



## **TRAINING: A PANACEA OF CUSTOMER SERVICE INEFFICIENCY AND IMPROVING HOTEL PERFORMANCE AT OSOGBO, OSUN STATE, NIGERIA**

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The objectives of this study were to investigate the impact of training on customer service, to determine the benefits of training in the hotel establishment and to determine the level at which employees are trained. The study evaluated training as a panacea for customer service inefficiency and improving hotel performance at Osogbo, Osun State, as hotel establishment experience inadequate customer service due to lack of staff training as this has stood against loss of income in the industry. Three hotels were selected in Osogbo, Egbedore and Olorunda local government area of the state. One hundred and sixty questionnaires were administered while the data were analyzed using descriptive statistics and the hypothesis was tested using Pearson, Chi square at 0.05 level of significance. The first hypothesis calculated 0.25 which reveals that training has the significant impact on customer service and the second hypothesis calculated 0.035 which reveals that training has benefits effect on customer service; therefore the null hypothesis was rejected. Other finding shows that training helps staff in improving performance. It helps them in handling customer's complaint and also delivers good service to the guest. Based on the above findings, it was concluded that training increases the overall organizational performance. Also, a means of survival to any organization and essential for effective performance of employees, enhancement of employee's ability to adapt to the changing and challenging business environment

**Keywords:** Training, Customer service, Employees effectiveness, Customer.

### **Introduction**

Training is a part of the human resource development, along with the other human resource activities such as recruitment, selection, and compensation. The role of human resources department is to improve the organization's effectiveness by providing employees with knowledge, skills, and attitude that improve their performance. In order to implement the right training methods, the training specialist should be aware of the advantages and disadvantages and effectiveness of each training method. Besides, for evaluating training effectiveness, the measurement should be done according to the models. "Training is the systematic development of the knowledge, skills, and attitudes required by an individual to perform adequately a given task or job" (Michael, 2000). Training is an essential process which should cautiously design and implemented within all firms. Organizations are facing increased competition due to globalization, changes in technology, political and economic environments (Evans, Pucik & Barsoux 2002) and therefore promoting these organizations to train their employees as one of the ways to prepare them to adjust to the increases above and thus enhance their performance.