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Enhancing the role of employees to improve the customer satisfaction in food Chain Outlets

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Abstract:

The term employee comes from the workforce that are engaged in the organization for providing the services to the customers and they are being paid by management for the same but where the management only have a mindset that for them the employees are one who provide their services to the organization will never be able to build the trust in the people who are working with them. The management needs to understand when it comes to the hospitality sector and there to the food chain outlets the role of employees becomes very essential as they are the one who helps to build the relation with the customers and every time whenever the customer think to dine out the first thing that comes in their mind is the outlet where the employees are cordial and have positive attitude. The purpose of this research paper is to understand the role of employees in Food chain outlets and how these employees effect the profitability of the organization. The main purpose of any organization is to generate profit but when it comes to the food chain outlets how this profit is related the employees of the organization who are working with them.

Keywords: Employees, Satisfaction, Essential, Food chain, Profitability

Introduction:

The management needs to understand the importance of the employees and their role in food chain outlets as this industry is more oriented towards the customers (Hashem et al., 2020) and this is the industry which has direct face to face interaction with the customers and every customer is different from the other and have the different demands to ensure that the sector is able to meet the demand of the customers it becomes important that the employees are proactive and are always ready to give their best to the customers. The food outlets are growing with a rapid speed and these number will keep on increasing in the future so to ensure that these outlets are able to face the competition the employee needs to be well trained, and the proper training is imparted to the employees which

will help the management to have the motivated people working in an organization. The employees help to generate the profit to the outlets as it will reduce the cost of marketing to get again and again the new customers and help in having the repeat business. It is not an easy task for the restaurant to survive the competition without having the repeat customers and the goal of management is always to see their business growing for that they must understand and value the people working with them, The organization where the employees are appreciated for their good work helps them to increase their productivity which in turn will help to increase the revenue of the food outlets. The primary focus should be on ensuring that the people are satisfied and motivated all time during their shift .(Perić et al., 2019)

The employees who are motivated are the ones who will go an extra mile to achieve the goal of the organization .The management must understand the several points that the people who are working in these sectors are working hard due to long shift and even they don't have the balance in the family and work life,so it becomes the duty of the management to ensure that they are able to provide the healthy work environment to these employees . The management needs to go an extra mile to achieve the confidence of the employees working with them that this is best place for them as this sector cannot survive without the best workforce working with them. The second and the most important that comes is the retention of the employees(Kossivi et al., 2016) it is easier to hire the employees but it is difficult for the management to retain them as the retention comes with lots of hard effort that is made from the management end by providing the confidence in the employees that the good work will be rewarded and they would be getting promoted within the organization and will have a fair growth plan within the organization.

Literature Review:

(Irabor & Okolie, 2019)The researcher perspective was to highlight that the management when pay their attention in developing the skills in the employee it helps not only to the employee but also to the organization as the skilled employees contribute positively in building the reputation of the food outlets as the well trained employees have the skills in them to improve the quality of the services that they offer to the customers and which in turn helps to create the difference from the competitor.

(Perić et al., 2019) The researcher has drawn the attention on the points that the clear job set in the mind will help in achieving the satisfaction level. When the management creates the opportunity to grow with in the organizationand also ensure that the right job is offered to the right person the when the skill set is matched accordingly it will help in achieving the trust of the employee which in turn helps to increase their commitment towards their work that is been assigned to them.

The research performed by the (Wang et al., 2021)has shown that when the management

empower their employees and give them freedom to perform their job according to their comfort and give authority of decision making at their level this freedom allow them to work according to their style and they become more responsible towards their job and when it comes to the food chain outlet employees this freedom helps them to respond positively to the guest need and also they try to ensure that they offer the personalized services to their guest . there was another study which was done by (Bufquin et al., 2021)that the empowerment of the employee has positive impact of the mental health of the employee and they are mentally stable and these employees are quick learners and the decision made by them are practical and they tends to know how to maintain the balance in their personal and work life.

The research which was done by (Kim & Jang, 2020)have bring out the fact that if the employees are paid well their performance will remains good and also it has also been proved by the researched performed by the researcher that when the compensation of the employee increases with the timely basis the performance of the employee also keeps on increasing, so this factor is also one of the important factor to ensure that the employees are paid well for the job performed by them.

It has observed by the research done by the(Yang et al., 2020) that the hospitality sector is one of the customer centric sector so due to which the employees needs to interact with the customers at every stage of their service and sometime when the customers did not like any service provided to them they start behaving very harshly with the employee offering them the service this not only effect the mental health of the employee but also this effect the performance of the employees so it becomes essential that the manager must come in between the conversation and try to control the situation so that it comes in the mind of the employee that their management is always there for them.(Han et al., 2016) the study done by the researcher has bring out the points that the management need to really focus on as the turn over ratio of the employees in the Food outlets are really high and by the study it was focused that most of the time the people working are not comfortable due to the customers rude and arrogant behavior towards the.

The employees retention also depends on the people working with each other (Bufquin et al., 2017) has mentioned in the paper that the employee retention is lesser in the organization where the people working within the organization have the cordial relation in those organization the retention rate is higher in comparison to those workplace where the relation between the employees are not humble.

In this the focus was drawn by the researcher (Jung & Yoon, 2013) that the employee satisfaction is directly related to the customer satisfaction the restaurant where the employees are satisfied their customers in turn are also satisfied and also the restaurant positivity come from the environment within the restaurant and it helps to spread the positive mouth to mouth publicity.(Heung & Gu, 2012)

Research Methodology:

The research methodology used during this study was based on the secondary data and a analysis was done to review the Journals, Academic paper, Literature review and different case studies that was done by the researcher on the topic related to the importance of employee in enhancing the customer satisfaction.

The data collected from the secondary sources were analyzed to ensure that the pattern and trends in different studies are identified and at the end we can get the finding which would help to us to get the results which could in line with our objective if the study.

Objective of Study:

- To analysis and understand the important role of employee in the success of the organization
- Analyze how employees impact the Retention and loyalty of the customers.
- To understand the practices used by the management of the food outlets in motivating the employees and retaining the employees.

Results

1. Employees are the most integral part of the food outlets and their loyalty toward the organisation helps in building a strong organisation which in turn helps the food chain outlets to become the market leader.
2. It is necessary for the management to ensure that they have the workforce who are hardworking and dedicated but for that the first step needs to come from the management and they should invest in their people and provide them the best training the skill development.
3. It has been noticed that where the management trust their employees are the ones who are able to keep their people motivated.
4. The hospitality sector depends on their employees for their success so the trust in the employee should always be there and the attention should not be more on hiring the new employees, but it should be focused on retention of the employees.
5. The food outlets are growing rapidly and the competition in the market is growing day by day to compete in the competitive market the food outlets need to be different and best from the other and the difference in the outlets comes from the people working within these organizations.
6. It has been observed that employee engagement helps in improving customer loyalty.
7. The organization which gives empowerment to their employees and freedom to take decisions will create such a good impact on the employee that they would like to deliver exceptionally good services to their customers.

Conclusion:

The nature of this industry is that the employees working in this food outlet sector must be

proactive in order to achieve the desired satisfaction level from the customers. The management in these sectors needs to work closely on understanding the factors that impact on the employees and each factor that effects the motivation level of the employees working in these sectors must be given equal attention like job role, working hours , compensation for the job performed and the level of the customer interaction required by these employees at their end ,if these factors are addressed at the right time it will help to optimize the productivity level from the employee and even it will help to increase the satisfaction level. Organization who understands the importance of the people working with them and they value their workforce are the one who will excel in the food outlet sector and this will help to get the feeling that their work is being valued and this will foster the loyalty in the employees and go an extra mile to stand out in front the employees working in the similar sector. This will not be only positive for the customers and the employees but also the organization will be able to achieve their short-term and long-term goals.

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