

The Customer Relationship Management Tools and Customer Satisfaction in the Hotel Industry; With Special Reference to Kandy District

M. N. A. Shameer and J. P. R. C. Ranasinghe

Uva Wellassa University, Sri Lanka

Customer relationship management (CRM) is one of the critical factors used to satisfy the customers in particular in service industries. Today most organizations spend on CRM will erode the profitability of the companies rather than maximizing customer satisfaction and some times CRM implementations can be failed. Yet, one of the main objectives of CRM is to delight the customers. Many hoteliers adopt CRM techniques to overcome competition and other obstacles faced at the market place and this study endeavor to check the real contribution of CRM tools to customer satisfaction addressing foresaid issues. The sample of the study was derived form the Kandy District and the stratified sampling technique was used within the study. A questionnaire was used to collect primary data for the study and descriptive statistics method was used to analyze the findings. The results show that the application of customer relationship management is at satisfactory level in the studied are and all the hoteliers are trying to achieve overall efficiency in delivering the service while maximize their returns. Customer satisfaction level with respect to the CRM initiations are measured with respect to the ten dimensions and it has shown that the customers are almost satisfied with the overall services they received from the hotels. Furthermore, 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. The study recommends the hotel sector to strictly concentrate on CRM for an enhanced customer satisfaction. Hoteliers can maximize the satisfaction level of the customers by overcoming the shortcomings and problems faced by them in the existing system.

Key words: Customer relationship management, Customer satisfaction