

Innovations and Sustainable Growth in Business Management Opportunities and Challenges

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Customer Engagement Management: An Innovative Franchise Strategy Model of Oyo Rooms

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Abstract:

King of the market and focus is customer, therefore the supplier has to be competitive and in tune to customer needs and service expectations. A company will be sustainable in the market either by two strategies need identification that is customers approach or by company's approach .The need will be satisfied but the recall will be better if you are having customer's centricism, selling the product or service once is not difficult but retaining them over a period is most difficult. The retention is possible by intelligence like exactly knowing what customers are wanting, asking, desiring and want in offering. CEM in retailing represents a business strategy designed to manage the customer experience, a strategy that results in a win-win value exchange between the retailer and its customers, designed to manage the customer experience. It was derived from systematic comparative analysis of the relevant relationship marketing literature , there are additional elements that relating to the important of focus on main customers , the organizational efficiency and customer knowledge management elements and their influence on the marketing performance. OYO, India's Largest Hospitality Company, is shaping the evolution in the hotel industry in India. This paper aims at exploring the theoretical foundations of customer relationship engagement and experience management vis-à-vis the marketing performance from the several perspectives of OYO franchise strategy Model.

Keywords: (CEM) Customer engagement management, Franchise strategy, Marketing Performance, Relationship Marketing, Start-up.

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with a huge demand, booked after every three seconds. Customer and user satisfaction surveys for continual service and product improvement, including internal process improvement for customer support engagements, improvements for customer support engagements is done. It focuses on product, service improvement, and simplification. 50% of the clients are repeat customers, for the seamless product experience, efficient marketing and solid distribution capabilities from OYO. 98% Direct Demand – it relies heavily on online travel agents (OTAs).

Conclusion:

Innovative leadership styles, risk taking capacity and ideas are always supported by people for start-ups. Easy accessibility on a click has made this innovation possible. Willingness of the other competitor (hotels) to join Oyo helped the management in easily expanding the business. Globalisation has reduced the boundaries and barriers giving opportunities to work abroad which resulted in the demand for the service industry.

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