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FEATURES OF CUSTOMER ORIENTATION IN THE ORGANIZATION OF RESTAURANT BUSINESS

Akhtaeva Moidir Seythanovna

Akhtayeva_m@mail.ru

1st year master student of Department of Tourism
EMBA Hospitality and Leisure Management
L.N. Gumilyov ENU, Nur-Sultan, Kazakhstan

Karataev Didar Dautovich

Didar.karatayev1@gmail.com

Senior Lecturer, Master of the Department of Tourism
L.N. Gumilyov ENU, Nur-Sultan, Kazakhstan
Scientific adviser - Mutaliyeva Lyailya

Today, according to the theory of M. Castells, companies are changing their organizational form, becoming horizontal, and their results are measured by the degree of customer satisfaction [1]. Along with the transition from industrialism comes the transition from mass production towards flexible, individualized in the restaurant business. In the presence of a huge number of goods and services that are essentially the same in their properties, other things being equal, the consumer is more likely to choose the company that is most focused on his personal needs, on building relationships with him personally, than he will prefer a company that stamps the same type of products, indifferent to his opinions and requests. Although modern society is not at the stage where production is completely individualized, even mass production nevertheless claims to be tailored to the needs of a particular client, or at least strives to create such an impression. In the light of the foregoing, the emergence of such a term as a client-oriented approach seems natural.

The American Marketing Association defines customer centricity as an independent concept, namely, «an approach to sales in which the needs and interests of the client are of paramount importance». Customer orientation is a customer relationship management tool aimed at

obtaining sustainable profits in the long term and based on three criteria: core competencies, target customers and equality of positions [2].

In addition, there are a large number of definitions of customer focus given by domestic authors. «A customer-centric approach in the restaurant business is a strategic approach to the development of an organization that increases its competitiveness and growth in profitability, which implies the mobilization of all its resources to identify, engage, attract customers and retain the most profitable of them by improving the quality of customer service and meeting their needs» [2].

As noted earlier, the concept of a client-oriented approach arose in the 20th century. in the field of marketing. Marketing concepts have evolved gradually, under the influence of changing economic, social and political changes. But the very use of this concept appeared in the restaurant business by the development of competition in this market.

According to F. Kotler, customer focus is one of the marketing tools, which is included in five basic marketing concepts [1]:

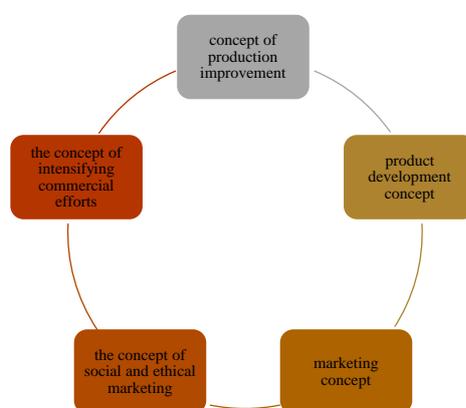


Fig 1 Basic Marketing Concepts [1].

The concept of production improvement is based on the principle that consumers will be most loyal to products that are low in price and widely available, which means that the company needs to focus on improving production and distribution technologies.

The human need for rest was, is and will be an integral part of human life. A person will always want to eat and rest, and this cannot be taken away from him. That is why these two areas of activity, such as restaurant and tourism, have gained momentum so much over the past decades and are unlikely to stop now.

Today, more and more catering establishments are rapidly opening. Some, having taken up the restaurant business, begin to experiment in search of ways to achieve success. Not everyone goes smoothly on this thorny path of trial and error, many of which could have been avoided. Others have sufficient work experience and know their business well but found themselves in unusual competitive conditions.

And, according to Khairullin R., customer focus is a marketing term that implies, first of all, customer satisfaction in the implementation of sales and services. There are many definitions of customer focus. Every manager, marketer, sales manager, support specialist, secretary and, of course, the client will give their own [3].

Theoretical aspects of the problem:

To solve this problem, theoretical materials on social technologies and a client-oriented approach were initially analyzed. Then the definition of client-oriented social technology was formulated based on B. Jarowski, J. Lambena. Client-oriented social technology in this study is

defined as a type of social interaction aimed at studying and understanding the needs of clients, the further implementation of goals aimed at satisfying them, as well as assessing client satisfaction with his involvement. This definition reflects the ideal type of client-oriented social technology, which does not exist in practice in its pure form but allows us to highlight the most important characteristics of client- orienteers. This type of social interaction allows the most complete consideration of the interests and needs of the client. Customer-oriented social technologies for each of the three links are represented by a set of ideas about specific manifestations of customer focus, such as benefits, communication style, store space organization, etc. Managers, staff, and customers evaluate a company’s customer centricity based on the company’s compliance with their perceptions of customer centricity. A schematic representation of these processes is shown in Fig.2.

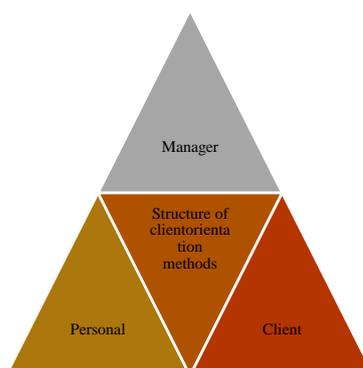


Fig. 2 Client-oriented social technologies in the view of managers, staff and clients. [Note: offered by author]

In most cases, these definitions will be based on fragmentary ideas, taken out of context without any system and rethought in their own way. So, someone believes that customer focus is obsequious treatment of any potential buyer or customer. For the fourth, it is a marketing strategy that allows you to increase the number of loyal customers and increase profits.

In fact, these two approaches to explaining the term "customer focus" complement each other, because view it from different angles. In the first case, we are talking about some result of the company's work, when it is either considered customer-oriented or not. In the second - about the principles of the company. In fact, one follows from the other.

Customer focus in the restaurant business, according to Chabykina L., is the ability of a company to create additional turnover and profit through a deep understanding and satisfaction of customer needs [3].

To meet the growing needs of the population in public catering services, it is necessary to constantly improve the forms of consumer service. There are three main forms of service organization:

- Self-service
- Dispensing dishes through waiters
- service through bartenders.

The main task of all forms of service is to increase the level of service culture and the efficiency of enterprises.

In accordance with the type and purpose of a public catering enterprise, it is important to choose the right form of customer service and implement it taking into account specific working conditions. At enterprises designed for quick customer service, it is most rational to introduce new and improve existing forms of service.

It can be expressed in the final product, the so-called quality customer focus. For its implementation, surveys, studies regarding the characteristics, sizes, tastes, aromas or varieties of certain products should be conducted. Subsequently, the results of these studies should be transferred to manufacturers and distributors of these products.

Recommendations for improving customer focus in the restaurant business

As noted, the goods supplied to the buyer will meet his needs as much as possible. In addition, along with the product, the client will be able to receive an additional bonus in the form of some services or goods. The simplest example would be free gift bags on the eve of some holiday, which will be useful to the client if he plans to present the purchased products as a gift.

Customer focus can also be expressed in price. Initially, this type of customer focus involves determining the price range of your potential customer, in which he will make a purchase of a particular product. The prices of similar goods from competitors should also be studied. And as a result, a price should be formed that is optimal for the buyer and allows you to keep sales at the desired level or increase them.

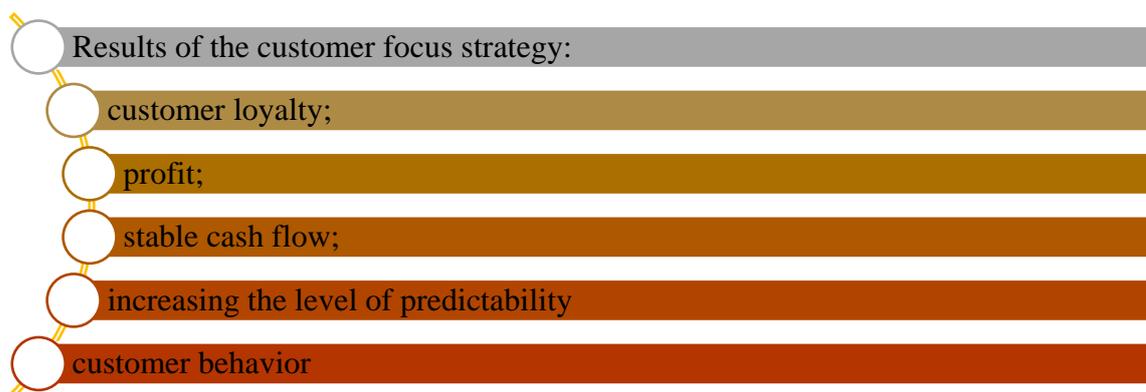


Fig. 3 Client-oriented social technologies in the view of managers, staff and clients [2]

From the point of view of Philip Graves [2], the profit of a restaurant directly depends on the number of guests - the more there are, the more often they come to us, the higher the income. Conventionally, the types of customers can be divided into those who came for the first time and those who come regularly. But this classification is not enough to better understand the principles of working with a particular group of guests. We are interested in the marketing typology of customers, which divides them into groups depending on the frequency of visiting the establishment. If we can imagine the approximate percentage of these groups in our restaurant and know how to keep certain guests, we can increase attendance - and hence profits.

Conclusion

The sphere of public catering plays an ever-increasing role in the life of modern society and every person. This is ensured, first of all, by changes in food processing technologies, the development of communications, means of delivery of products and raw materials, and the intensification of many production processes. Public catering is one of the most important socio-economic components of the level of development of society.

At present, the sphere of public catering in our country is a large organizational and economic system. Its further development is an important social task, the solution of which is connected with the satisfaction of the vital needs of the population.

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