

Research on hotel service brand promotion based on peak-end rule

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Abstract: The peak-end rule states that when people evaluate an experience, the process is often overlooked, and the recalled climax and ending are often decisive factors in the final evaluation. With the recovery of the tourism industry, the demand of the hotel industry is rising, and the supply is also rising. Therefore, the hotel needs to strive to enhance the service brand in order to stand out from the homogenized products. The application of the core connotation of the peak end law to the promotion of hotel service brand is due to the trend of time and trend, in line with the essential requirements of the hotel industry and other service industries, which is of great significance.

Keyword: peak-end rule, hotel service brand promotion

1. Understand the peak-end rule

1.1 The concept of peak-end rule

Psychologically speaking, based on the characteristics of the subconscious summarizing the experience, a person's memory of an experience is determined by two factors - the feeling at the peak and the feeling at the end. After we experience an object, all we can remember is the experience at the peak and the end, and the proportion of good and bad experience in the process, the length of good and bad experience, has little impact on memory. Moreover, the more quickly the final value appears after the peak, the more impressive it is.

1.2 Current application and examples of peak-end rule

1.2.1 IKEA

Customers who choose to shop at IKEA tend to do so because of its low prices, good quality and a strong sense of experience. When shopping in IKEA, consumers can subjectively participate in the design and planning of personal home, they can receive free paper and pencil, ruler, measure the size of various types of furniture, and make corresponding planning on paper. Each series of IKEA products can be set or free combination, the minimalist style echoes each other, providing consumers with unlimited possibilities. Secondly, IKEA supports consumers to experience, whether it is bed or sofa and other large furniture, customers can first experience, determine the like before consumption. This reflects the good experience of "peak". The good experience of the "end" is reflected in the 1 yuan ice cream at the exit for consumers to choose, although it is a small detail, but in the sense of profit, greatly enhance the good experience of this experience.

1.1.2 Haidilao

Since its inception, Haidilao has been unique in the catering industry with intimate and high-quality service, which reflects the law of peak end. Personalized services such as manicure and shoe polishing in the queue, and detailed service provided by the waiter at the restaurant are the peak of the experience, and snacks sent by the waiter after the checkout and seeing customers out. The good feeling of these two time points makes consumers subconsciously full of good feelings for the brand of Haidilao and willing to patronize it again.

2. The importance of hotel service brand promotion

In the current form of China's hotel market, various international hotel groups take advantage of brand, management and network, occupying most of the domestic high-end hotel market. Nowadays, brand has become the core competitiveness for hotels and hotel groups to participate in market competition, and brand management has become the key for hotels to enhance their core competitiveness and scale expansion. In the future, the competition of hotel industry will be more for brand competition, brand strategy is the inevitable choice of hotel competition.

3. How to build hotel service brand from peak-end rule

3.1 Improve the end experience

A good ending is half of the success, the final link of the hotel service is to send guests, how to send guests to be flexible and thoughtful and creative is a major point to improve the final experience.

3.1.1 Repetition

Pursue "new" but not blindly "push forward", maintain the original service content and constantly improve, and innovate within the scope of progress. The pursuit of innovation should not give up routine services, such as luggage storage, drop-off services, etc. In addition, at present, most of the hotel reception at the same time check-in and check-out, you can introduce self-service check-out equipment to reduce the pressure of staff and customer queuing troubles in the peak season, optimize the service process.

3.1.2 Impression

Emphasize personalized service and leave a memorial for consumers. Some time ago, one of the hot topics was about "how to prove I was here." People's requirements for the sense of experience have not only existed in the spiritual level, but also began to pursue the realization of experience memory. Most people think that after experiencing, they should leave some proof, and even some small fans are

willing to collect tickets. The hotel can customize gifts, such as handwritten letters, custom luggage tags and other practical small items as hand gifts at the time of departure. In addition to improving the consumer's final liking, the use of the hotel will recall their own stay experience, which is a long-term impact, to a certain extent, can increase the rate of re-stay. In addition, for business people who have reached the latest check-out time but need space to deal with work temporarily or customers who are too early for the next trip time, they can provide a lounge and free tea, snacks, etc., to avoid them facing the trouble of not knowing how to arrange; For customers who do not reach the latest check-out time, they can be appropriately delayed free of charge, and if they have already checked out, they can also use the lounge for transition.

3.1.3 Hint

The suggestion includes two parts, the first is to express the expectation that the customer will continue to visit the next time when leaving the store, and the second is to improve the hotel's impression by texting after leaving the store for a long time. The main ways are to establish customer files, late greetings, ask about the stay experience and get suggestions to improve the customer's sense of importance. The comments or suggestions should not be delayed for too long to avoid affecting the mood of the guests. If they express good feelings, they should express gratitude and look forward to the next cooperation; If they do have comments or suggestions, the staff should apologize first, be vigilant and timely confirm and handle, and finally inform the guests of the results as soon as possible to avoid serious impact on the wind assessment. For the original customers who have not stayed in the hotel group for a long time, during the major holidays, they can send postcards, send text messages and other forms to deepen their impression of the hotel brand, and then send some small gifts to show their gratitude if they stay again.

3.2 Create more peak hours

Studies have shown that whenever people remember moments of intense happiness, even if they are very brief, they do so more deeply than long, uneventful experiences.

3.2.1 Resonance

With the continuous development of new media, people begin to use media such as Xiaored Book and Douyin to share their daily life or their experience of something. There are also large groups of people who use these software to gain experience and avoid minefields. In the early stage, the hotel can occupy the public's vision in the form of soft and wide by establishing brand logos, service characteristics, etc., but it is necessary to ensure that the real experience content of the customer to the store is more than or at least equal to the publicity content, so that it can feel more deeply, to understand, to experience, and resonate with the content that the hotel wants to express, from the image of a receiver to the image of the output. That is, through this interaction, the established goals of the hotel can be achieved. In the later stage, there is a high probability that the original customers can bring new sources and traffic due to word of mouth, thereby increasing the brand awareness of the hotel and improving customer loyalty.

3.2.2 Thoughtfulness

The hospitality industry emphasizes homecoming and putting people first. In the hotel service content, should be as considerate as possible to impress consumers. Such as: in the case of room spare, for the evening or early morning to the store to provide customers with free upgrade room type services, hot milk or other sleep drinks, so that consumers after the journey to harvest a more comfortable stay experience; Provide city travel guides, local characteristics recommendations, etc. Although the cost is low, this link can provide a reference for tourists, and also allow business people with a short stay to arrange their trips within a limited time; Cooperate with travel agencies to provide consumers with more cost-effective customs and people's feelings guide to reduce the probability of unfair treatment for reasons such as ignorance. The hotel's considerate service should cover the whole process from check-in to departure as far as possible, and for some small and medium-sized brands, you can choose to specialize in several aspects to prevent wide and useless or even affect the normal operation of the hotel.

3.2.3 Surprise

During the guest's stay, it may coincide with big or small holidays or birthdays, and the hotel can prepare surprises for them from these perspectives. Such as theme activities, IHG has held an event called "Long time No See", which has left a very deep impression on customers. At the same time, we can also emulate Taobao "618", etc., and establish theme festival activities with brand characteristics through self-construction or transformation and reference. Then during the guest's birthday, the hotel can prepare simple birthday gifts, longevity noodles, handwritten blessing cards, etc., to express their intention, or provide free upgrades to the room type, order consumption discounts, etc. In fact, the so-called surprise does not have to be more prominent or special, the hotel itself emphasizes the norm, as long as it is to let the customer think that the value of the part even brilliant. In class, a teacher once said that when he stayed in a mid-range hotel, he found that the quality of the mattress used could be comparable to high-end hotels, which made him very surprised. From this point of view, under the conditions of cost control, the items and raw materials used by the hotel reach a level beyond the price, and can also achieve a certain effect.

3.3 Appropriate outbreak

The peak-end rule states that it doesn't take long for people to experience positive memories. It exists for a key purpose for the brain: to help us avoid devoting more of our brain capacity to unwanted memories. Therefore, before the application, the management should draw the emotional curve according to the characteristics of the hotel, that is, the user's experience evaluation of each node in the hotel process, mark the peak end time, and record the points of high priority for customers in the experience process for optimization. It is mainly divided into improving the negative peak, strengthening the positive peak and raising the height of the final value experience.

Conclusion

The peak-end rule and its application research reveal that compared with the more average, whole-process customer experience management, focusing limited resources on the experience management of the peak and end point of customer contact can achieve higher service efficiency with fewer or the same resources, thus optimizing the customer experience as a whole. The application of the peak end law is essentially to improve the customer experience. Instead of focusing on raising a passing score to a good score, focus on constructing a few perfect scores when we can ensure that the client does not have a lot of negative emotions. In order to create a good reputation, based on this hotel service brand promotion is worth promoting.

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