

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 3, March 2015

Emotional Management Skill as an Important Tool in Hospitality Industry

A.Ravikumar

Asst. Professor, Department of Tourism & Hospitality Management, Bharath University, Chennai – 600073, India

ABSTRACT: The hospitality industry is a fascinating one from a Customer Relation Management perspective, because of the quality and quantity of customer touch points. In the globe of servicing guests, many challenges are there in challenging customers, but I think in the current age of "branding" one of the biggest challenges is ensuring a consistent customer service experience. This challenge is three – pronged: first managers must be able to manage consistency in the face of interchanging slow and busy times and seasons. Second, consistency needs to be ensured across job titles, roles and pay ranges. Third, the marketing message must be in tune with a plan to set guest expectations according to the season and customer tier considerations.

As with any strategy, the goal is to help meet the corporate objectives, which often begin with defining the customer segments that can help move the enterprise in the right direction and then approach them with the right marketing message, via the right marketing channels.

On the subject of job roles, we found that while some job roles had specific training on interacting with customers, others did not, or worse were trained in an inconsistent way. So the first order of things in this area is to establish a clear procedure for greeting, servicing and addressing guest issues across various situations. All employees who come in direct contact with guests need to be in tune with this common standard. Set of behavior and service standards also provides clear guidelines, which can empower employees to provide special or "magical" moments to their guests. Customers who experience an emotionally intelligent interaction with a service provider are not only satisfied but are intensely loyal. This is because emotional intelligence skills create a connection or bond between the company and the customer.

KEYWORDS: Customer Relation, Management skills, Emotional intelligence, challenges, Services, Hospitality Industry.

I.INTRODUCTION

The hospitality industry is a fascinating one from a Customer Relation Management perspective, because of the quality and quantity of customer touch points. In the world of servicing guests, there are as many challenges as there are, well challenging customers, but I think in the current age of "branding" one of the biggest ones is ensuring a consistent customer service experience.

The modern hotel industry is one that can construct a relationship with their customers with a personalized stay – a stay that customers want to come back to again and again. Customers who experience an emotionally intelligent interaction with a service provider are not only satisfied but are intensely loyal. This is because emotional intelligence skills create a connection or bond between the company and the customer.

Emotional Intelligence (EI) is the ability that each of us has developed that allow us to understand our emotions and how they affect our behavior, and how we get along with other people. Emotional Intelligence has more bearing on our success than our innate smartness or IQ. In fact, studies have shown that when comparing star performers to average workers, approximately 85% of the difference can be attributed to emotional intelligence competencies.

This challenge is three-pronged: First, managers must be able to manage consistency in the face of interchanging slow and busy times and seasons. Uniformity needs to be ensured across job titles, roles, and pay ranges. Third, the marketing message must be in tune with a plan to set guest expectations according to the season and customer tier considerations. With the primary focus on the customer's personalized needs and not on finance, marketing or sales, Customer Relationship

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 3, March 2015

Management allows hotels to maximize profitability by creating loyal customers, improving customer service and improving customer retention.

II.OBJECTIVES

*To highlight the Emotional management skills as an essential tool to achieve success in employee customer relationship.

*To outline the Ways to Keep the Customers Coming Back

*To Select the Correct People

*Customer Retention

*To find the need for Customer Relation Management

*To analyze the Function of Customer Relationship Management

Customers who experience an emotionally intelligent interaction with a service provider are not only satisfied but are intensely loyal. This is because emotional intelligence skills create a connection or bond between the company and the customer. Connecting with Customers provides participants with skills to create lasting customer relationships, increase customer loyalty, and improve a companys profitability. Connecting with customers is all about how you treat them and create a bond with them.

Emotional Intelligence (EI) is the ability that each of us has developed that allow us to understand our emotions and how they affect our behavior, and how we get along with other people.Emotional intelligence can be learned and developed with motivation, practice and some helpful feedback.

III.EMOTIONAL INTELLIGENCE: KEY TO SUCCESS

- **Self-awareness** – You be familiar with your own emotions and how they involve your belief and behavior, know you'restrongest and have self-confidence.
- **Self-management** – You're able to control impulsive feelings and behaviors, manage your emotions in strong ways, take initiative, follow through on commitments, and adapt to changing circumstances.
- **Social awareness** – You can be aware of the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.
- **Relationship management** – You know how to develop and maintain good relationships, exchange a few words clearly, motivate and power others, work well in a team, and manage conflict.

Emotional intelligence affects:

- **Your performance at work:**

Emotional intelligence can help you find the way the common complexities of the place of work, lead and motivate others, and excel in your career. Many companies now view emotional intelligence as being as important as technical ability and require EQ testing before hiring.

- **Your physical health:**

If you're unable to manage your stress levels, it can lead to serious strength problems. Unrestrained stress can lift up blood force, suppress the immune system, increase the risk of heart problems contribute to poverty, and speed up the aging process. The first step to improving emotional intelligence is to learn how to relieve stress.

- **Your mental health:**

Uncontrolled stress can also impact your mental health, making you vulnerable to worry and despair. If you are unable to understand and manage your emotions, you'll also be unlock to mood swings, while an inability to form physically powerfuldealings can leave you feeling lonely and isolated.

- **Your relationships:**

By understanding your emotions and how to organize them, you're better able to express how you feel and understand how others are feeling. This allows you to communicate more successfully and form stronger dealings, both at work and in your personal life.

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 3, March 2015

Selecting the Correct People:

It's really hard to teach an elephant to dance!

Therefore in selecting the right people:

- *Define the critical job requirements
- *Develop scenario-based interviews/assessment centers to screen and select candidates
- *Involve multiple team members in the hiring process
- *Ensure evaluation is based on objective, not the subjective "Be Like Me" criteria.

IV.CUSTOMER RETENTION

Ways to Attract and Keep past Customers:

1. Hire the right people.
2. Do what you say you're going to do.
3. Pay attention.
4. Help your customers with all their needs.
5. Know how to handle complaints and upset customers.
6. Stay in contact.
7. When in doubt, err on the customer's side.

Dealing With Negative Customers & Remaining Up-Beat:

Listed below are steps that one can apply throughout the day in order to maintain composure in negative situations:

1. Always visualize a large rupees stamped on customers forehead.
2. Constantly challenge yourself to find something to like about every customer.
3. Use Daily Affirmations to support yourself such as:
 - * "I'm doing the best I can"
 - * "I am a winner"
4. Always reward yourself for a job well done.
5. Avoid gossiping about negative customers.
6. Avoid complainers, critics, and gossips in your office.
7. Make a list of reasons you must appreciate your customers and thank them.
"Thank you for paying my salary."
"Thank you for helping me pay my mortgage."

V.NEED FOR CUSTOMER RELATION MANAGEMENT

- It is essential for the sales legislative body to understand the needs, interest as well as budget of the customers. Don't suggest anything which would burn a hole in their pockets.
- Never tell lies to the customers. Convey them only what your product offers.
- It is a sin to make customers waiting. Sales professionals should reach meetings on or before time. Make sure you are there at the venue before the customer reaches.
- A sales professional should think from the customer's perception. Don't only think about your own targets and incentives. Suggest only what is right for the customer.
- Don't oversell. Being pushy does not work in sales. If a customer needs something; he would definitely purchase the same. Never irritate the customer or make his life hell. Don't call him more than twice in a single day.
- An individual needs time to develop trust in you and your product. Give him time to think and decide.
- Never be rude to customers. Handle the customers with patience and care. One should never ever get hyper with the customers.

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 3, March 2015

- Attend sales meeting with a cool mind. Greet the customers with a smile and try to solve their queries at the earliest.
- Keep in touch with the customers even after the deal. plan customer faithfulness programs for them to return to your organization. Give them bonus points or gifts on every second purchase.
- The sales manger must provide necessary training to the sales team to teach them how to interact with the customers. Remember customers are the assets of every business and it is important to keep them happy and satisfied for successful functioning of organization.

VI. FUNCTION OF CUSTOMER RELATION MANAGEMENT

Customer Relation Management achieves the goal of customer management, sales, and market analysis to enterprise, family and individual. Customer management refers to the overall events with the customers, including the activity and deal of at a time and look at customer credit and information.

Benefits of Customer Relation Management:

- *.Provide better customer service
- *Make call centers more efficient
- *Cross-sell products more effectively
- *Have sales staff close deals faster
- *Simplify marketing and sales processes
- *Discover new customers
- *Increase customer revenues

VII.REVIEW OF FINDINGS

Recently, psychologists have shown that a 1% improvement in emotional climate creates a 2% increase in revenues. Yes, the leader sets the emotional climate of the entire group, which influences the effectiveness of the group and ultimately the profitability of the company. Emotions are contagious; hence the mood and emotions of the leader set the pace for the whole group. Therefore one must be very mindful of the emotions and manage them well, because they quickly affect the entire team.

VIII.CONCLUSION

For any business, successful Customer Relationship Management navigation is becoming increasingly important in today's competitive business world. Customer expectations are always growing and business services must amplify along with these expectations. Employee should know learn the Art of using the Emotional intelligence in Customer Relationship Management. Emotional Intelligence is not about being nice all the time about being touchy-feely, or about being emotional. Instead, it is about being honest, about being aware of feelings about being smart with your emotions, and about significant how to use your passions to encourage yourself and others.

REFERENCES

- [1] Smith, L., Ciarrochi, J., & Heaven, P. C. L., (2008). The stability and change of trait emotional intelligence, conflict communication patterns, and relationship satisfaction: A one-year longitudinal study. *Personality and Individual Differences*, 45, 738-743.
- [2] Jayaraman B., Valiathan G.M., Jayakumar K., Palaniyandi A., Thenumgal S.J., Ramanathan A., "Lack of mutation in p53 and H-ras genes in phenytoin induced gingival overgrowth suggests its non cancerous nature", *Asian Pacific journal of cancer prevention : APJCP*, ISSN : 13(11) (2012) PP. 5535-5538.
- [3] Austin, E.J. (2008). A reaction time study of responses to trait and ability emotional intelligence test items. *Personality and Individual Differences*, 36, 1855-1864.
- [4] Kalaiselvi V.S., Saikumar P., Prabhu K., Prashanth Krishna G., "The anti Mullerian hormone-a novel marker for assessing the ovarian reserve in women with regular menstrual cycles", *Journal of Clinical and Diagnostic Research*, ISSN : 0973 - 709X, 6(10) (2012) PP.1636-1639.

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 3, March 2015

- [5] Roberts, R.D., Zeidner, M., & Matthews, G. (2001). Does emotional intelligence meet traditional standards for an intelligence? Some new data and conclusions. *Emotion*, 1, 196–231
- [6] Subhashree A.R., Shanthi B., Parameaswari P.J., "The Red Cell Distribution Width as a sensitive biomarker for assessing the pulmonary function in automobile welders- a cross sectional study", *Journal of Clinical and Diagnostic Research*, ISSN : 0973 - 709X, 7(1) (2013) PP. 89-92.
- [7] Principles of Customer Relationship Management – Roger Joseph Baran, Rebert J. Galka, Daniel P. Strunk.
- [8] Gopalakrishnan K., Prem Jeya Kumar M., Sundeep Aanand J., Udayakumar R., "Analysis of static and dynamic load on hydrostatic bearing with variable viscosity and pressure", *Indian Journal of Science and Technology*, ISSN : 0974-6846, 6(S6) (2013) PP.4783-4788.
- [9] Petrides, K.V., & Furnham, A. (2003). Trait emotional intelligence: behavioral validation in two studies of emotion recognition and reactivity to mood induction. *European Journal of Personality*, 17, 39–75
- [10] Srinivasan V., "Analysis of static and dynamic load on hydrostatic bearing with variable viscosity and pressure", *Indian Journal of Science and Technology*, ISSN : 0974-6846, 6(S6) (2013) PP.4777-4782.
- [11] Mikolajczak, Luminet, Leroy, and Roy (2007). Psychometric Properties of the Trait Emotional Intelligence Questionnaire: Factor Structure, Reliability, Construct, and Incremental Validity in a French-Speaking Population. *Journal of Personality Assessment*, 88(3), 338–353
- [12] Dr.G.Brindha, A Study on Quality of Work Life of the Employees at Baxter (INDIA) Private Ltd., Alathur, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, 612-615, Vol. 2, Issue 3, March 2013
- [13] Dr.G.Brindha, An Analytical Study of the Proposed Voluntary Retirement Scheme in Bharat Sanchar Nigam Limited, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, pp 2707-2712, Vol. 2, Issue 7, July 2013
- [14] Dr.G.Brindha, BEYOND THE JUNGLE Strategic Information Systems Theory in 'Low –Competitive' Contexts, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, pp 1446-1450, Vol. 2, Issue 6, June 2013
- [15] Dr.G.Brindha, Mergers and Acquisitions, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, pp 1446-1450, Vol. 2, Issue 11, November 2013
- [16] Dr.G.Brindha, Building Competitive Advantage through Links with Science, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, pp 1154-1164, Vol. 2, Issue 4, April 2013
- [17] Dr.G.Brindha, Article on Portfolio Management, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN: 2319-8753, pp 2182-218, Vol. 2, Issue 6, June 2013