

## Building trust through relationships

Situated in the small beach island of Candolim, with lush green fields and hills on the shores of Arabian Sea, these definitely make the property the best getaway. **Rohan Sable**, General Manager, Novotel Goa Resorts & Spa and Novotel Goa Shrem Hotel in conversation with TTJ, shares about their excellent service and promotional plans.

**Bharti Sharma**



Rohan Sable

Understanding guests need is critical; one must engage with them and offer the best of the services available from the property. Marketing and promotional activities is an ongoing job to clearly understand guest's needs and define how to meet those needs, just the way they desire. Rohan shares, "At Novotel Goa Resorts & Spa, we have a special monthly activity plan for our guests, through the same; we offer several activities for kids, and families along with f&b options they could choose from during their stay. As an ongoing exercise, we evaluate the month's activities and based on the previous month/quarter or past trends we make a few changes knowing the kind of target audience we expect to reach out to or will be expected to visit these two lovely properties."

Rohan feels that people who feel appreciated and valued are much more likely

and services. It is extremely important to spruce up the property when the finances allow keeping it updated to the current trends as per the guest requirements."

DIY travellers prefer to feel independent and enjoy their trip without having to interact with others through OTAs, which poses a challenge for an industry that focuses on the human service element. Rohan further quotes, "Both being completely authentic, times are changing and we have more OTA business than Travel Agents. Companies that are already delivering great booking experiences are now turning their attention to easier booking on any device, deeper insight into customer context, flexible customer preference management, and extended involvement in the customer's trip."

AccorHotels has a loyalty program called Le Club Accor Hotels that is applicable across all AccorHotels. High levels of repeat business will come from great experiences. Guests do remember unforgettable experiences that are outside the box. As the age old saying goes, you do business with people you trust. This can be achieved with building trust through relationships.

Guests excellent service is the topmost priority for Rohan. He shares, "We pay very close attention to what guests have to say about our product and services. Hence, we monitor customer reviews every day and as they come. Guests often times may pinpoint an area of needed focus and attention

## We track our guest satisfaction and feedbacks religiously

Reaching out in remote Maharashtra, Phaltan is an exciting pilgrimage, agro and rural tourism destination available 365 days of the year for the leisure traveler. TTJ speaks to **Sachin Jadhav**, the Operation Manager at Hotel Jakson Inns, Phaltan and is amazed to learn that the faraway family getaway hotel is very self-sustainable and keeps pace like any other hotel in this techno savvy era.

**Prashant Nayak**



Sachin Jadhav

Jakson Inns is LEED Platinum certified hotel by India Green Building Council with state of the art architecture with solar panels, techniques to save and recycle water resulting in zero discharge of waste water from our premises. The idea was to build a self-sustainable hotel.

Sachin says, "The USP and appeal of the hotel is also offering tailor made and customised Agro stay packages and visits. We host corporate clients as well as individuals interested in agro, eco & rural tourism. We accommodate guests who crave for peace & relaxation and also who have an adrenaline rush for adventure."

Sachin continues, "We offer unique experiences such as cow milking, followed by breakfast on a charpai at a local farmer's home apart from visiting sugarcane farms, pomegranate orchards, sugar factories or jaggery production units. We also organise activities such as picnic by windmills, lunch in open fields surrounded by lakes or cycling

'monsoon package' inclusive of various outdoor activities such as visit to waterfalls, riverside meals, etc."

On the business perspective Sachin believes that the travel agents help them to express their products and packages in the market more efficiently. They also help them to create other tailor made packages and mention guest preference before their arrival, which makes a huge difference during the guest's actual stay. OTA's according to him help them to give a wider presence web presence and gather recognition on a global platform but lacks in customising guest stays. Travel agents definitely carry a personal touch and have an edge as compared to OTA's. However, both are equally important to them. In the last financial year OTA's constituted 10 per cent of their total room reservations.

On asked about how frequently does he monitor customer review Sachin explains, "We gather feedback from guests - via different mediums, like Trip Advisor, on OTA's, emails etc. We also have our own online GSS. This feedback is monitored regularly. The reason we track our guest satisfaction so religiously is to understand the trends in our guest habits and preferences and take corrective measures to improve ourselves. The feedbacks are reviewed on daily basis, though the feedback on online portals has to be reverted to in 48 hours. Apart from that there are personalized emails written by our Managing Director who have Complained