Chapter 68
A Case Study on Customer Experiential Management at High Five Hotels Pvt. Ltd, Nashik

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ABSTRACT

Experiential Marketing is an extension of consumer orientation marketing. The organizations can use Experiential Marketing as one of models which has vast potential to serve as a link between improved customer satisfaction and brand loyalty. It can be described as one of the innovative ways of delivering the consumption experiences to the consumers before they buy a product or actually use the service. It works on the simple principle that the memories of experiences get preserved in the minds of prospective customers as well as repeat consumers which induces them to visit again and again for the same product or service. In this case study of High Five Hotel Pvt. Ltd., this innovative marketing strategy, known as experiential marketing, was applied by the management to establish itself in the market as a reputed brand. This case study presents various innovative promotional strategies followed in the hospitality industry. The ultimate outcome and the results after applying this ‘experiential techniques’ were excellent in terms of financial returns as well as customer satisfaction.

INTRODUCTION TO THEME

The pleasure of experience can result in product procurement. Truly, experiential marketing or Customer Experience Management (CEM) is a new age marketing tactic to influence the customer’s buying decision. The term “Experiential Marketing” refers to actual customer experiences with the brand/product/service that drive sales and increase brand image and awareness. It’s the experience which is attracting the consumer towards a brand and ultimately a source for creation of brand loyalty.

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