen oysters. We need to learn to respect the wishes of the guests and try to satisfy the guests with the best service attitude.

Conclusion

Based on the above incident, some customers complained that the oyster buffet at Holiday Inn Golden Mile Hong Kong was too salty and had a bitter taste. The reason for the customer's complaint was that the taste of the oysters did not meet expectations, so he reported it to the manager on duty. The manager on duty felt no problem and immediately tried two oysters for the customer to see. However, This behavior is not professional. Most managers do not use this method to solve the problem. They need to face the problem. immediately. But not dodge the problems. While this behavior did not get the customer what they wanted and needed, the guest expected an immediate apology and damages from the manager on duty. The solution we propose is to apologize to the customer, make the most sincere compensation and give a cash gift certificate to hope the guest will return to achieve the goal of being a loyal customer. However, the long-term solution is to increase customer service training courses, replace high-quality oyster supply companies and arrange health supervisor and health manager certificate courses for every company employee. The above resolutions can achieve the purpose of loyal customers; what is a loyal customer? Jones and Sasser (1995) pointed out that customer loyalty is a sense of identity that customers have for the goods or services provided by the enterprise. This feeling will affect the consumption decision-making behavior of customers and divide customer loyalty into two types

1. Long-term loyalty: customers will continue to buy for a long time and will not easily switch to other brands or products;

2. Short-term loyalty: If customers encounter better manufacturers or products of the exact nature, they will quickly change their choices.

Combining the viewpoints of Prus and Brandt (1995) and Chaudhuri and Holbrook (2002), it is pointed out that customer loyalty

A degree is the customer's commitment to maintaining a long-term relationship with a specific brand or company. Customers form repeat purchases in a particular store

The propensity to buy is mainly composed of attitude and behavior. The attitude aspect includes buying again, buying from the same company,

Willingness to other products, willingness to recommend to others, not being influenced by other competitors, etc.;

Buying, buying other company products, actively recommending to others, etc.

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