The Research about the Personalized Service of Hotel Indigo Xiamen Harbor under the Experience Economy

Hui-Min BU¹,a, Min WEI²,b
¹Xiamen University Tankah Kee College, Zhangzhou, China
²Xiamen University, Xiamen, China

ahuimin7686@126.com, bxiada2000@126.com

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Abstract. With the advent of the experience economy, hotels need to know how to enhance personalized services to meet or exceed the needs of different customer experience; the hotel has become an important way to enhance the competitive advantage. In this paper, we use Indigo Xiamen Harbour Boutique Hotel personalized services as an example to propose measures to enhance the personalized service of a boutique hotel.

Boutique Hotel Overview
The term “boutique hotel” (Boutique Hotel) The “Boutique” comes from the French, is intended to refer monopoly trendy clothing store, now evolved into a boutique, fashion, synonymous with personalized. Originally from North America, private, luxury hotel or mysterious, by providing unique, personalized living and level of service to distinguish it from large hotel chains, whose philosophy is through sophisticated hardware facilities and the elegant environment to create a distinguished taste and unique culture, while providing high-quality personalized service for customers to create a “dream of fine living closest to home.”

Some scholars believe that the experience of the boutique hotel is to provide personalized services to specific customer groups, and fully reflects local culture or fewer number of rooms with a unique historical charm of the hotel's high-end formats. Although the presentation varies, put boutique hotels with “personality, small-scale, high-end” these three words closer together.

Therefore, the combination of domestic and foreign scholars and stakeholders to understand the boutique hotel, a boutique hotel in the context of China's development, I believe that the “boutique hotel” can be defined as: smaller, specific style based on a higher price service brands to specific customer groups.

Indigo Xiamen Harbour Boutique Hotel Personalized Service

Hotel Brand Cultural Analysis
Indigo Xiamen Harbour Hotel Indigo is the second after Shanghai, IHG Asia Pacific region opened a second hotel, the South China region is the first international brand boutique hotel. The hotel is located in the most urban cultural atmosphere of Xiamen Lujiang Road CBD core position, and Sea Garden Gulangyu Island across the sea, and enjoy unrivaled views line. The hotel has a unique geographical advantage, adjacent to the mountain, walk to the ferry Ferry Terminal 5 minutes away from the South Putuo Temple, Xiamen University and other places just a 18-minute drive from Xiamen Gaoqi International Airport and Xiamen International
Conference and Exhibition Center is just 20 minutes by car. It can be described as extending in all directions.

The hotel opened in April 2012, has 14 stories, 128 rooms, a restaurant, reading room, meeting room, gym and free Wi-Fi. Whether the hotel rooms or multi-purpose public space, both in the design of the full integration of Xiamen modern urban vitality and charm of traditional history and culture, where guests can experience an international brand boutique hotel services, Xiamen fully experience the unique flavor of the neighborhood and the city rhythm.

**Hotel Situation Personalized Service**

The following by Xiamen Harbour Hotel Indigo in the case of personalized services to summarize the status quo in the hotel personalized service.

**Set up a “key to success” award**

Hotel Indigo Xiamen Harbour staff incentives and InterContinental Hotels Group, the key to success combined with the establishment of “winning way” award, a symbol of the success of the guidelines for staff orientation, motivate staff continue to work beyond expectations. Hotel Indigo Xiamen Harbour, any of the above L6 level (including L6 level), head of the department or other departments in the observation group of employees reached indicators and reward outstanding performance when the corresponding key to success rewards card awarded for the employee. All monthly cards will be key to success in the hotel's Administrative Committee discussed and selected front-line staff after each one, as “monthly star.” Every Zhang Zhisheng Way Rewards card worth 30 yuan a month, “the monthly Star” award winners will additionally receive 200 yuan in prize money.

**The use of customer history file collection**

Hotel Indigo Xiamen Harbour and the majority of the international hotel group, like using OPERA system, which can be effectively recorded with a guest book at different times, and the same hotel staff can use the system the guest per stay problems and problem solving, as well as the preferences of the guests recorded in the personal file system in order to provide a check for the corresponding service again after guests.

This matter by the hotel Front Office staff to improve, Hotel Indigo Xiamen Harbour Front desk staff every day according to the day of check-OPERA Room information generated in the system for each of the guests came to check out, asking its live whether the issues and problems during the stay and guests during the live encounter recorded in a timely manner to solve the OPERA system. One day, for example, one from Beijing to Xiamen Mr. afar on business, the hotel front desk for check-in, the receptionist newly recruited staff soon learned that a review of the system OPERA Profile History of the hotel guests are regulars, OPERA system customer history file article describes the guest habits and prefer to live in the room type and use, and marked with the words GSM consent for Free bet stay. Free bet will be in accordance with the receptionist check process for guests to check in, and room attendants in accordance with the notification preferences guest rooms to the guests put a buckwheat pillow and guests parked in the hotel's private towel. Although never met but can clearly know the needs of guests, the timely provision of services to the guest upon departure hall manager praised forward new colleagues receptionist.
Good at finding and observation

In addition to recording customer history file records have been guests of the hotel for the first guests also give the same care and attention. Staff at the hotel reception for guests to check-time, will be chatting with the guests, ask the guests to Xiamen purposes, whether travel arrangements and so on. If when the hotel reception older and Guest, Guest Service Manager lobby will remind each department in time at the hotel and services group in the care of the elderly, as far as possible to provide convenience. Another example is found from the receptionist to the guest documents today is the birthday guests, confirmed to the guests immediately notice a restaurant assistant manager making a birthday cake to the guest room. Guests entered the room after a very pleasant surprise, immediately call the switchboard thanked the hotel staff.

Another guest to the front desk check-in a little cough, taking into account the reception staff just Xiamen rainy day, guests should be affected by the cold, so they politely ask guests if a cold chill, so that immediately after confirmation Assistant Manager restaurant cook a bowl of ginger tea to the guest room, guests deeply moved. There are many such cases, for example, the hotel will reserve their favorite regular hotel style rooms and even reserved a specific room and so on.

Unique welcome gift

Hotel Indigo Xiamen Harbour stay at the hotel front desk check-in, the hotel front desk staff for every guest will end on homemade welcome drink, which is Indigo offers guests the unique warm service. From afar guests can check-in, while enjoying a delicious drink while mind, this way, boring check-in not seem so boring to be dispersed guests waiting at check-in and check-out peak impatience.

The hotel will be different depending on the season provided a welcome drink; for example, in the hot summer months, the hotel will offer Icy sour plum for the guests to reduce summer heat; in cold-prone season, will provide heat lungs of Sydney rock sugar juice; in Select the cold winter hotel provides a warm white fungus jujube tea. In addition to check-in for every guest brought a welcome drink outside the hotel there will be selective as to send some customers at check-out specialty Nepalese grapefruit with local characteristics of sugar, wine and hotel bathroom or the same small yellow duck, to the guests' satisfaction and surprise “premium” feel.

Indigo Xiamen Harbour Boutique Hotel Customer Satisfaction

Research Methods and Sample Selection

Article content analysis method, using the Internet platform, Ctrip keyword “Hotel Indigo Xiamen Harbour” search records and evaluate the hotel, these evaluations and content from different tenants stay in their experience and customer evaluation as a sample of the information data. Select from January 2015 to December 2015 all accommodation comment text, were screened out 1750 comments; post-merger text archive series, the final integration of text. The integrated 1750 Review adopted ROST Word parser software for analysis using software generates word frequency table, according to the frequency of words appearing in descending to select.
Hotel Network Online Customer Evaluation and Analysis

Ctrip search for “Hotel Indigo Xiamen Harbour”, a comment about the hotel, the statistics of the number of samples hotel customers, a total of 1750 samples, as shown in Table 1.

<table>
<thead>
<tr>
<th>Accommodation purpose</th>
<th>Business trip</th>
<th>Couple</th>
<th>Friends</th>
<th>Family child</th>
<th>Travel alone</th>
<th>other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>175</td>
<td>438</td>
<td>280</td>
<td>560</td>
<td>245</td>
<td>52</td>
</tr>
<tr>
<td>Percentage</td>
<td>10%</td>
<td>25%</td>
<td>16%</td>
<td>32%</td>
<td>14%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Based Ctrip online user evaluation data collation, select the sample data as of December 2015, Ctrip.

Table 1 shows: a Guest accommodation object is the top few parent-child family, couples trips, outings with friends and traveling alone. If this group of customers can be divided into two categories: non-tourist travel class customer and customer type, the accommodation Xiamen Harbour Hotel Indigo customers mainly in passenger travel, accounting for 85% of the total, which is Xiamen harbor English Indigo hotel's excellent location and brand positioning relevant; where family child stay 32%, 25% travel lovers, friends, travel accounted for 16%, 14% travel alone.

Analysis of customer perception Hotel

Ctrip online customer evaluation factor will be divided into four categories, namely Location / Facilities / service / hotel health these four, Table 2 Indigo Xiamen Harbour online customer evaluation scores.

<table>
<thead>
<tr>
<th>Evaluation Factor Score</th>
<th>Location</th>
<th>Hotel facilities</th>
<th>Service Level</th>
<th>Hotel health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out (5 points)</td>
<td>4.8</td>
<td>4.6</td>
<td>4.6</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Source: Based Ctrip online user evaluation data collation, select the sample data as of December 2015, Ctrip.

From 1750 collected comments content, through the use of ROST Word parser software for analysis, using the software generates word frequency table, according to the frequency of words appearing in descending to select. Extract the following 50 high-frequency words, as shown in Table 3.

<table>
<thead>
<tr>
<th>Vocabulary</th>
<th>Frequency</th>
<th>Vocabulary</th>
<th>Frequency</th>
<th>Vocabulary</th>
<th>Frequency</th>
<th>Vocabulary</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>convenient</td>
<td>230</td>
<td>breakfast</td>
<td>157</td>
<td>Soundproof</td>
<td>120</td>
<td>intimate</td>
<td>80</td>
</tr>
<tr>
<td>attitude</td>
<td>76</td>
<td>service</td>
<td>458</td>
<td>wait</td>
<td>72</td>
<td>satisfaction</td>
<td>210</td>
</tr>
<tr>
<td>disappointed</td>
<td>45</td>
<td>Very poor</td>
<td>8</td>
<td>happy</td>
<td>170</td>
<td>Bathtub</td>
<td>84</td>
</tr>
<tr>
<td>surroundings</td>
<td>360</td>
<td>Periphery</td>
<td>130</td>
<td>personality</td>
<td>130</td>
<td>enthusiasm</td>
<td>358</td>
</tr>
<tr>
<td>Thumbs up</td>
<td>265</td>
<td>Baton</td>
<td>198</td>
<td>Reception</td>
<td>368</td>
<td>Guest room</td>
<td>306</td>
</tr>
</tbody>
</table>
From the analysis results can be seen, the final extracted display Xiamen Harbour Hotel Indigo customer satisfaction high frequency characteristics of the vocabulary in which terms are mainly concentrated in the hotel facilities, the surrounding environment, mainly reflecting a Guest verbs check, hotel services, adjective mainly stay, mental activity and evaluation of hotel customers.

**Hotel service evaluation**

Hotel Service is evaluated from the hotel staff attitude and the overall quality of service, this evaluation factor is the most frequent expression of customer satisfaction as the adjective “warm” appears 358 times, the “service” appears 458 times, “intimate” appears 80 times, “attitude” appears 76 times, “cordial” appears 288 inferior. Evaluation of the hotel's front desk service customer care is much more with the front desk staff attitude, work processes, business related familiarity.

**Customer Satisfaction Hotel Sentiment Analysis**

80% of the samples are more or less net assessment of hotel customers appeared on the hotel summary feelings, to show the words are mostly adjective; from these transcripts can be seen on the hotel clients Indigo Xiamen Harbour emotional evaluation hotel satisfaction. Evaluation of online users, there are some complex psychological emotional words such as “Hope, hope, regret, etc.” to describe these feelings are complex, reflecting the hotel customers Xiamen Harbour Hotel Indigo concerns and expectations.

**Indigo Xiamen Harbour Boutique Hotel Personalized Service Initiatives**

**Play the Role of Cultural Theme Hotel**

Hotel Indigo Xiamen Harbour and the “World Building Expo” Gulangyu Island across the sea, the location and design of the hotel where the hotel itself is its signature and highlights. The
hotel is the original site of the most popular “Talk Story Field” - Fuxing Hotel, Hotel Fuxing Hostel mural painted on the wall, with the pop style of varied colors make their guests feel Indigo's unique living cultural experience. Indigo Xiamen Harbour learned this very local characteristics “Talk Story” element, in the fourth floor and the fifth floor of the hotel guests exclusive “Quay River” leisure space, in order to have “speak the ancient field” for the themes of creativity, daily Timing for the guests in the hotel restaurant were speaking ancient, makes the hotel “personalized service” is more vivid and specific, after becoming wanderer wandering abroad stay relish “Cultural home.”

To Meet the Needs and Provide Premium Services

Customer expectations means customers want products and services offered to meet the level of their needs, customers stay at the hotel before the expected quality, quality of experience and check after comparing, as expected, the customer will be satisfied, otherwise feel dissatisfied. Boutique hotels should strive to exceed customer needs to meet the same time, it allows customers to maximize the expected value, let feel the “value for money” exclusive enjoyment.

Understand and grasp the customer psychology

Hotel staff to provide customers with personalized service provided is based on understanding the customer's needs, therefore, learn to listen to grasp the customer psychology, to understand the real needs of customers is particularly important. In customer demand for its exhibits personalized or dissatisfaction, hotel staff need to do a “good listener” who, through language understand each other's voices, stand in the customer's point of view the sake of the guests as “family” rather than “God”, to provide customers a true “home away from home” service.

Meet and exceed customer demand

Want to meet and exceed customer demand, we first need to provide quality and efficient services, the service provides guests must make their guests feel brand standard premium services. For example, guests check-in time should not exceed 3 minutes, guests to call for something to send something to the guest rooms will be completed within 15 minutes and so on. Secondly, under the occupancy permit, the hotel can appropriately help guests free room upgrade, that have had a better stay; meet and exceed the needs of the guests, make the appropriate emotional sales, allowing guests to truly experience the warmth of home.

Service Staff Training and Attention to Detail

Haier chairman Zhang Ruimin once said: “There is no fine local, there is no global magnificent.” Hotel, the detail is business, detail is personalized hotel service quality and level of expression. Details of the service quality of the hotel, most likely to influence the customer's impression of the hotel and later word of mouth publicity. Boutique hotels need to fully experience the details of the service, to shape the details of culture, and its penetration into the hotel daily service.

Strengthen the details of the service guide

In fact, during the service, customers pay more attention to accurate and sincere hospitality and service. In actual operation, many of the details can not be brought one by one professor and staff training for such a situation, the hotel staff should be guided in terms of awareness of empathy, more in-depth understanding of customer needs, service appropriation subtle warm
customers moving heartstrings, giving customers a warm, feeling concern. For example, when the guests dine in the box on the table if guests getting warm atmosphere, the waiter should quietly down the air conditioning, a small TV voice tone; such as reception registration process, visitors encounter the guests, the clerk should take the initiative help them to complete check-list, and so on.

**Improve employee self-discipline**

Hotel industry a popular phrase: “See subtle level.” If this phrase is used to describe the importance of the hotel hardware conditions, then “see details of the charm,” this sentence can be said that the importance of the hotel's services and vivid details of the appropriate generalization.

Many aspects of the hotel involved in the details of the customer service. Whether it is the front line of lobby, guest rooms to the restaurant, or even second-line logistics management, we are more or less there are some details. As in the case of the front desk staff not customer service, they often relax their requirements, openly in the foreground playing with the phone, or with colleagues jokes about each other, play slapstick, or in the lobby when no guests relax standing like. As we all know, is the front desk of a hotel facade, the front desk staff is customer service and image is often the first impression of the hotel, if these details into the sight of the guests, will definitely affect the image of the hotel.

In addition to the reception, the lobby door greeter, porter often have to get off at the door before the guests have been approached or service, the action is often belated. If they can seize “early half shot, half a beat faster to serve” this detail, perhaps guests will feel pleased and pleasantly surprised. Of course, the hotel can also create some incentive mechanisms to control and alert workforce and raise self-discipline.

**Positive Initiative to Fully Inspire the Staff and Services**

**Proper authorization**

Personalized service is not certain service standards, there is no fixed pattern and practices can be applied, the motivation is to follow the guidelines and needs of the guests. “With satisfied employees will have satisfied customers”, to enable employees to actively service the necessary authorization, encourage decision is required. Therefore, the full trust, properly licensed, frontline service personnel have appropriate disposal and decision-making, we can respond quickly and meet customer specific individual needs. The hotel's management and employees share in more decision-making power at the same time, requiring employees to assume greater responsibility, so that employees have a greater sense of self-control, self-determination and a sense of personal accomplishment.

**Improve employee service award system**

Hold “key to success” awards, incentives to improve other services. Material and spiritual needs of people in any society are active power source, through the establishment of employee service award system can greatly mobilize the enthusiasm of the staff, encourage each employee spontaneously, to maximize the potential, improve service quality and management level, enhance staff of the hotel's sense of participation and belonging towards achieving full PR.
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**References**


