

# Study on How Executive Lounge Enhances the Customer Experience

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**Abstract:** *Service management is becoming the new paradigm in the hospitality industry. Hospitality establishments offer services to fulfill the needs and experiences of customers through innovative concierge or personalized services. Hospitality managers are conceptualizing their hospitality offerings as service offerings conducted in a framework of human relationships. This essay will advance the framework through a concierge service study to determine how and why customer service has either increased or decreased in regards to the acquisition of concierge service marketing techniques. The purpose of this research is to first, analyze how and why customers seek concierge services and second, determine whether the acquisition of these concierge services affect guest stay experience and offer increased choices in guest services. The hotel lounge was once a simple affair, offering a television, perhaps, and a small buffet to its regular customers. But as business travel has started to pick up, and revenue along with it, a number of major hotel brands are once more turning to sprucing up their executive club lounges, making them more residential in feel and providing healthier food and improved technology like free Wi-Fi.*

**Keywords:** Executive lounge, service management, hotels, customer experience

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