

Article Title

Improving Service: Managing Response Time in Hospitality Operations

Citation

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Abstract

Investigates customer attitudes to waiting times in the hotel and restaurant industry, based broadly on Maister's "psychology of waiting lines". Results of a survey of 100 customers suggest that customer behavior is affected by the length of time they have to wait. Also investigates the response times found in typical hotel and restaurant operations managed by Forte plc. Comparison is made between customer attitudes and the firm's ability to deliver. On the basis of this the company developed ten key action points aimed at improving performance with respect to response times. Explains specific examples of developments in service systems design and delivery in both hotels and restaurants.

Conclusion

Several points are suggested through this study for the service improvement to operators. Managers should acknowledge the importance of service response time that impacts customer attitudes and behaviors. Response time should be collected specifically for their accurate reports. The service process can be redesigned to shorten response time. Also, operators can give customers extra attention to distract them during waiting. Uncertainty must be eliminated by telling customers what is happening. They promise customers what can be delivered not what customers want to hear. And they can encourage customers to visit off-peak time to reduce waiting time. The waiting time can be used for selling ancillary products. Lastly, service providers should know that there are different needs of waiting customers and serve them with different strategies by observing them.

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