

Assessment of multiple actor loyalty

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Abstract

The overview of the loyalty evaluation weaknesses allow using innovative mechanisms for specific organisation not allowing to make typical mistakes and develop a new process of strategic development. This procedure is based on practical system to measure the customer relationships. The system can identify the measures to help personally responsible and assess the work quality done.

Keywords: problem, program, strategy, value, development

1 Introduction

The research question is as follows: «How to develop an effective system for the work with customers in hotel business on the basis of unconventional research samples?»

The main purpose of this study is to evaluate the multi-user loyalty, based on the objective measurement systems of customer relationships [1-5]. In accordance with the intended purpose it is necessary:

1. Explore customer loyalty evaluation approaches;
2. Loyalty program analysis;
3. Identification of tools for the assessment of customer satisfaction indicators;
4. Development of mechanisms for the assessment of customer, staff and management relationships;
5. Development of a procedure for assessment of loyalty programme implementation in hotel business.

6. Test the procedure effectiveness on a specific subject. Based on these tasks, it is possible to set the study design, which is manifested of ability to determine the proportion of respondent willingness to recommend the study object to their colleagues and friends.

2 Understanding of preliminary findings

The listed 30 provisions allowed formulating the five distinct study areas, where each formulates a preliminary conclusion (See Table 1):

- Summary of issues.
- Status and prospects.
- Objectives.
- Variables.
- Management.

TABLE 1 Understanding the results of the preliminary research

Scope for further research	Output
Summary of issues	The measurement and evaluation operating system is based on unique loyalty to particular company research foundations of customer relationship
Status and prospects	The operating system of loyalty measurement and evaluation is part of the hotel strategic plan
Objectives	The operating system is created on objective basis for measuring and evaluating the multilayer loyalty
Variables	The study of the dependent variable and independent variables allowed stopping the choice of value management
Management	The binding of the main research variables has allowed developing a management scheme compromising the measurement and evaluation steps of multilayer loyalty

3 Scope of the research

The subject of the study is to develop a view on the use of the mechanisms related to the loyalty evaluation when the customer relationships are measured. The scopes of such representations are defined by selected element composition and structure of the multilayer loyalty measurement and loyalty [4-5]. The system elements are characterized by selected variables that are used in this study.

The decision whether to develop loyalty measurement mechanisms is applied in the study of efficiency (in terms of actions) and the performance (in terms of quality) [6-7].

The leverages are more effective measures to address the exceptional gap and perceptions that exist between participant groups in business (customers, employees and management) [8-9].

The indicator measurement appears in the increase of the enterprise value. The cost effectiveness increase is determined by the organisation long-term and investment attractiveness of the project obtained by value indicators in the medium term.

4 Significance of study

The significance of the present study lies in the objective to develop an effective means for the development of multiple actor loyalty. Such evaluation shall be value-based since this will enable a strategic development of the company in terms of loyalty [10-12]. The management of the company shall be considered as a single unit with a single value. From the viewpoint of value management, a company is a set of harmonised measures in an effort to ensure a strategic

development of the company. Each of the scenarios shall take into account the unique contribution by the following three study samples: customers, staff, management. Change of value is considered in the framework of activities aimed at improvement of loyalty while implementing the new programme. Assessment mechanisms should allow to determine a link between each of the contributions to the total value. This shall be done with the use of gaps between expectations and perceptions that form between participants

of the study in the light of their personal incentives. The said incentives shall be identified in the course of the survey.

The practical value of the study lies in the acquisition of effective mechanisms to improve the general performance of any organisation. Effectiveness related conclusion shall be drawn on the basis of the increase of property's value.

Also a long term investment attractiveness shall be defined in each scenario. Cash flows shall be considered on an annual basis.

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