

Candidate A evidence

ANALYSIS AND INTERPRITATION

Para 1

From researching the company's website (**APPENDIX 1**) I was able to see some of the promotional offers that The Sandman offer, one of them being the RSVP rewards which is 'a global loyalty program that is free to join and unlocks exclusive benefits straight away', this allows customers to earn and spend points throughout 65 hotels, customers also unlock exclusive member rates when booking with The Sandman. This will benefit The Sandman as it will make customers keener to join the RSVP rewards

system and can improve customer loyalty, customers will also want to make their stays longer as they will earn more points the more they stay. This can also help to improve market segmentation as it will attract customers from all over the world.

Para 2

From my research on TripAdvisor (**APPENDIX 2**) I found many reviews from unhappy customers, one of the few things they were unhappy about was the parking. To avoid complaints, I think that The Sandman should install a car park to avoid customer complaints. This can also increase the number of customers who travel to stay at The Sandman as they know they have a safe place to leave their car.

Para 3

From my hotel observation (**APPENDIX 3**) The Sandman located in Aberdeen is a 10-minute walk from the city center, this means customers won't have to worry about paying for taxis or waiting for trains. Although if customers drive to the hotel, they may struggle to find parking as The Sandman does not have a car park, this can be inconvenient for customers as they may have to leave their cars in an unsafe place.

Para 4

During my Hotel Observation (**APPENDIX 4**) I found that the staff throughout the whole hotel were very friendly and helpful, this can help to attract more customers, and loyal customers may recommend the hotel to further friends and family. This shows that The Sandman is dedicated to making sure their staff are properly trained to be able to handle all situations on a day-to-day basis, having well-trained staff can also help the hotel to be run more efficiently, which avoids problems.

Para 5

In my survey (**APPENDIX 5**) I asked, "Did the hotel provide good value for money?" Where 59 out of 67 (**89%**) said yes, this tells me that mainly all the candidates were satisfied with their stay and the value that The Sandman produces. This increases the chances of customers returning and recommending The Sandman.

Para 6

From my survey (**APPENDIX 6**) I asked, "Was the overall cleanliness and appearance of the hotel satisfactory?" 59 out of 67 (**89%**) candidates said yes, this tells me that the customers were satisfied with the quality of their rooms and the hotel as a whole, this can benefit The Sandman as it will increase customer loyalty and leave the business with a good reputation.

Para 7

During my Hotel Observation (**APPENDIX 7**) I was able to see the products and services they offer as a hotel, and how the hotel is run on a day-to-day basis. I was able to see the quality of the hotel rooms and the restaurants. The Sandman is a very well-laid-out hotel, these qualities can lead to happy customers, meaning greater success for the hotel.

Para 8

In my survey (**APPENDIX 8**) I asked, "Was the check-in and check-out process efficient and easy?" where 62 out of 67 (**94%**) answered yes, this tells me that almost all of my candidates found checking in/out was an easy and relaxed process, this shows that The Sandman make sure all staff are trained to provide the best service possible or customers, ensuring they are happy at check in by leaving a good impression, and happy at check out.

Para 9

Throughout my survey (**APPENDIX 9**) I asked, "Did you use any of the amenities?" where 21 out of 67 (**32%**) answered yes, this left 45 customers who said no (**68%**), this could be caused by the lack of awareness from customers, the amenities provided may also be irrelevant to customers as they may not meet the standards or needs of certain customers.