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Hotel Furniture – Brand Matters [By Ben Bradshaw](#)

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There is more to hotel furniture than what meets the eye as far as hotel furniture is concerned. The hotel and hospitality industry thrives on image and brand management, apart from high standards of customer service. The issue with a service industry, as in the case of hotels, is that service is delivered in real time to customers, unlike in the case of production industries, for instance, where production and consumption happen in two different occasions. This makes customer satisfaction an even more difficult job, considering that the customer could see and feel the service being delivered. This brings us back to the discussion on image and brand management, and the impact that hotel furniture could have on branding and ultimately, on customer service levels. So, what exactly is the relationship between hotel furniture and its effect on customer service?

If you were a customer who walked into a hotel, you could imagine what impact an outdated set of furniture could have on your perception of the hotel. Furniture is not the be all and end all of the hotel industry, but it is the predominant part of the hotel business. When a customer walks in and finds that the hotel furniture that hits his eye is not something in line with the brand image of the hotel or that it does not match his perception of the brand, the customer is more likely to be put off. At the very least, the hotel would have failed to cash in on the opportunity to make the first impression a powerful one, and in all probability, it would have given them one more opportunity to raise a complaint about the lack of service standards prevailing in the hotel, on account of the hotel furniture.

The best way to manage the brand image of the service oriented hotel industry would be to ensure that your hotel is fully equipped with contemporary furniture that is in line with the brand image that you would like to create of your hotel. If your hotel does not feature the best of hotel furniture, the chances are that your hotel may be perceived not to be modern in its facilities and outlook, no matter how old or new it may actually be. And a customer once lost is lost forever, while a customer satisfied with the services is bound to return with family and friends. When it comes to hotel furniture, it pays to be in tune with the times.

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