
七天快捷酒店服务营销策略研究

摘要

现代营销的思想是满足客户需求,通过实现利润在内的业务目标最终达到客户满意度。客户满意度服务营销是当今企业逐渐采用的一种新的营销概念和方法。随着我国经济型酒店市场的日趋饱和,如何在服务上做到顾客满意,是经济型酒店市场竞争中突围而出、抢占市场的法宝。本文从服务营销和顾客满意相关理论出发,重点探讨了7天快捷酒店的服务营销思路,并针对性地提出7天快捷酒店的服务营销策略。

关键词: 服务营销; 经济型酒店; 7天快捷酒店

Abstract

It is the basic spirit of modern marketing to satisfy customers and ultimately achieve the enterprise goal including profit by meeting the needs of customers. Service marketing of customer satisfaction is a new marketing concept and marketing method gradually used by enterprises nowadays. As China's budget hotel market becomes increasingly saturated, how to achieve customer satisfaction in service is a magic weapon to break through and seize the market in the budget hotel market. Based on the theory of service marketing and customer satisfaction, this paper focuses on the service marketing thought of 7Days Inn Express, and puts forward the service marketing strategy of 7Days Inn Express.

Key words: service marketing; economy hotel; 7 days Express Hotel

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