

**CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY AND SERVICE
QUALITY IMPROVEMENT AT HILTON SAMARKAND REGENCY AMIR
TEMUR**

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Abstract: This study analyzes the customer relationship management (CRM) strategy of Hilton Samarkand Regency Amir Temur and evaluates its effectiveness in improving customer satisfaction, loyalty, and operational performance. The research focuses on customer segmentation, targeting, customer journey mapping, complaint management, service quality assessment, and the use of CRM technologies. A qualitative case study approach was used based on secondary data, hotel performance indicators, customer reviews, and strategic analysis tools such as SWOT and PESTEL analysis. Findings indicate that Hilton Samarkand Regency has strong international brand recognition, high service quality standards, and advanced CRM technologies such as OnQ PMS and Salesforce integration. However, challenges remain in customer retention, local customer loyalty, Wi-Fi quality, and technological complexity. The study recommends the implementation of localized loyalty programs, AI-powered customer service systems, stronger cooperation with local businesses, and improved employee training. The research concludes that effective CRM implementation significantly contributes to competitive advantage and customer satisfaction in the hospitality industry of Uzbekistan.

Keywords: CRM, Hilton Samarkand Regency, hospitality management, customer loyalty, tourism, service quality, Uzbekistan

Introduction

Customer Relationship Management (CRM) has become one of the most important strategic tools in the hospitality industry. Hotels increasingly use CRM systems to improve customer satisfaction, enhance loyalty, personalize services, and maintain competitive advantage. In tourism-oriented cities such as Samarkand, where millions of tourists visit annually, CRM strategies are especially important for attracting and retaining international and domestic guests.



Hilton Samarkand Regency Amir Temur is one of the leading five-star hotels in Uzbekistan and operates within the Silk Road Samarkand tourism complex. Due to its international reputation and strategic importance, the hotel provides an excellent case for analyzing CRM strategies in the Uzbek hospitality sector.

The purpose of this study is to evaluate the CRM strategy of Hilton Samarkand Regency Amir Temur and identify opportunities for improving customer relationships, service quality, and customer loyalty. The study also examines the role of modern technologies and ethical data management in hotel operations.

Methods

This research uses a qualitative case study methodology focused on Hilton Samarkand Regency Amir Temur. Data were collected from secondary sources, including hotel performance reports, tourism statistics, customer reviews, industry reports, and academic literature related to CRM and hospitality management.

The study applies several analytical methods:

1. Customer Segmentation and Targeting Analysis – to identify the main customer groups and marketing focus.
2. Customer Journey Mapping – to analyze customer interactions from awareness to post-visit communication.
3. Service Quality Assessment – using SERVQUAL dimensions and Net Promoter Score (NPS).

4. SWOT Analysis – to evaluate strengths, weaknesses, opportunities, and threats.
5. PESTEL Analysis – to assess political, economic, social, technological, environmental, and legal factors affecting hotel operations.

The research also evaluates CRM technologies used by Hilton, including OnQ PMS, Salesforce, Adobe Experience Platform, and ReviewPro.



Results

Customer Segmentation and Targeting. Hilton Samarkand Regency segments its customers based on geographic, demographic, psychographic, and behavioral characteristics.

Geographic Segmentation

Domestic tourists: 15%

CIS countries: 30%

Asian countries: 20%

European countries: 25%

Middle Eastern countries: 10%

Demographic Segmentation

The hotel mainly targets high-income individuals aged 30–65, including businessmen, diplomats, government officials, and luxury travelers.

Psychographic Segmentation

The hotel attracts customers who value prestige, comfort, luxury, and historical tourism experiences.

Behavioral Segmentation

Regular customers: 8%

New visitors: 45%

Non-returning customers: 25%

Passing visitors: 22%

These findings indicate that Hilton primarily focuses on premium international tourism and business travelers.

Customer Journey Analysis. The customer journey at Hilton Samarkand Regency consists of five stages:

1. Awareness and online search
2. Booking process
3. Arrival and check-in
4. Service experience
5. Post-visit communication and loyalty management.

Customers usually discover the hotel through online searches, social media, tourism platforms, or travel agencies. Booking channels include the hotel website, Booking.com, Expedia, and tour operators. Hilton also uses post-visit email communication and loyalty rewards to maintain customer relationships.

Service Quality Assessment. The hotel evaluates service quality through the SERVQUAL model and Net Promoter Score (NPS).

Key findings from the 2025 analysis include:

NPS score: +52

Positive reviews regarding cleanliness: 93%

Positive reviews regarding staff behavior: 89%

Main complaints: Wi-Fi speed, SPA queues, and limited restaurant menu options

These results indicate strong service quality but also highlight operational areas requiring improvement.

Customer Loyalty Program. Hilton uses several loyalty-building strategies:

Late check-out options

Free room upgrades

Hilton Honors points system

Restaurant and excursion discounts

Promotional campaigns such as “2=3” offers

The hotel’s re-engagement campaign increased the customer return rate from 12% to 18%.

Complaint Management System. The complaint management process includes:

1. Complaint registration through OnQ system
2. Classification by urgency level
3. Solution implementation
4. Monitoring and closure

In 2025, the hotel recorded 1,242 complaints, and 89% were resolved within 24 hours. Customer satisfaction with complaint handling reached 84%.

CRM Technologies. Hilton Samarkand Regency uses several technologies:

- OnQ PMS for reservation and billing management
- Salesforce for customer data and marketing automation
- Adobe Experience Platform for customer behavior analysis
- ReviewPro for review monitoring
- The introduction of electronic keys reduced customer queues by 22%.

SWOT Analysis

Strengths

- ✓ Strong global brand reputation
- ✓ Modern infrastructure
- ✓ Internationally trained staff
- ✓ Five-star service standards

Weaknesses

- ✓ High prices for local residents
- ✓ Complex OnQ system
- ✓ Distance from city center
- ✓ Limited local loyalty programs

Opportunities

- ✓ Growing tourism in Samarkand
- ✓ Expansion of international flights
- ✓ Technological development
- ✓ Cooperation with local businesses

Threats

- ✓ Increasing competition
- ✓ Inflation and rising operational costs
- ✓ Cybersecurity risks

PESTEL Analysis

Political. Government support for tourism and international events positively affects hotel demand.

Economic. Economic growth and currency exchange advantages support foreign tourism.

Social. Strong Uzbek hospitality culture and affordable labor force support service quality.

Technological. AI technologies and digital transformation improve hotel operations.

Environmental. Hilton implements sustainability initiatives through its “Travel with Purpose” program.

Legal. The hotel complies with Uzbek personal data laws and GDPR standards.

Discussion

The findings demonstrate that Hilton Samarkand Regency successfully applies modern CRM strategies to improve customer satisfaction and operational efficiency. The hotel’s strong brand image, advanced technologies, and service quality standards contribute significantly to its competitive advantage in Uzbekistan’s hospitality industry.

However, several challenges remain. The relatively low percentage of repeat customers indicates that customer loyalty strategies require further improvement. Although Hilton Honors and promotional campaigns provide some success, the hotel still depends heavily on first-time visitors.

Technological systems such as OnQ and Salesforce increase operational efficiency but may create difficulties for employees who lack advanced digital skills. Therefore, regular staff training is necessary to improve CRM implementation.

The study also highlights the importance of localization strategies. Since domestic tourism in Uzbekistan is growing, Hilton should develop more affordable and attractive packages for local tourists. Increased cooperation with local restaurants, tour agencies, and transport providers may strengthen customer retention and improve the hotel’s market position.

Artificial intelligence technologies, including multilingual chatbots and automated customer service systems, could further improve communication speed, personalization, and data security.

Conclusion

Hilton Samarkand Regency Amir Temur demonstrates effective use of CRM strategies in the hospitality industry. The hotel benefits from strong international brand recognition, advanced technologies, and high customer satisfaction levels. Service quality indicators and complaint management systems show positive operational performance.

Nevertheless, several issues require attention, including limited local customer loyalty, technological complexity, and service limitations related to Wi-Fi and restaurant

diversity. To strengthen its competitive advantage, Hilton should expand localized loyalty programs, improve employee digital skills, adopt AI-based customer communication systems, and enhance cooperation with local tourism businesses.

Overall, the study confirms that effective CRM implementation plays a crucial role in improving customer satisfaction, increasing loyalty, and ensuring long-term success in the tourism and hospitality industry.

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