

CEP SHORT COURSE ON

Customer Satisfaction in Hotel Industry: Role of Emotional Intelligence

June 27 - 28, 2008



**OFFICE OF
CONTINUING EDUCATION &
QUALITY IMPROVEMENT PROGRAMMES**

Indian Institute of Technology Bombay
Powai, Mumbai – 400076

Introduction:

The 'Customer is the king!'. And, if we believe this time-tested and accepted philosophy, then we also know as to how difficult it is to make the 'King' happy. The new-age customer is highly demanding as far as expectations of hospitality services from hotels. Human interaction is an important part of managing all facets hotel operations. Each interaction between the customer and the hotel staff plays an important role in customer's unique experience at the hotel. Therefore, human interaction is the key to making a customer feel like a king.

Following are the typical characteristics of a modern hotel customer:

- ◆ Young, highly qualified and globally exposed
- ◆ General knowledge and social consciousness is high
- ◆ Expectations of quality of service and hygiene are very high
- ◆ More and more women are also the potential customers
- ◆ Work life involves long working hours
- ◆ Customer come from diversified national and cultural backgrounds
- ◆ Modes of interaction have dramatically increased
- ◆ Voice response applications are replacing human responders

We may look at the visit of a customer to the hotel as a project i.e. it is unique, temporary, and evolving. Research indicates that Emotional Intelligence (EI) is a key determinant in guarantying a project's success. In such an environment, it is not surprising to see that the hotel personnel with higher EI easily surpass many of their senior colleagues. Also, in the hotel environment, the total experience of the customer is directly affected by the team work of all concerned. Thus, individual contributions merit lesser significance than the ability of people to work with ALL stakeholders. To repeat, people skills are at the heart of customer satisfaction.

The journey of EI commences with discovering more about ourselves, understanding emotions of others, and realizing their impact in the work environment. Organizational success is heavily dependent on ability to create an Emotionally Intelligent work environment. In era of rapid change and high competition, Emotionally Intelligent workforce is the most valuable asset of any organization.

A two day programe titled “Customer Satisfaction in Hotel Industry : Role of Emotional Intelligence” is being organized for the Managers of Hotels, under the aegis of Continuing Education and Quality Improvement Programe of the Indian Institute of Technology Bombay, Mumbai.

OBJECTIVE

This program will help the hotel managements in enhancing customer satisfaction through development of an Emotionally Intelligent work environment.

Objectives of this program are:

- ◆ Revisit the human interaction points in customer life cycle
- ◆ Realize the importance of improving interpersonal skills
- ◆ Understanding the “essence” of Emotional Intelligence (EI)
- ◆ Realize the need for EI in enhancing customer satisfaction
- ◆ Recognizing the impact of EI on the team environment
- ◆ Roadmap towards enhancing the EI skills

HOW THIS COURSE IS STRUCTURED

- ◆ Understanding the EI parameters
- ◆ Assessment of EI parameters
- ◆ Exploring the enablers and disablers
- ◆ Skill building (illustrative)

WHO SHOULD ATTEND

- ◆ Hotel Managers and Managers of collaborating industries

FACULTY

Dr. Shashikant Kelkar holds a Ph.D from The University of Michigan, USA, and is a Life Fellow of CSI, IE, and IIIE. He has worked with organizations like TCS and VOLTAS, and taught as full time faculty at IIT Bombay, NITIE Mumbai and NIBM Mumbai. At present he is working as an Adjunct Professor in Department of Computer Science and Engineering and in Shailesh J. Mehta School of Management of the Indian Institute of Technology Bombay. He also teaches as a visiting faculty at the Tata Institute of Social Sciences, Mumbai. He has over forty years of experience in teaching, training, research, and consultancy.

Dr. Rajendra Barve holds MD, and DPM degrees from the Mumbai University and obtained his training from AOTS, Japan. Currently he is the President of Bombay Psychiatric Society. Dr. Barve is a visiting faculty at the Shailesh J. Mehta School of Management, IIT Bombay and also heads the “Growel Centre for Development of Emotional Intelligence” at the Welingkar Institute of Management, Mumbai. He brings with him over thirty years of practicing experience and Human Resources Development training.

Venue & Date:

The programme will be conducted at Conference Hall, Guest House, IIT Bombay, Powai, Mumbai – 400 076 on June 27-28, 2008

Accommodation:

On advance request, for a limited number of participants on sharing basis (Rs.150/- per participant per day), it is possible to arrange accommodation in the Campus (IIT Guest House), request for which is to be made before June 15, 2008. Guest House Bill to be paid directly by participants.

Programe Fee:

- ◆ Rs 5000/- per Participant
(Rs. 500/- discount for 3 or more participant from the same Organisation)
- ◆ The fees includes course material, tea and working lunch during the course day.
- ◆ In special cases, replacement of the registered candidate by another eligible candidate may be permitted.

Registration:

Please fill out the attached Registration Form and mail it along with the course fee to the Course Coordinator. Fees must be paid by a Cheque / Demand Draft drawn in favour of “**Registrar, IIT Bombay (CEP Account)**”.

Kindly note that no income tax is to be deducted at source from the course fee payments, as IIT Bombay is exempt from the same.

The completed registration form should reach the following address by **June 18, 2008** :

Shri . N. S. Dabholkar,

Course Coordinator

Guest House,

IIT Bombay,

Powai, Mumbai – 400 076

Tel : +91-22-2576 8940/46 (O), Mobile :9833118940

Fax : +91-22-25723480

E-mail : dabholkar@iitb.ac.in, managergh@iitb.ac.in

REGISTRATION FORM

“Customer Satisfaction in Hotel Industry : Role of Emotional Intelligence”

June 27 - 28, 2008

NAME (PRINT): _____

_____ Gender: M / F

DESIGNATION: _____

ORGANIZATION: _____

MAILING ADDRESS: _____

TELEPHONE: _____ (O) _____ (R)

FAX: _____ MOBILE: _____

EMAIL : _____

QUALIFICATIONS: _____

EXPERIENCE: _____ Yrs.

IIT Guest House accommodation required?* YES / NO

PAYMENT: Cheque / D.D. No.: _____ Date: _____ Rs..

[Cheque / Demand draft should be drawn in favour of "The Registrar, IIT Bombay (CEP A/c)"].

Date:

Signature of Applicant

*Guest House bill to be paid directly by participant.

(PHOTOCOPY ADDITIONAL COPIES OF THIS FORM, IF NEEDED)