

HOW WAS THE FOOD SIR?

Recently, many hotels seem to have implemented CRM systems. As usual, most managements implement procedural changes without any real and radical change in the culture or ways of working. This leads to some strange experiences for the customer.

A hotel I was staying in the other day has got into the habit of enquiring after each service how one feels. I order for breakfast, I am promised that I will get the order serviced in 15 mins. I get a call in 15 mins saying, "how was the food sir!" I said, "I guess it will be good, but I don't know. My order has not been served as yet". It is a good ten minutes before the food arrives!

On the morning when I have planned to check out, I get three calls asking me when I will check out. I go to the counter and find that I have to wait for room service and "mini bar" bills to be posted on the system before I can sign out!!