

Customers hail hotels for excellent customer management

New research from Connection amongst over 1,000 UK consumers has revealed that personalised customer support makes hotel customers 5.4 times more likely to remain loyal to a particular brand. Respondents were asked which sectors they believed to offer the most value, taking all factors into consideration. Investment companies lead with supermarkets and hotels coming in joint second place. Bottom of the table came utility firms with customer saying that they are just 3.5 times more likely to buy if they receive customer service excellence.

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