



# **Symbiosis Institute of Business Management, Hyderabad**



**Symbiosis International (Deemed University), Pune**

**Guest Lecture Report**

**Mr. Rakesh Upadhyay**

GM, Courtyard Marriott Bhopal

**Topic:- “Service Design & Quality in Hospitality Operations”**

**September 28, 2020**

To add more value to the digital learning Operations Club in association with Corporate Interaction Cell (CIC) had arranged a series of guest lecture which would be a platform for all the Operations Specialization students to understand key concepts of Operations prevailing under the new norms in the corporate world from Operations perspective under the initiative “EFFIZIENZ”

Beginning with the third session of “EFFIZIENZ” on September 28, 2020, we had Mr. Rakesh Upadhyay, General Manager, Courtyard Marriott Bhopal at 11:40 AM on MS Teams

### Guest Profile:-

Mr. Rakesh Upadhyay, has 15 plus years of work-ex in Hotel Industry roles encompassing

- Experienced professional with demonstrated history of working in the hospitality industry.
- Skilled in Food & Beverage, Hotel Management, Hospitality Industry, Banquet Operations, and Hiring. Strong operations professional graduated from IHM Hyderabad.
- Certified Talent Development Leader- Westin Hyderabad
- Operation Excellence Champion- Westin Hyderabad.
- Culinary Leader of the Year, South Asia – The Westin Hyderabad, Winner of most improved voluntary turnover- Courtyard by Marriott, Bhopal leasing & management

**KonQuest**  
**EFFIZIENZ**  
*"Service Design & Quality in Hospitality Operations"*

**RAKESH UPADHYAY**  
GENERAL MANAGER,  
COURTYARD MARRIOTT BHOPAL

**DATE | TIME** September 25, 2020 | 11 A.M.  
**PLATFORM** MS-Teams

**Symbiosis**  
Golden Jubilee  
1971-2021  
Celebrating 50 Years of Excellence

**Platform: MS Teams**

**Timings: 11:40 AM**

**No of participants: 22**

### Activities:-

Lecture Began with Guest Introduction by Mr Tanmouy Sarkar, Student of Operations Club, welcome speech by Dr. Mohammed Laeqquddin, Head Operations Specialization, SIBM-H with

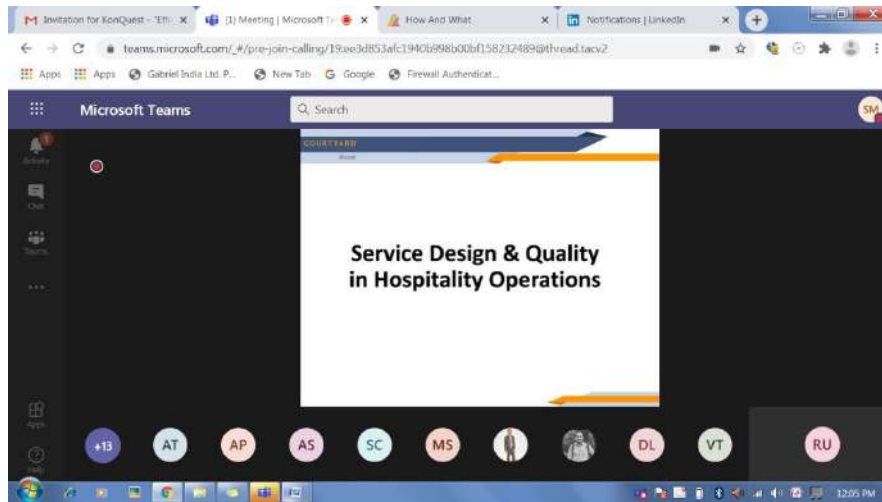
importance of the topic to be discussed gave warm welcome to Mr Arvind as everyone was waiting to hear Mr Arvind about disruption & new trends in the Maritime Logistics.



### **Welcoming the guest by Prof Dr. Mohammed Laequddin**

Beginning with the session Mr Upadhyaya began his talk with importance of Quality and Operations along with perspective of Hospitality industry with ITC example where industry mainly sells and focuses on experience with \$6.6 economy, 260 Mn jobs directly and indirectly. Explained the service design and value chain from Check-in to Check-out with proper framework of service

- Simple Coordination
- Focus on customer's perspective
- Image of service package
- Define Quality for thngible and intangible
- Establish procedures and policies
- Establish system to monitor the service



He also quoted several examples of industry and he listed down top 3 things needed while designing the service operations

- Viability of the Business
- Desirability from humans perspective
- Feasibility of Technical

Designing a service is a crucial thing for which details and steps need to be followed. He also talked about steps necessary while designing a service for Operations

Step 1: Align Vision & Goal

Step 2: Brain storm

Step 3: Conduct a market analysis

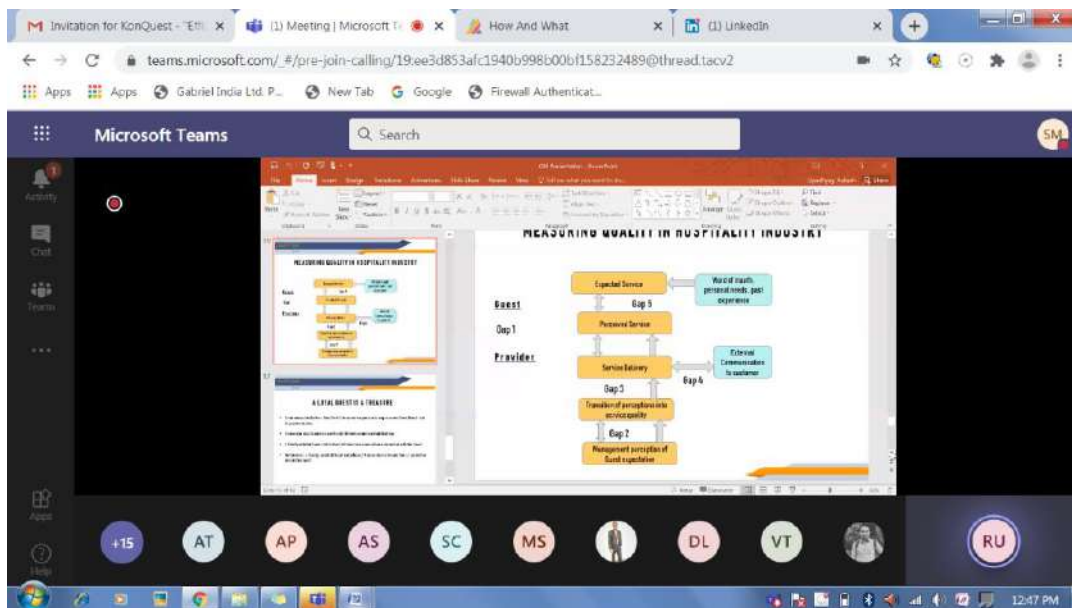
Step 4: Identify barriers and limitations

Step 5: Establish a user profile

Step 6: Prototype & test

Step 7: Evaluate user's experience

Step 8: Get feedback, improve the service and elevate



## Elements that help to maximize the value chain

Mr. Upadhyay also covered the Post Covid scenario of the industry and new normal in the industry which would be adopted in their day to day operations wherein he also quoted the example of how Courtyard Marriott with newly designed and defined policies and procedures where social distancing and hygiene is well taken care off ensuring that services are fulfilled

The session lasted till 1:25 with Q&A round at the end with several questions asked regarding the parameters & operations of service to which Mr. Upadhyay answered each question very diligently. The session was really very insightful and was much worthy from operations perspective. With the vote of thanks by Director and Operation HOD the session ended with future engagements for the student research program if any

## Outcomes:

- Understood the parameters of service
- Understood the steps for Service design
- Certifications in achieving high service quality
- New norms and operations post Covid-19
- How to measure the service quality