PAPER

A Customer Experience Study Based on Vienna Hotel Data

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ABSTRACT
With rapid economic development, there is also an increasing demand for consumer experience. Therefore, we need to make changes to the hotel's customer service based on a study of customer experience theory. This will help improve customer satisfaction and enhance the hotel's competitiveness. Based on the theory of customer experience, this study aims to investigate the customer service at the Vienna Hotel. The service status of each department will be assessed through a questionnaire survey. By analyzing the data and identifying the problems in the customer service at the Vienna Hotel, appropriate solution strategies will be proposed. Hebi Vienna Hotel needs improvement in staff service ability and quality, hardware facilities and equipment, management mechanisms, and personalized service. Therefore, the hotel needs to improve its infrastructure, train its employees to enhance their service skills, innovate personalized services to improve the quality of customer service, and enhance customer satisfaction and the check-in experience.

KEYWORDS
customer experience, customer service, Vienna Hotel, data analysis

1   PREFACE

Since the reform and opening up, China has continuously improved various policies to promote economic development, thereby driving the growth of the consumer economy. In the process of marketization, consumer consumption concepts have undergone significant changes. Previously, there was a bias towards choosing low prices, but now there is a shift towards focusing on the perception of the service experience. The hotel industry belongs to the service industry. Hotel customers are increasingly paying attention to the perception and experience of service, and they are seeking a high-quality service experience. At the same time, academics have conducted extensive research on customer experience theory and applied its principles to various fields. Customer experience theory is still insufficiently applied in research on China's hotels. This research holds great value and significance.

Hebi Vienna Hotel, a chain of comfortable hotels from China, opened in 2021. The hotel is designed according to the standards of the Vienna flagship store series, with the aim of providing customers with a comfortable stay experience. However, the hotel is lacking in terms of customer service. Therefore, this paper focuses on the theory of customer experience and conducts research on customer service at the Hebi Vienna Hotel Jinsha International Branch. The research utilizes a questionnaire survey to analyze the problems in the hotel's service and provide suggestions and strategies to improve the customer's stay experience.

2   RESEARCH REVIEW

2.1   Research on customer experience

Foreign scholars Alwin Toffler first introduced the term "experience" as a professional concept, studying it from an economic perspective and categorizing it into two types: simulated experience and real-world experience [1]. Meyer and Schwager defined customer experience as the internal and personal reaction formed by the customer and the enterprise during direct or indirect contact [2]. An internal and personal response develops during direct or indirect contact between the customer and the company [2]. In the modern business society of economic prosperity, research on customer experience theory by domestic and foreign scholars has expanded to different fields. Chen Guoping studied the impact of service interaction quality on customer behavior in a group service environment from the perspective of customer experience [3]. Additionally, many scholars have examined the impact on customer experience and satisfaction using big data and network media. As a result, customer experience theory has been widely applied in various industries. Zhang Yunlai et al. Proposed in the study of customer experience, based on service blueprints and network text integration, is the idea that, in the era of the experience economy, consumers are increasingly seeking psychological experiences. If service enterprises want to achieve long-term development, they should not only provide customers with high-quality products and services but also prioritize enhancing the customer experience [4]. Lei Chun proposed in a study on the impact of customer satisfaction in smart hotels that the construction of intelligent hotels should prioritize the customer's stay experience. The hotels should be transformed based on various factors that influence customer satisfaction in order to facilitate the development of smart hotels [5]. At present, customer experience theory has been applied in various industries. Scholars have conducted research in different areas based on customer experience theory and proposed corresponding countermeasures to promote new developments in various industries. Therefore, this article emphasizes the importance of applying customer experience theory to the service of the Vienna Hotel in Hebi. By fully understanding the customer experience and its application in new developments, it aims to help the hotel industry improve the quality of service.

2.2   Research on hotel service

Hotels provide service products to customers, and customers evaluate the quality of the hotel service. Therefore, the study of hotel service needs to consider how well the service meets customer needs. Rauch conducted a study that highlighted the importance of hotel service quality in enhancing customer satisfaction [6]. Kang Wei also examined the current state of service quality at LH Hotel from a customer

satisfaction perspective [7]. Customer satisfaction research emerged in the 1970s. In 1990, Professor Lauterpacht focused on consumer needs and emphasized that enterprises should prioritize customer satisfaction. This theory has made significant progress and development compared to the 4P theory, which represents the consumer's dominant position in the consumption process. Since the 1990s, many countries have adopted both the 4C theory and the 4P theory, which are based on the concept of customer satisfaction. Since the 1990s, many countries have implemented customer satisfaction index measurements. This has been made possible through the utilization of satisfaction models and the advantages of network technology, resulting in more scientifically conducted research aimed at enhancing the quality of corporate services. Based on this, the study of hotel customer service is an issue that cannot be ignored nowadays. Scholars have analyzed this problem in detail from various perspectives, focusing on how to improve customer service. Although there has been extensive research on enhancing hotel customer service by improving customer satisfaction, there are still some shortcomings in these studies.

3 RESEARCH AND ANALYSIS OF THE CURRENT SITUATION OF CUSTOMER SERVICE IN HEBI VIENNA HOTEL

3.1 Research method

The current research on the status of customer service at the Vienna Hotel adopts the questionnaire method. It involves setting up problems related to the services provided by different departments, collecting customer feedback and perceptions of the hotel's services, and analyzing the data to identify any existing issues in the hotel's customer service. The questionnaires were distributed directly to the customers who stayed in the hotel and collected on the spot. A total of 180 questionnaires were distributed, and 175 were collected.

The questionnaire design involves determining the factors that customers prioritize when choosing to stay in a hotel, as well as the reasons for their decision. This is followed by an investigation into various dimensions based on different departments. The content of the survey is presented in Table 1.

Table 1. Investigation contents of each department

Department	Evaluation Content
Front office	The overall impression
	Service efficiency
	Etiquette patterns of service personnel
	Service attitude
	Ability to address issues
Room department	Layout design of guest room
	Attitude of room service staff
	Hygienic cleanliness of rooms
	Professionalism of room service staff
	Room service for your personal needs

(Continued)

Table 1. Investigation contents of each department *(Continued)*

Department	Evaluation Content
Food and beverage department	Dining environment and facilities
	Hygiene situation
	Staff service attitude
	Employee service quality
	Dining price positioning
Safety facilities	Hotel elevator, corridor monitoring equipment
	Safety escape diagram and fire protection device in the room
	Safety service quality

For each service provided by different departments, a questionnaire was used to conduct a satisfaction survey on service quality. Numerical values are assigned, with higher values indicating higher levels of satisfaction. The questionnaire survey collected a total of 150 valid customer samples.

3.2 Analysis of research results

The results of this questionnaire were primarily analyzed using graphical analysis of the statistical results of each question.

1. Basic feature analysis
   i) Sex characteristics
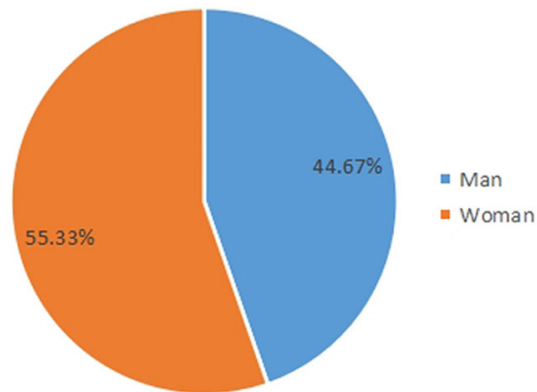
Fig. 1. Sex ratio plot

From the distribution shown in Figure 1, there is no significant difference in the number of men and women in this sample collection. In the effective sample, there are a total of 67 men and 83 women. The majority of customers at the Hebi Vienna Hotel are business travelers. The hotel is conveniently located near companies and factories, with easy transportation access. As a result, most business travelers choose to stay at this hotel. The customer base is stable, and the male-to-female ratio is balanced.
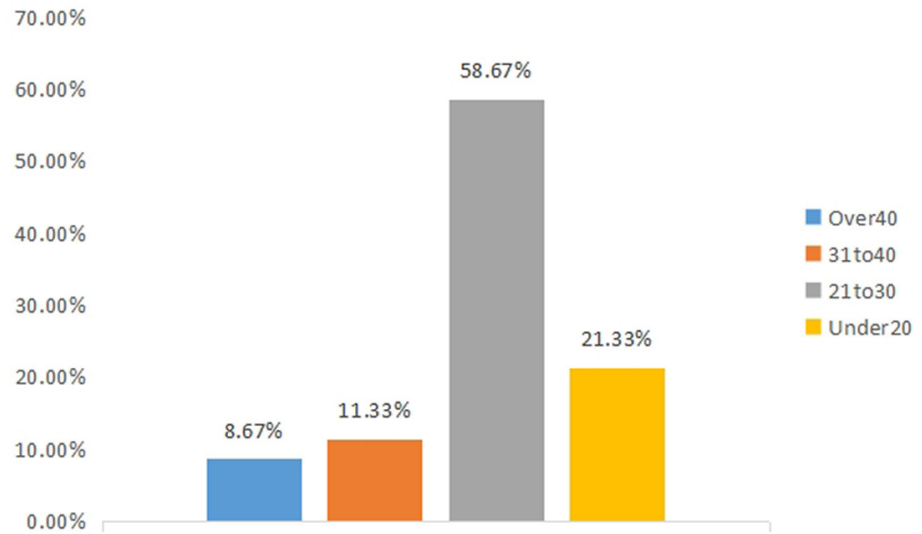
ii) Age characteristics

Fig. 2. Statistical plot of the age distribution

As shown in Figure 2, the largest proportion (58.67%) of the sample data is accounted for by individuals aged 20–30, while the smallest proportion (8.67%) is accounted for by individuals aged 40 and above. Individuals under 20 years old and those goal 31–40 account for 21.33% and 11.33%, respectively. During the author's internship period, the civil service exams took place. The hotel was conveniently located near the examination center and offered benefits specifically for candidates to encourage them to stay. As a result, the survey questionnaire was distributed to a majority of the candidates, as well as to business travelers and door-to-door retail customers, ensuring a more balanced sample distribution.

2. Analysis of consumption behavior
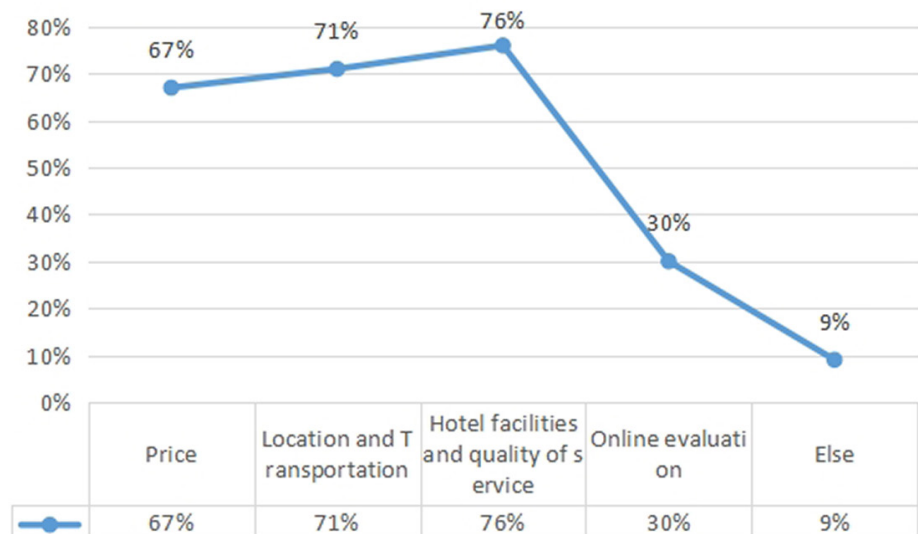   **i)** Consumer demand motivation analysis

Fig. 3. Factors that consumers should consider when choosing hotels

As shown in Figure 3, the primary factor that most customers consider when choosing a hotel is the hotel's facilities and services, which account for 76% of the total, followed by location, transportation, price, online evaluation, and other factors that account for a relatively small proportion. The facilities at the Vienna Hotel are more comprehensive, catering to the needs of customers for both office work and fitness. As a result, most customers prefer to stay here. Secondly, transportation is also an important factor that affects customers' choice of hotel. Whether it is a business trip or for school, people prioritize hotels that have convenient transportation facilities and are located near their work or study locations. Vienna Hotel, being near the bus terminal, is the preferred choice for many customers. Additionally, the hotel offers pick-up and drop-off services, which further attracts a majority of customers. Price selection is also very important. Nowadays, customers will not simply choose a hotel based on its low price alone. They will consider the overall cost-effectiveness. The traditional notion of "price to win" has become obsolete. Customers now prioritize their own experience of the service. Only a small portion of the sample considered online reviews and other factors, as many online reviews are not genuine. Therefore, this aspect accounted for a relatively small portion of the hotel evaluation.

ii) Consumer purchase decision analysis
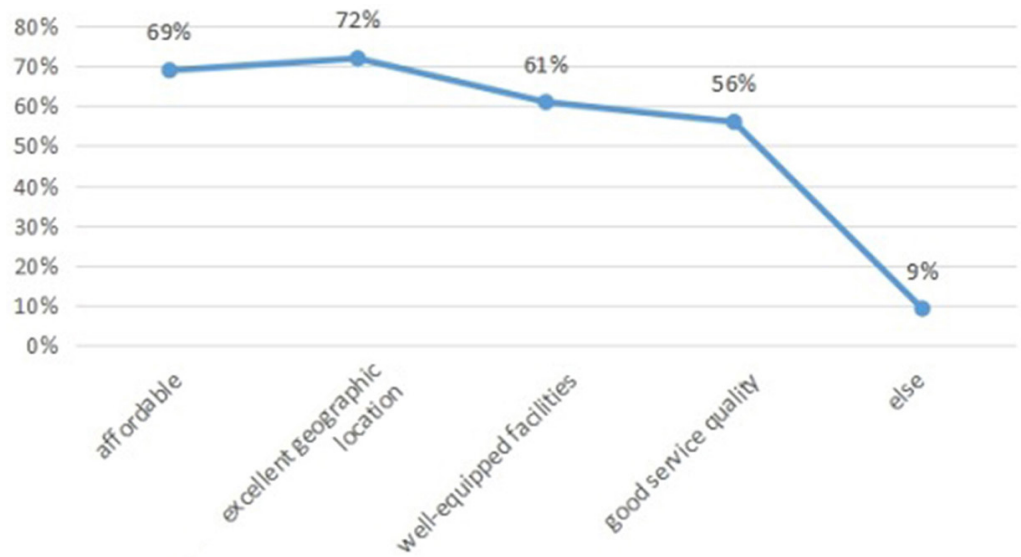
Fig. 4. Statistics of consumer purchasing reasons

As shown in Figure 4, 72% of the data in this sample indicated that the superior location was the main reason for choosing the hotel, while affordable price and facilities accounted for 69% and 61%, respectively. On the other hand, good service quality and other factors accounted for the lowest percentage. This suggests that the service quality of the Vienna Hotel Jinsha International Store is not optimal and that customer satisfaction with its service is low. Therefore, the hotel should focus on service innovation, such as designing personalized service, in order to enhance its competitiveness, establish a competitive advantage, and ultimately improve guest satisfaction.

3. Analysis of customer experience satisfaction
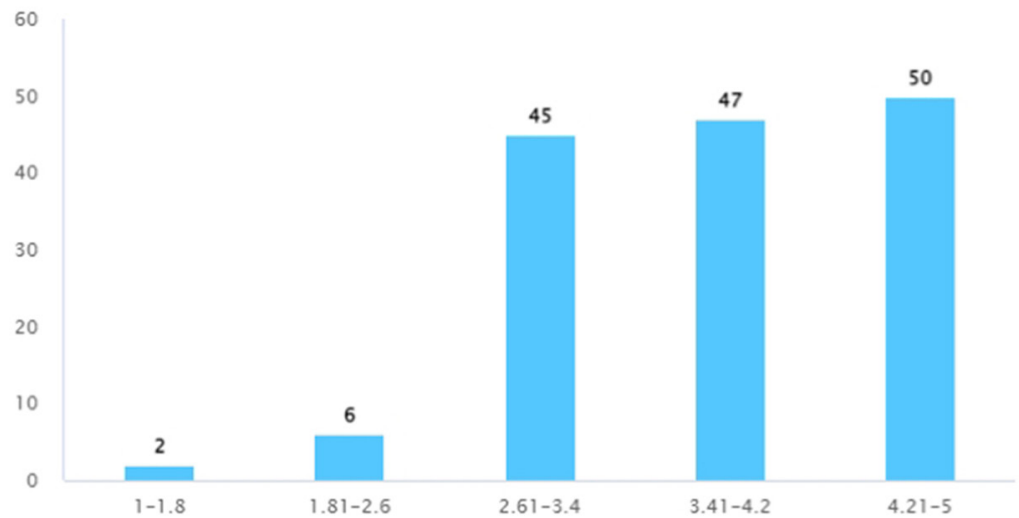   **i)** Analysis of satisfaction with the front office department

Fig. 5. Distribution number of satisfaction data in the front office
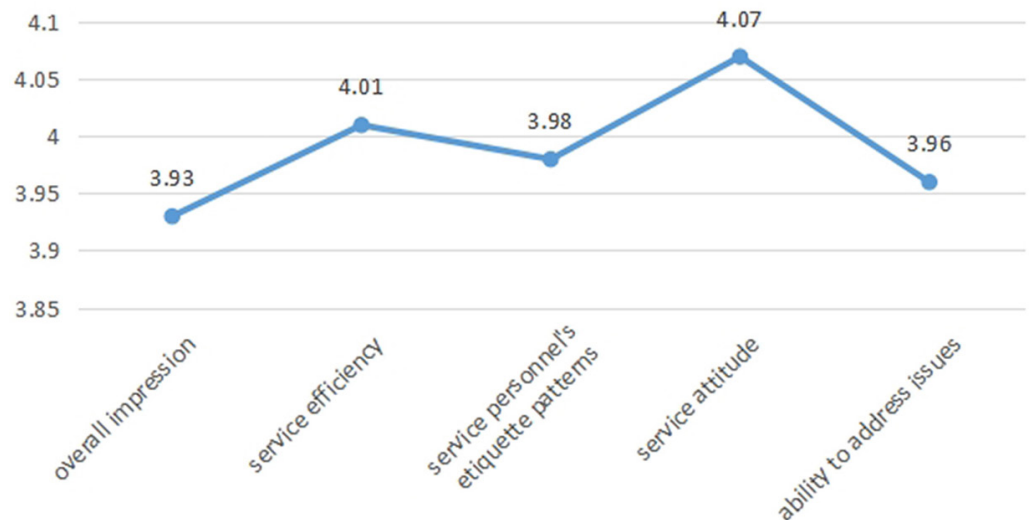

Fig. 6. Average value of front office satisfaction

As shown in Figures 5 and 6, the sample data indicates that the service attitude of the front office department in the hotel received the highest evaluation, followed by service efficiency and the etiquette of the service personnel. The overall impression and the ability to handle problems received lower ratings. However, overall, the customer service evaluation for the front office department was still very positive. The author emphasizes the importance of training front-office staff in the management department. They should be required to greet customers in the lobby with a smile, a friendly voice, and enthusiasm. This will ensure that customers have a positive evaluation of the front office staff's service.

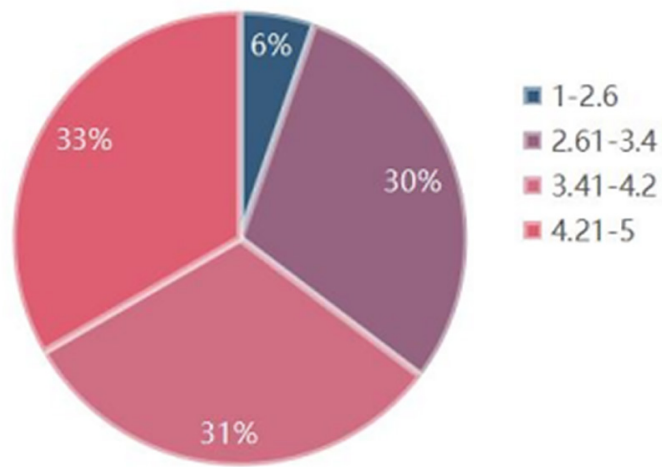**ii)** Satisfaction analysis of the guest room department

Fig. 7. Distribution of housekeeping department satisfaction quantity

Fig. 8. The guest room department satisfaction average

The guest room department is the most direct way for customers to experience the hotel's service products. As can be seen from Figures 7 and 8, the service attitude of the room staff and the cleanliness of the rooms have received the highest ratings. However, the layout and design of the rooms, the professionalism of the room staff, and the demand for services provided by the room staff have relatively low ratings, all of which are below 3.90. Although the hotel room department is able to provide clean and hygienic rooms and a good service attitude, it needs to improve the professional ability and service level of the staff. They should take the initiative to engage with guests, anticipate their needs, and provide assistance. Additionally, improvements should be made to the layout of the rooms and the hardware facilities.

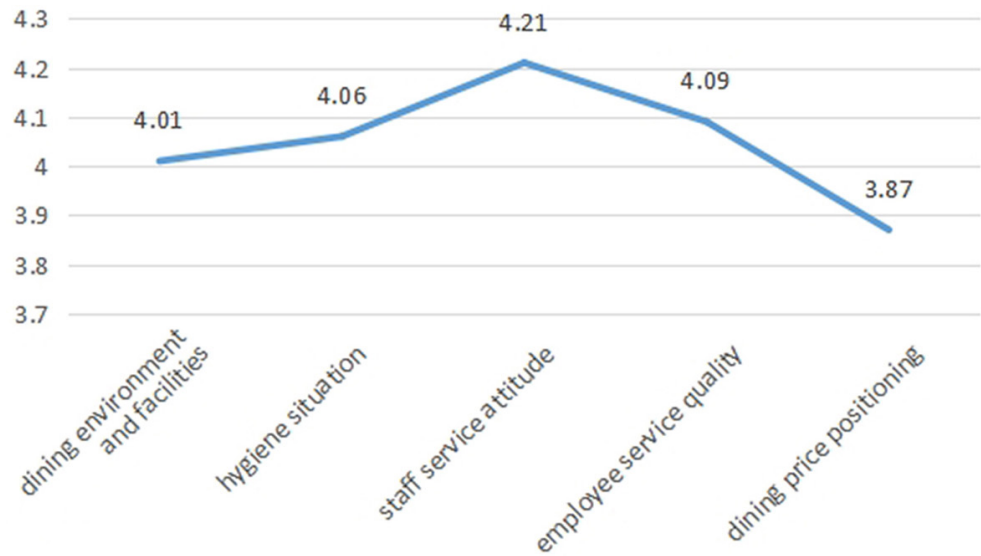**iii)** Analysis of satisfaction with the food and beverage department

Fig. 9. Catering satisfaction average

The catering department is an essential department of the hotel. As shown in Figure 9, customers highly evaluate the service attitude of the restaurant staff, but they have the lowest evaluation of the price positioning of food and beverages. The dining environment, facilities, hygiene, and quality of staff service are rated at a medium level. The Hebi Vienna Hotel only offers buffet breakfast service. The staff has been trained to provide excellent customer service, but the price is not very satisfactory. The breakfast lacks distinctiveness, and the flavors are not prominent enough. As a result, it is not considered cost-effective. Consequently, most guests choose not to eat at the hotel. Additionally, the hotel should improve its hygiene standards to ensure food safety and provide customers with clean and hygienic meals.

iv) Analysis of satisfaction with security facility services

Table 2. Safety facility satisfaction data statistics

Security Facility Service	Average Satisfaction Level
Hotel elevator, corridor monitoring equipment	4.1
Safety escape diagram and fire protection device in the room	4.09
Safety service quality	4.1

As can be seen from Table 2, customers are still satisfied with the hotel's security facilities and services. Nowadays, customers who stay in hotels pay much attention to their own privacy and safety. If a hotel is unable to provide customers with a safe environment, there will be no customers choosing to stay there. Therefore, hotels should not only be equipped with fire prevention and anti-theft facilities but also set up monitoring equipment in public areas to ensure customer safety. Additionally, hotels should regularly check the safety equipment to avoid issues with outdated and unreplaced equipment and to keep the emergency exits accessible. It is important not to ignore security concerns. Hotels should also provide safety training for their employees to enhance overall security.

4 ANALYSIS OF CUSTOMER SERVICE PROBLEMS IN HEBI VIENNA HOTEL

4.1 Inadequate hardware facilities

From the results of the questionnaire survey, it was found that the majority of customers are dissatisfied with the hardware facilities at the Hebi Vienna Hotel. While most customers prioritize hotel facilities when choosing a hotel, the main reason for purchasing a room at this hotel is its convenient location. Therefore, there is a need for improvement in the hotel's hardware facilities.

The hardware facilities of a hotel are the foundation of its business. The author's hotel has been established for a short time, with a business duration of just over a year. However, all aspects of the facilities are not perfect. The restaurant dining area is very small, and there are no large-scale banquet halls or meeting rooms. Additionally, the room facilities are not up to par. The hotel managers should prioritize the construction and improvement of the hotel's hardware facilities in order to provide better service for their customers. During the internship period, some customers complained about issues with the hotel washing machine and that there was no laundry detergent in the laundry room. Typically, there are no staff members present in the laundry room. However, it would be beneficial for the hotel to install a telephone in the laundry room so that customers can contact service personnel to address any problems. This would prevent guests from having to go to the front desk to lodge their complaints, which can be quite inconvenient. At the same time, the hotel should regularly inspect the hardware facilities and equipment in the rooms and perform routine maintenance to ensure that guests have a positive experience during their stay and to enhance customer satisfaction.

4.2 Weak staff specialization and insufficient attention to staff training

In the questionnaire survey, it was observed that many customers had expressed low satisfaction with the service provided by the hotel staff. Furthermore, the specialization ability of the staff was also found to be low. The staff only received one week of pre-employment training, and there was no subsequent training to enhance their skills after they started working. Additionally, the staff did not learn any new service concepts to improve themselves.

Currently, the overall quality of China's hotel management personnel and staff is low. The management tools and techniques used are relatively outdated. Additionally, the education level of the staff is relatively low, resulting in insufficient knowledge. This has also had a negative impact on staff training. Therefore, it is necessary for hotels to organize regular staff training sessions to improve their staff's awareness of learning and enhance their abilities. This will also help improve their sense of work identity, work ethic, and professionalism. By enhancing the professional level of service, hotels provide better service to customers and enhance their overall experience.

4.3 Failure to establish comprehensive customer information files

When analyzing the level of customer satisfaction with the hotel's service staff, it was discovered that the hotel has a low degree of customer satisfaction with meeting

their needs. The service efficiency is also low, as the hotel failed to provide unique services to some loyal customers. It is impossible to improve customer satisfaction without understanding the needs of the guests.

The establishment of a comprehensive customer information file is essential for providing guests with exceptional customer service. During my time working at the Vienna Hotel Jinsha International, I noticed that the hotel did not have a guest information file in place. Although guests were provided with membership cards upon check-in and the staff would explain the benefits and privileges of being a member, they did not create a guest data card for hotel members. This card would include details such as the guest's preferences and habits during their stay, enabling the staff to provide better service in the future. Additionally, it would be beneficial to record the guest's nationality and birthday, especially for guests from ethnic minorities, so that the staff can be prepared with knowledge of their customs and avoid any potential taboos. This level of attention to detail would allow the hotel to provide personalized and considerate service to all guests. Guests feel the heart of the hotel and a sense of being valued.

This hotel has recently established a new branch. However, the management and construction aspects have not been refined yet. It is important for the hotel managers to focus on building customer data files. By establishing the establishment of data information, they can gain a better understanding of the guest's needs and provide improved service. This will enhance the guest experience and loyalty. Additionally, providing excellent guest service is a form of intangible publicity that can increase the hotel's popularity and enhance customer satisfaction.

4.4   Quality of customer service needs to be improved

In the questionnaire survey, we found that most customers do not have a high opinion of the hotel's customer service quality. The hotel's guest service should be timely and prioritize the customer's needs rather than neglecting them. If a guest complains, they must immediately address the issue, alleviate the concerns and emotions, and work towards earning their forgiveness.

The quality of hotel service depends on the hotel staff. It is important for the staff to provide guests with clear and accurate answers when they make requests, rather than using ambiguous words. At the same time, it is important to focus on work efficiency and improve both efficiency and quality. Customer service should be excellent, with a strong emphasis on attention to detail. Only by perfecting the requirements of good service quality, establishing relevant system requirements, and implementing a strict system to discipline the staff can we effectively improve the quality of customer service.

4.5   Lack of personalized service

From the data analysis, it is evident that the hotel's service quality needs improvement. In the era of the experiential economy, hotels cannot simply rely on providing guests with generic, standardized services. Instead, they should strive to innovate in customer service.

During my investigation of the Hebi Vienna Hotel, I found a significant lack of personalized service. The hotel is located opposite the district government office and is surrounded by large companies and factories. As a result, there are fewer casual guests, and most of the guests are business personnel from companies with

agreements with the hotel. However, the hotel does not have a large conference room or a 24-hour restaurant, which causes inconvenience for many guests. During my internship, I often received calls from guests asking if lunch and dinner were available, but the hotel only provided buffet breakfast. This left many guests dissatisfied and diminished their overall experience during their stay. At the same time, I noticed that the majority of the company's staff are from the southern region. They have frequently mentioned that the hotel rooms are excessively dry, but there are no humidifiers or other equipment available to alleviate this issue. As a result, guests experience discomfort. Unfortunately, the management team has not taken any steps to address this concern or seek customer feedback. By actively listening to customer opinions and implementing improvements, the hotel can provide exceptional customer service and significantly enhance guest satisfaction. This, in turn, will lead to positive reviews and praise for the hotel.

5   STRATEGIES FOR IMPROVING CUSTOMER SERVICE AT THE HEBI VIENNA HOTEL

5.1   Improve the construction of hardware facilities to enhance customer experience

Hotel facilities and equipment are an important part of a hotel. Modern hotels are not only meant to meet the needs of customers for accommodation but also to provide leisure and entertainment, fitness, and business facilities. The diverse needs of customers require hotels to establish relevant facilities in order to enhance customer satisfaction.

Hotel facilities and equipment also need to be managed. It is important to establish a management system and improve it. First of all, before purchasing equipment, it is necessary to have a full understanding of its specifications to determine whether it meets the needs of the hotel. If the purchased equipment does not meet the requirements or is of poor quality, it will increase the operating costs of the hotel. Secondly, it is crucial to cultivate specialized maintenance personnel who can regularly maintain and overhaul the equipment. This will enhance the efficiency and longevity of the equipment while also providing customers with a positive experience. If the hotel does not pay attention to the maintenance and management of its equipment, there is a high likelihood of equipment failure and other issues. This can lead to inconvenience for guests staying at the hotel and a decrease in customer satisfaction and overall experience. Therefore, Hebi Vienna Hotel needs to improve its hardware and software facilities and equipment, as well as regularly maintain and repair the hotel's facilities, in order to provide customers with a better experience.

5.2   Establish customer files to provide advance service

The customer information file is essential for hotels to provide quality customer service. Establishing a comprehensive customer file helps hotel staff quickly understand the preferences, habits, and needs of members and loyal customers. This prevents gaps in service that may be caused by staff turnover and ensures that personalized service is delivered consistently. At the same time, having access to perfect customer information can facilitate the hotel staff in anticipating and providing better service to guests during their future stays. Therefore, Hebi Vienna Hotel

should establish a customer profile information system to enable the staff to offer improved service to customers.

Advance service refers to making proactive efforts to anticipate the guests' future needs, taking action before the guests even express them, and promptly resolving any issues they may encounter. The needs of the guests are often not expressed in words; instead, they are revealed through their eyes, expressions, and subtle hints. The waiter must have the ability to accurately perceive and interpret these cues, observe the guests' actual needs, and respond promptly. Hotel guests typically have various needs, which should be anticipated by the service staff. For instance, guests may require a pen and paper to jot down notes during phone conversations. Additionally, observant staff members should be attentive to customers who smoke and may need a lighter. On rainy days, it is important to offer complimentary umbrellas in the lobby for the convenience of the guests. These examples highlight the importance of service personnel conducting thorough observations in order to provide superior service to guests.

5.3   Strengthen the staff training and innovate the management mechanism

Hotel customer service should include specialized training for staff to enhance their skills and awareness of customer service. Since staff members interact with guests on a daily basis, they have the opportunity to closely observe and understand their needs and provide timely assistance. Hebi Vienna Hotel prioritizes staff attitude training for all to ensure that employees always maintain a friendly demeanor towards customers and provide them with enthusiastic service. Additionally, the hotel provides business skills training to enhance employees' professionalism. Lastly, the hotel focuses on improving the professional quality of its staff, enabling them to have a deeper understanding of their work and a strong sense of professional identity.

At the same time, Hebi Vienna Hotel also needs to innovate its staff management mechanism and job promotion system. If the staff receives praise from guests for helping to solve problems or providing quality service, the hotel management should promptly provide material incentives or commendations to the staff. Additionally, staff members who are frequently appreciated for their service by guests should be considered for promotion. Recognizing the contributions of these staff members will help to motivate and inspire other employees to provide better service to guests.

5.4   Improve service quality and enhance customer satisfaction

Customers of the hotel provide feedback on the hotel's services based on their experience with the hotel's service offerings. Therefore, the hotel should strive to enhance customer satisfaction through service quality improvement. In order to improve customer satisfaction, it is important to focus on customer needs and expectations. Service personnel should prioritize the customer and strive to maximize satisfaction by meeting their needs and providing high-quality service.

Firstly, the hotel staff should improve their service awareness and promptly respond to customers' needs by providing them with accurate answers when they are presented. Secondly, it is necessary to improve the efficiency of the service in addressing customer needs, reducing customer waiting time, and increasing customer satisfaction. Finally, Hebi Vienna Hotel should enhance the construction

of its service quality management system. This includes establishing specific service quality management methods and standards for different departments and enforcing strict adherence to these standards by service personnel. By doing so, the hotel can improve the overall quality of the services it provides to customers.

5.5 Attach importance to personalized service and innovate customer service

In today's rapidly changing social and economic landscape, hotels must undergo reform in order to secure a position in the fierce competition. They need to abandon traditional service methods and actively embrace personalized service innovation to provide guests with a more intimate experience and increase guest satisfaction. In order to keep up with current trends, the hotel's service products should also undergo changes. In the era of the experiential economy, the hotel should prioritize the needs of its guests when it comes to product innovation and design. By combining the hotel's service features, a unique service product can be created, incorporating personalized service into the hotel's offerings. This will help the hotel establish a distinctive competitive advantage.

By offering personalized services that cater to individual customer needs, hotels can build trust and increase customer loyalty. This approach also enhances the overall quality of the hotel's services, fostering a strong customer relationship and cultivating loyalty.

6 PERORATION

This paper is based on the theory of customer experience and focuses on the Vienna Hotel in Hebi. The study utilizes a questionnaire survey method to assess the service quality of the hotel. Based on the survey results, the following conclusions were drawn: Firstly, the hotel should enhance its hardware facilities to improve the customer experience. Secondly, the hotel should establish customer profiles to offer personalized services. Thirdly, the hotel should prioritize staff training and innovate management mechanisms. Fourthly, the hotel should enhance service quality to increase customer satisfaction. Lastly, the hotel should emphasize personalized and innovative customer service. Due to the influence of subjective and objective factors, there are still shortcomings in this study, and a more scientific method should be adopted for the selection and analysis of sample data.

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