

An assesment of the effectiveness of staff training in enhancing customer service in the hotel industry .(A case study of five star hotels)

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Abstract:

This study on customer service focused on four five star hotels in Nairobi. Some hotels have recorded reduced business activities due to the quality of services that they offer to customers. The study sought to give an assessment of the effectiveness of staff training in the enhancement of customer service in the improvement of such services that might have contributed to such a drop in business. The study identified the kind of training offered to the staff in the customer service department, quality of service offered to customers, the nature of customer compliments, suggestions and complaints. The study would also make policy recommendations and suggest areas for the benefit of all stakeholders in the hotel industry.

Using a combination of purposive, multistage, systematic and simple random sampling techniques, a sample of four(4) five star hotel, four customer contact departments in each hotel and forty, (40) management staff from these four hotels will be sampled. Primary data was mainly obtained using structured and self-administered questionnaire, which was pre-tested to ensure reliability and validity. The data collected was be analyzed using a combination of statistical techniques. These included cross-tabulations, tally marks, range percentages, average and ratios. The analyzed data was interpreted and presented through charts, frequency tables and in textual FOI111Sfor clarity.