

“CUSTOMER RELATIONSHIP MANAGEMENT TOOLS AND
CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY”

(WITH SPECIAL REFERENCE TO KANDY DISTRICT)

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Customer relationship management tools and customer satisfaction in the hotel industry” (with special reference to Kandy district)

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Abstract

The one of the main objective of the Customer Relationship Management (CRM) is to delight the customers. Today most organizations think that expenses on CRM will erode the profitability and some CRM implementations can be failed. This study was carried out at the hotels situated in Kandy district. In those hotels application of the CRM is at satisfactory level and all of them are trying to achieve overall efficiency in delivering the service while maximizing their returns.

Customer satisfaction levels with respect to the CRM are measured by a descriptive analysis with a measurement of a 5 point Likert scale system with relate to ten mentions. It has shown that the customers are almost satisfied with the overall services they received from the hotels. Management of hotels has some positive impact on there CRM initiations. The hoteliers personally believe that they have the necessary competencies for continuing their CRM initiations and prefer to update them self's with CRM improvements.

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