

FRONT OFFICE OPERATIONS (753)

LEVEL 4 (Class XII)

STUDENTS HANDBOOK

(Central Board of Secondary Education)

UNIT-1

Guest Cycle

Chapter - 1

Guest Cycle

Contents:

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1.1. Introduction

Inquiry for a room is usually the first point of contact between a hotel and a guest. This may be in the form of a query for the types of room, availability of accommodation for certain duration and the best available rate for the period. This is usually followed by the reservation of room, which is a process of advance booking of room. Reservation is considered as the starting point of what is referred as a

guest cycle. The guest cycle passes through many other stages during the course of arrival, stay and departure of a guest. These stages are known as reservation stage, pre-registration stage, registration stage, post-registration stage, departure stage and post departure stage. Each stage is characterized by a set of activities which



fulfil the requirement of a guest's overall satisfactory stay and are also necessary to comply with the hotel's own procedural requirements and the requirements mandated by the law of the state. Different stages of guest cycle and the processes therein are illustrated as below:

ASSESSMENT:

Answer in brief:

Q.1 Which is the first point of contact between a hotel and guest

Q.2 List the different stages of guest-cycle

1.2. Reservation Stage



This stage, as mentioned earlier, is the first point of contact between the hotel and the guest. Usually guest himself or his representative approaches the hotel for advance booking of accommodation. This stage typically includes the following:

- (a) Query about the types of rooms in the hotel
- (b) Availability check for the desired type of room for the given duration
- (c) Negotiation on the best possible rate for the period. Booking of the room by the guest.
- (d) Payment guarantee or an advance deposit may be requested by the hotel and a cut-off date may be given to the guest to make the deposit.

Reservation may be given weeks or months in advance of a guest's arrival. Travel agents and corporate are a major source of reservation for most hotels in addition to the FITs.

ASSESSMENT:

Fill in the blanks:

- (1) Reservation stage begins with query about _____ in the hotel.
- (2) Guest and hotel negotiates about the best possible _____ for the period.
- (3) Hotel generally wants a _____ guarantee before confirming the room.
- (4) Travel agents and _____ are a major source of reservations.

1.3. Pre-registration stage



This is also known as the pre-arrival stage. Activities done on the day of arrival or the previous night come under this category. All these are preparatory activities before the physical arrival of the guest in the hotel. This helps in efficient and quick check-in when a guest physically arrives in the hotel.

- (a) **Blocking of the room:** clean and vacant room of the desired type is blocked in advance. Requests of a guest such as non-smoking room, a particular view, away from or near the elevators, lower floor or higher floor are considered by the receptionist while blocking the room for the guest.
- (b) **Printing of the guest registration card:** Guest registration card or GRC is filled and signed by the guest at the time of his arrival in the hotel. Receptionist takes a print-out of the GRC, in advance, with all available details such as name of the guest, date of arrival, departure, type of room, room number, billing instructions etc. printed on it.
- (c) **Preparing room keys and meal coupons:** Room keys and the meal coupons are kept in a tray along with the GRC so that they are handed over to the guest without any time lapse. Meal coupons are required if guest has taken a plan in which some or all the meals are included in his room tariff.
- (d) **Instructions to concerned departments:** Many a times some special arrangements are required for a guest before his arrival. This may be in the form of an airport pick-up, preparing for a traditional welcome, placing special amenities in the room etc. The front office department will inform all concerned departments about such requirements so that the appropriate action is taken well in advance.



ASSESSMENT:

State true or false :

- (1) Meal coupons are given to the guests if they are on a plan in which meals are included in the room tariff.
- (2) GRC stands for guest reservation card
- (3) Departments are never informed about an arrival till the time guest is physically in the hotel.

- (4) Clean and occupied rooms are blocked in advance for a guest's arrival

1.4. Registration stage

These activities are carried out at a time when guest physically arrives in the hotel. This is a very important stage as it creates a first and lasting impression about the efficiency and services of the hotel. During this phase guest is welcomed by a formal greeting and his requirement is identified. The signing of GRC by the guest is known as registration of the guest. Registration of guest is a mandatory process and it is considered to be a legally binding contract between the hotel and the guest. Registration process involves the following:



- (a) Welcome of the guest through a formal greeting, welcome drink and sometimes a traditional welcome by Aarti, Tilak and Garland.
- (b) Identifying the requirement of the guest and ascertaining his reservation status.
- (c) Registration of the guest by taking his signatures and other details in a register or in a card.
- (d) Establishing the creditability of the guest or taking an advance payment from him
- (e) Handing over the room key to the guest.
- (f) Luggage handling of the guest by the bell desk and escorting the guest to his room.

ASSESSMENT:

Match the following:

- | | | |
|------------------------|---|-----------|
| 1. Traditional welcome | : | Bell Desk |
| 2. Luggage | : | Signature |
| 3. Registration | : | Advance |
| 4. Creditability | : | Garland |



1.5. Post – registration stage

The guest proceeds for his room immediately after the registration formalities are over. However, the reception's job in his registration process is not complete till the

time certain post-registration activities are completed. The post registration activities are listed as below:

- (a) **Check-in of the guest in the PMS** or computer system. This enables all other departments to know about the check-in of a guest, his credit status and also to activate all guest services for his benefit. In a manual system this objective is achieved by sending arrival notification slips to different departments of the hotel. The departments where arrival is notified are housekeeping, Laundry, Food and Beverage service, Telephone operator, Cashier, Information and Bell desk.
- (b) **Opening of guest folio**: The guest folio is opened by the front office cashier. Any advance received from the guest is considered as the opening balance of the folio.
- (c) **Preparing the arrival errand card** : Bell desk prepares an arrival errand card which has the details of luggage sent to the guest room.
- (d) **Updating the guest profile**: The guest profile in the computer is updated on the basis of any information given by the guest in the registration card. The update may include guest address, passport details, credit card number, and date of birth etc. for future usage.
- (e) **Updating the A & D register**: Arrival and Departure register is updated for every arrival and departure in a hotel Therefore, as part of post-registration activity the arrival side of A&D register is updated by the receptionist.
- (f) **Preparing 'C' form**: The C- form is a mandatory document which is prepared for all foreigner guests and sent to FRRO (Foreigners regional registration office) or Police commissioner's office within 24 hours of a guest's check-in.

ASSESSMENT:

Q.1 List all the activities of post-registration stage

Q.2 State True or False

- (a) 'C' Form is prepared for all guests in a hotel
- (b) A & D register is updated by the bell captain.
- (c) Guest folio is opened by front office cashier

1.6. During the stay activities

During this stage guest gets a firsthand experience of the facilities and services offered by the hotel. The front office themselves provide many of the services during a guest's stay and they are an interface in the services provided by some other departments of the hotel to the guest.

The functions of the front office during the stay of a guest include:

- (a) **Handling guest accounts:** Front office cashier handles posting of charges and maintenance of guest account. This also includes credit monitoring of the guest. All high balance accounts are requested for a part or full settlement to extend further credit facility during the stay of the guest.



- (b) **Mail and message handling:** All incoming and outgoing mail and messages are handled by front office department. Ensuring the timely delivery of messages is a critical component of guest services in a hotel.

- (c) **Guest Paging:** Locating a guest in a specific area of a hotel to deliver a message, etc is a part of front office job profile and is known as paging a guest.

- (d) **Safe deposit locker:** Front office department provides locker facility to guests to keep their valuables. Now-a-days, many hotels have started offering electronic lockers in guest rooms as well.



- (e) **Handling guest queries and complaints:** Front office is not considered just the face of the hotel but is also the heart of the hotel. All queries and complaints are received by the front office. They handle these issues to maximize guest's comfort and to keep a positive image of the hotel so that they get good word of mouth publicity from the guest.

- (f) **Other guest services:** Other services like wake-up call, travel desk, business center, valet services etc are either directly provided by front office or coordinated by this department.



ASSESSMENT:

State True or false :

- (a) Giving wake up call to the guest is known as paging
- (b) It is important to ensure timely delivery of guest messages

Fill in the blanks :

- (a) Cashier handles posting of charges and _____ of guest account
- (b) Front office is not only the _____ of the hotel but also the _____.

1.7. Departure stage

During the departure stage, guest settles their account by making payment through a pre-established mode (like cash/card/travelers cheque/voucher etc). The hotel should take great care to present all unpaid bills for payment and carry out the whole procedure efficiently.



The activities at the time of departure may be listed as below:

- (a) Taking the room key from the guest
- (b) Presenting a copy of the folio to the guest for verification and approval by the guest. This copy is known as information printout of the folio.
- (c) Checking for mini bar consumption or any last minute charges.
- (d) Processing the guest payment as per the mode of settlement desired by him.
- (e) Handing over the settlement folio, known as zero balance folio, to the guest along with vouchers and payment receipt or credit card charge slip.
- (f) Requesting the guest for a filling up feedback-form/guest comment card for the hotel to review its performance.
- (g) Luggage handling activity by bell desk



ASSESSMENT

Match the following

- | | |
|-----------------|-------------------------|
| 1. Verification | : Charge slip |
| 2. Settlement | : Information print out |
| 3. Performance | : Zero balance folio |
| 4 Credit card | : Feedback form |

1.8. Post – Departure stage

Even after the departure of the guest there are still some activities remain to complete the guest cycle process. These activities come under post departure stage.

- (a) **Departure notification slips:** In a computerized system room is released after the folio settlement and departments are informed automatically about the changed status of the room from occupied to vacant. However, in a

manual system departure notification slips are prepared and sent to all relevant departments for the purpose of information about a room departure and for relevant action.

- (b) **Updating A & D Register:** Departure side of Arrival and Departure register is updated by the cashier for all departures in his shift.
- (c) **Departure errand card:** Bell desk prepares departure errand card and files it for the record purpose. Any record of left luggage is also handled by them separately.

ASSESSMENT

Q. List the three activities under post departure stage.

Q. What is the purpose of sending departure notification slips

1.9. Summary

All the above stages together are known as guest cycle. Guest cycle starts with hotel's first contact with guest that is at the stage of reservation and other stages include pre-registration, registration, post-registration, during the stay activities, departure and post departure. Guest cycle provides a comprehensive view of the guest's stay in the hotel right from the time of his first contact till the time he leaves the hotel. It may be noted that front office department play an important part in creating an overall positive impression on the guest about the hotel services. In all stages of a guest's interaction with the hotel this department has a pivotal role to play.

PRACTICAL ACTIVITY

Prepare a chart illustrating stages of guest cycle with the help of different coloured sketch pens and display it in your practical lab.

UNIT-2

RECEPTION

CHAPTER-2

RECEPTION

Contents:

- 2.1 Introduction**
- 2.2 Importance of registration**
- 2.3 Pre-registration activities**
- 2.4 Registration process**
- 2.5 Formats and documents in registration**
- 2.6 Post – registration activities**
- 2.7 Room selling techniques**
- 2.8 Summary**

Practical activity

2.1 Introduction

Reception is the first section of the Front Office Department; guests come in contact with, on their arrival in a hotel. It deals with the activities involved in the second stage of Guest cycle: - Pre-registration, Registration and post-registration. .

The word reception is derived from receiving. Therefore this is the section where guest is received, greeted and his requirement of the room along with his reservation status is ascertained. Reception is located in the lobby at a place which is easily

accessible and is in view from the main entrance of the lobby. This section is manned by a Receptionist.

The primary activities of Reception are: -

- Welcoming guests
- Identifying his reservation status
- To establish creditability of the guest
- Registration
- Room allotment
- Issuing room key
- Source of information



ASSESSMENT

Q.1 List the primary duties of reception section in a hotel

2.2 IMPORTANCE OF REGISTRATION

Registration is an integral part of the guest cycle. It is mandatory by law that each guest should be registered before a room is given to him. Registration is a process in which guest fills the required details in a form or register and signs the document. It is kind of contractual agreement between the guest and the hotel about the terms and conditions of his stay including the rate and billing agreement.

The registration is important as it fulfils the following requirements:

- Legal requirement: First and foremost registration is a legal requirement. It is binding by law that no accommodation can be allotted to a guest without registering him. Hotel is bound to retain the record of registration for a minimum period of three years.

- Information and data: Registration process generates documents, information and data about a guest which is useful in providing services, maintaining good relationship with the guest and also as a tool for sales and marketing department.
- Room rate agreement: It protects both the guest and the hotel in case of any dispute regarding room rate or billing instructions. Chances of miscommunication are minimized by the registration process.
- Empowerment: Guest is empowered to avail services of the hotel after the registration. In many cases guest can also avail credit facility in different points of sale of the hotel.
- Adherence to hotel rules: Through the registration agreement hotel can ensure that the guest follows the rules and regulations as laid down by the hotel. Registration process is an undertaking by the guest to this affect.
- Keep a track of Foreign Travellers: As the passport, visa details are taken during the registration process and a form (C- form) is send to concerned government authorities for all foreigner guests, it ensures that movement of foreigners is tacked within the country which is essential from an internal security view point.

ASSESSMENT

Q.1. Define Registration

Q.2. State True or False

- (a) Registration is a mandatory legal requirement
- (b) The form used to keep a track of foreigners is known as F form
- (c) Room rate is not disclosed to the guest at the time of registration.
- (d) Information and data is generated as part of the registration process.

2.3 PRE-REGISTRATION ACTIVITIES

To speed up the Check-in process, pre-registration activities are carried out in advance, that is, before the arrival of the guests in hotel. By guests, here, it is meant a guest with confirmed reservation. These are done by front desk personnel. The pre-registration activities are as follows:-

- The expected arrival list is prepared daily. This list has the details of the number and names of expected guests to arrive. This list also has the guest's time of arrival, date of departure, rooms requested, reservation status, special requests and instructions.
- Room availability status for the day is calculated. This is done based on the expected arrivals, departures and stay-over including factors like overstay under stay, no-shows and out-of-order rooms. It helps the front desk in deciding the number of walk-ins or last minute reservations to be accepted for the day
- Amenity vouchers are prepared for arriving guests. These vouchers carry instructions to provide various items in the guest rooms like- cookies, fruits, flowers, etc. They are sent to housekeeping and food & beverage department as the amenities must be placed prior to guest's arrival.
- It is the task of the front office to co-ordinate with housekeeping department to know the status of vacant rooms so that they may be allotted to the arrivals.
- Guest registration card (GRC) is pre-printed with available details and kept aside to be presented to the guest at the time of arrival. The required information can be taken from reservation form and guest history card. This helps in taking a quick check-in as the guest just needs to verify the information on GRC and sign to check-in.
- At times rooms may also be assigned during pre-registration according to the availability, agreed upon rate during reservation and guest preferences.



- Meal coupons for those guests who are on a plan where meals are included in the room tariff are prepared in advance and handed over to the guest at the time of check in.

ASSESSMENT

Fill in the blanks:

- GRC is _____ as part of pre-registration activities.
- Housekeeping informs about the status of _____ rooms for allotment to guests.
- _____ Vouchers carry instructions to provide various items in the guest rooms.
- The details of guests to arrive are found in the _____ list.
- Expected arrivals, _____ and _____ help in preparing the room availability status of the day.



2.4 REGISTRATION PROCESS

According to the foreigner's act, 1946 and the registration of foreigner's rules, 1992, the innkeeper should keep the record of the guests staying in his premises in form- F (of the registration of foreigner's rules, 1992).

Registration is a formal legal contract whereby the hotel agrees to provide the guest safe and secure accommodation with related services while the guest accepts to pay for the same.

In this process, the front office personnel gather all pertinent information from the guest on GRC at reception desk. It takes less time for a guest with confirmed reservation to complete registration, provided the GRC is already filled as a pre-

registration activity. The guest just needs to verify the details and sign. For a walk-in guest, it is a longer procedure, as the guest needs to fill in all details.

Registration process may be manual, semi-automated and fully automated.

MANUAL

It involves all paper work. Reservations are entered into loose leaf notebook or index cards. Reservation information is placed on advance letting chart (ALC) or density control chart (DCC) to know room availability. On arrival, guests fill in registration card or book. Room is assigned using manual card replacement in room rack, which also has colour coded flags indicating housekeeping status of rooms.

SEMI-AUTOMATED

Here, the hotel uses property management system (PMS) as well as paper documentation as a double check. The PMS downloads and transfers reservations from reservation software and shows the arrival list. All departments of the hotel can access this PMS. All point of sale (POS) are connected with it to fill in guest folios. Housekeeping updates the room status from its end to show lettability. It is a lot easier for front desk personnel to retrieve information regarding both guests and rooms. GRC are pre-filled for reserved guests which only needs verification. Electronic room keys are made as soon as the check-in is showed in PMS and the room status gets updated automatically from the front office end. The front desk personnel need only to update new or amend information in the system if required. In case, hotel is not using the computers than use of machines like type-writer, NCR machine for billing, credit card imprinter, etc may also put the hotel system under the category of semi-automated.



FULLY AUTOMATED

In fully automated registration system the entire recordkeeping is computer based. PMS itself retrieves the guest reservation from reservation software through interface and automatically quotes rates and allots room according to a pre-determined pattern. Its only for a

walk-in guest that front desk personnel feeds in the details. On-line credit card authorization terminals are installed to enable front desk personnel receive timely credit card approval. Registration data are stored in computer memory and can be retrieved as and when necessary. Guest folios are maintained and accessed through

computer's memory as well. Self-service terminals have enabled guests to have self check-in and check-out.

STAGES IN REGISTRATION PROCESS

Identify the reservation status of guest



Get the registration records filled by guest or verification of pre-filled GRC along with guest's signature to legalise the record



Room is assigned as per availability and guest preference along with the agreed upon rate after deducting discounts if applicable



Mode of payment is noted for the settlement of bills, that is, cash/credit card/ travel agent voucher, etc



Check-in process is completed and room key is issued



Identification of guest: - It is important, as the hotel is liable to provide room to guests with confirmed reservation first. A walk-in guest will be offered a room only if it is available.

Registration records: - Signature of guest on registration record after filling it or verifying it legalises and completes it. Other hotel records like guest folio, arrival notification slip, etc., are made on the basis of registration record. This record is stored for minimum 3 years or as prescribed by the law of the state, so that authorities can check it as and when required.

Room & rate assignment: - As a pre-registration activity, the front desk is ready with a record of the rooms available with their detailed features and rate. A guest with confirmed reservation is allotted room according to his/her preference based on availability on the agreed upon rate, whereas, for a walk-in guest, up selling may be done.

Mode of payment: - It helps in assessing the credibility of a guest. Hotel prefers to be on the safe side by charging an advance amount which includes total room nights and a substantial amount for incidental charges. This allows the guest to avail credit facility in various Points of Sale. It may be cash/credit card/ travel agent voucher/ bill to company. In case of credit card, front desk personnel block an amount on the card as authorisation from the credit card company by swiping it. On check-out, the required amount can be deducted as a sale from the authorised amount.

Check-in process and issuing room key:- Once all the above mentioned stages are complete, the front desk personnel issues the room key to the guest. GRE is asked to escort the guest to room and complete the rooming process, while the bell boy is asked to carry the guest's luggage to room. In case Guest Relation Executive (GRE) is not available, bell boy does the entire job. It must be noted that the guest must always be escorted.



Flow Chart – I

Check-in of a guest with confirmed reservation

Greet the guest according to the time of the day



Ask for the reservation code or confirmation number



Retrieve guest reservation and verify status



Ask guest to verify pre-filled GRC and sign



Check GRC to ascertain if it is complete



Allot room as per guest preference and availability



Confirm whether the mode of payment for the settlement of bills remains the same as mentioned during reservation and also check the advance paid



Assign room key



Ask GRE/bell boy to escort the guest and luggage to room



Wish the guest an enjoyable stay

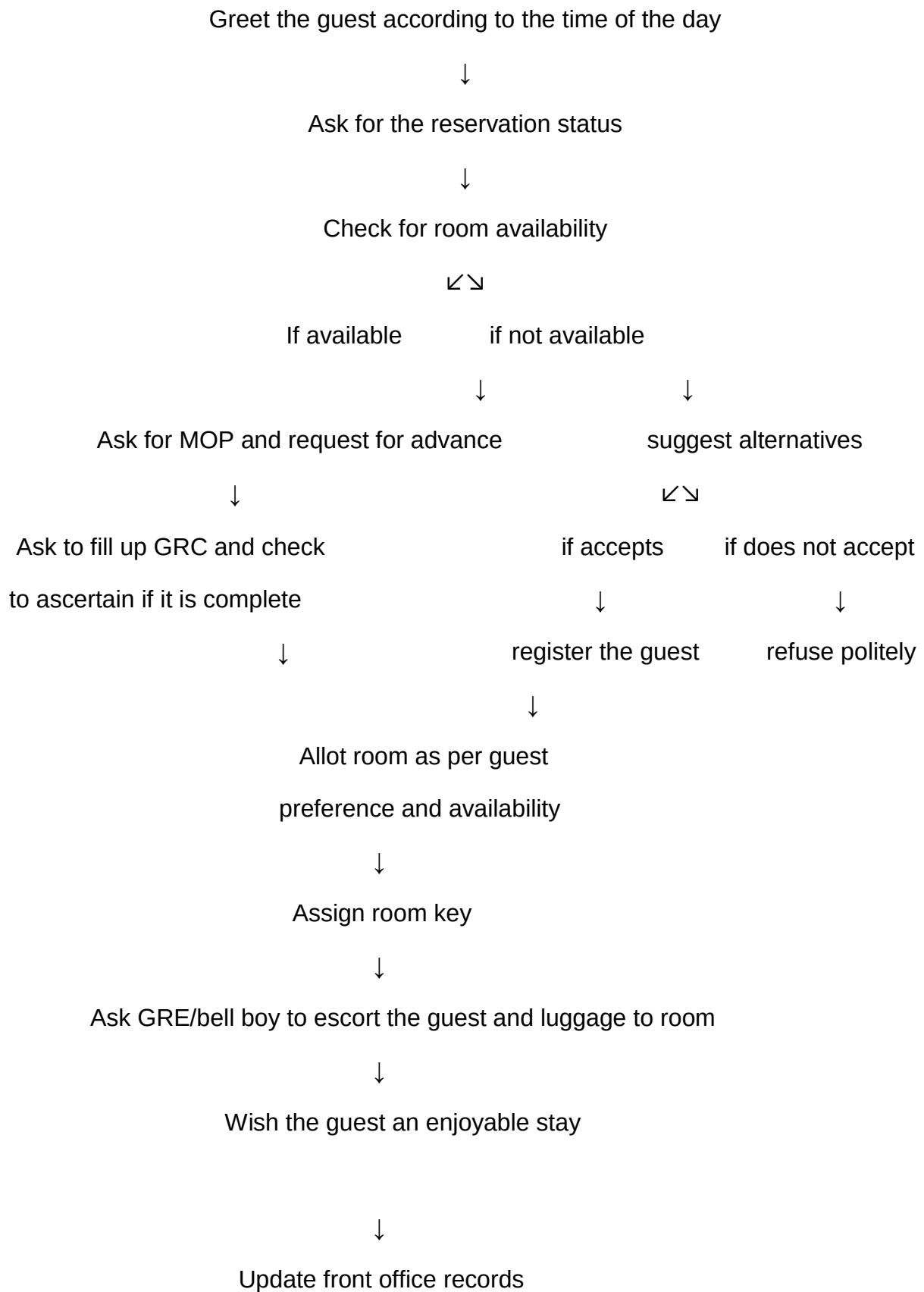


Update front office records



Flow Chart – II

Check-in of a walk-in guest



Flow Chart – III

Check-in of VIP guest

Arrange for pick-up from point of entry



Welcome traditionally on arrival in the hotel lobby. The FOM or GM should receive the guest personally



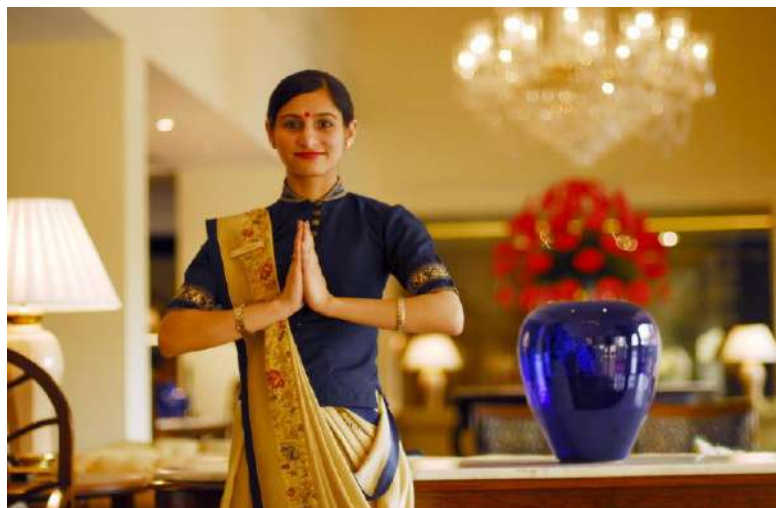
Room is pre-allotted and In-room check-in is done



Bell boy takes the luggage to room

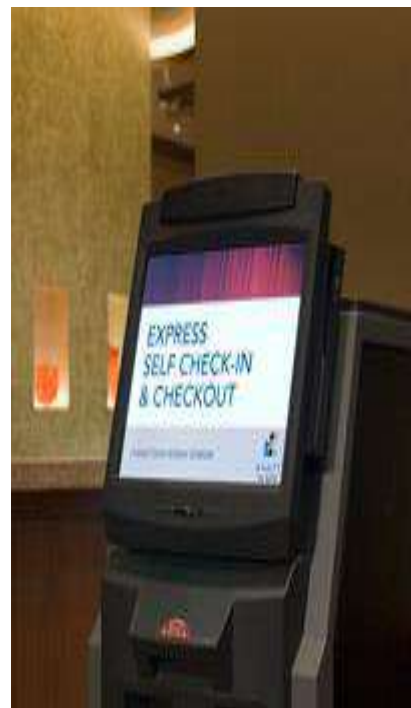
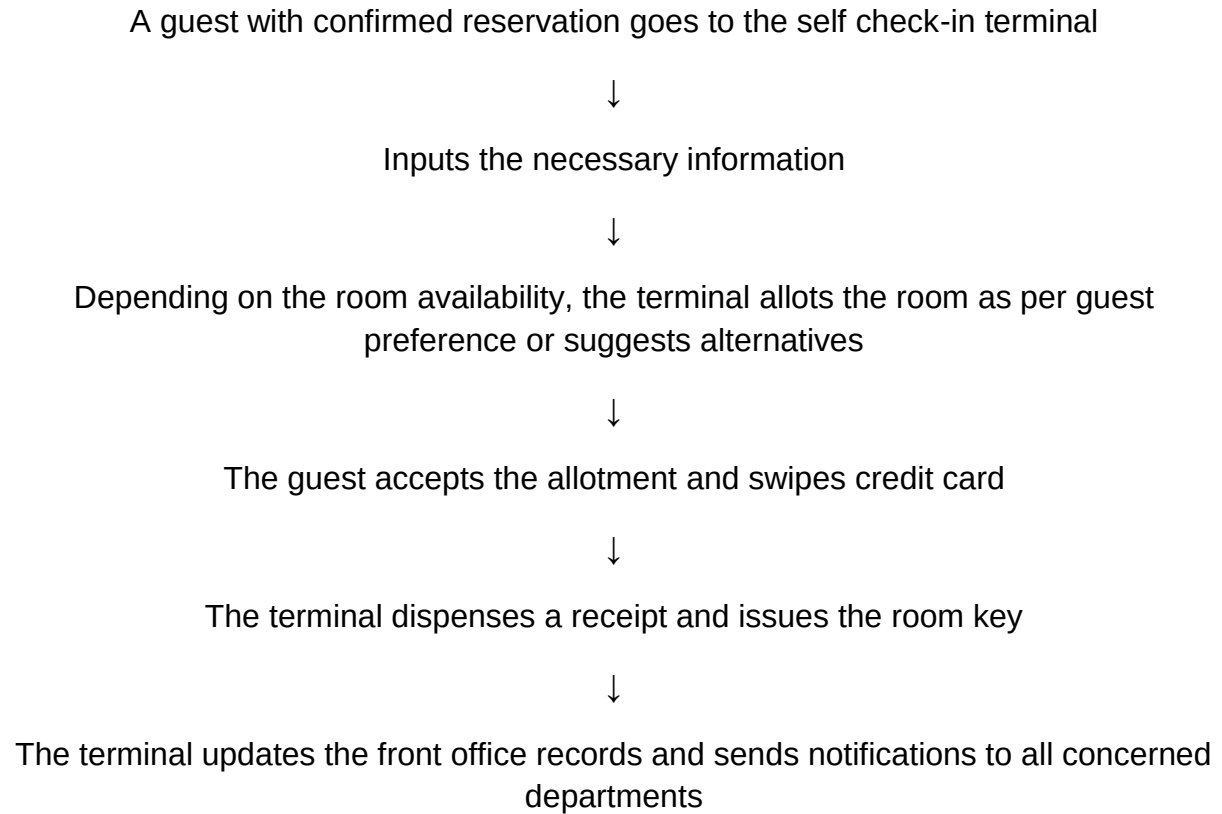


Update front office records



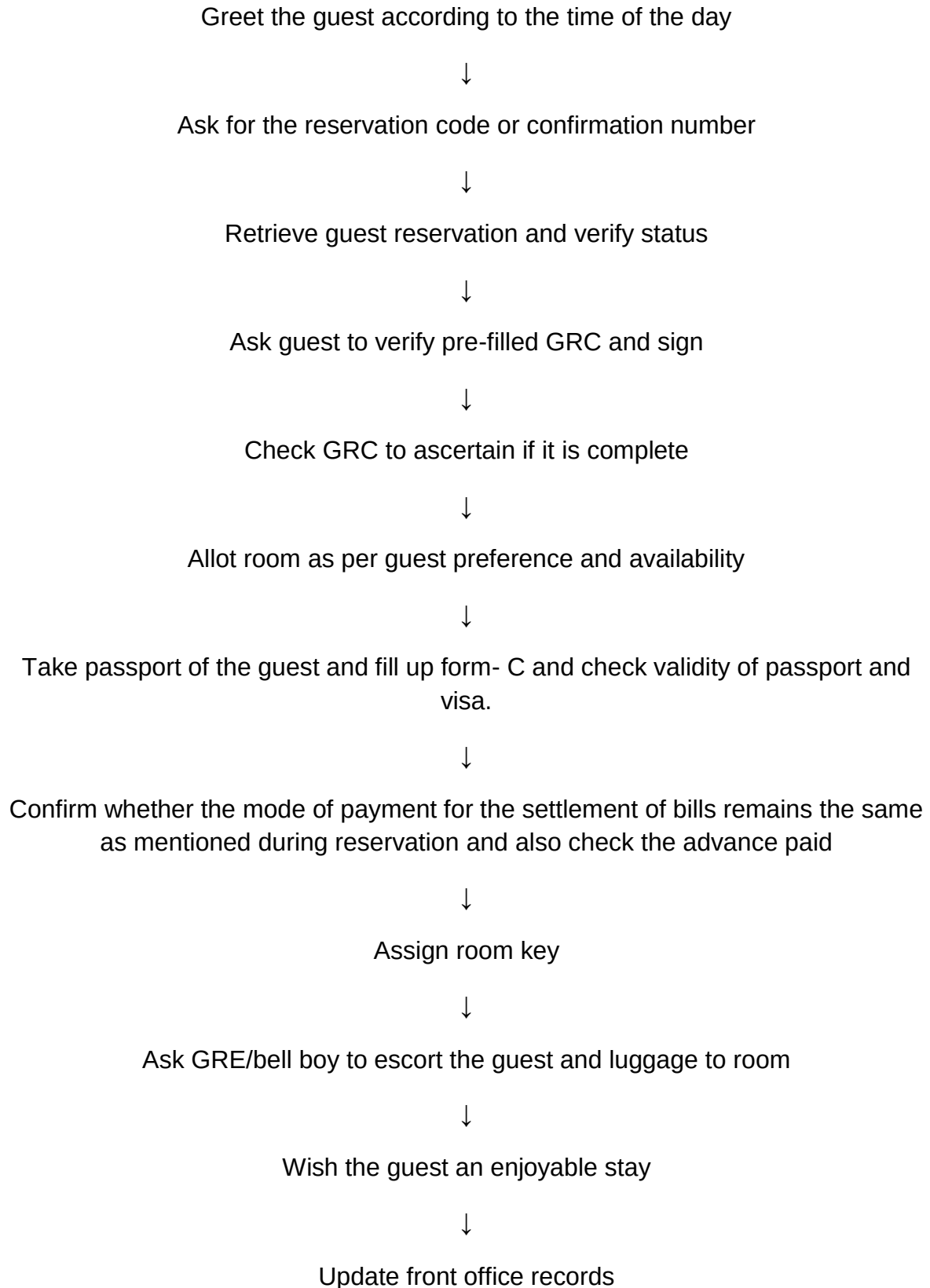
Flow Chart – IV

Check-in procedure in fully automated system



Flow Chart – V

Check-in of foreigner guest



ASSESSMENT

Q.1 Differentiate between manual and fully automated registration process

Q.2 Write the five stages of guest registration process.

Q.3 Draw the flow chart of check-in of a guest with confirmed reservation.

2.5 FORMATS AND DOCUMENTS USED IN THE REGISTRATION PROCESS

- **HARD-BOUND REGISTER:-** Normally used in small hotels. All the pages are bound into a thick book. It is used for a long time.

The advantages are-

- All the records for the duration are available in a single book.
- Wastage of paper is minimal.
- No filing is required.

The disadvantages are-

- Once misplaced, all the records for that entire duration are lost.
- Only one guest can register at a time.
- Queues are formed during peak season.
- Guest information is accessible to all.
- Pre-registration is not possible.
- Very bulky and shabby.

REGISTRATION BOOK

NAME	ADDRESS	PURPOSE OF VISIT	NATIO NALITY	PP NO.	DATE OF ISSUE	PLACE OF ISSUE	ROOM NO.	DATE OF ARR	DATE OF DEP	ROOM RATE	GUEST SIGN

- **LOOSE-LEAF REGISTER:** - In this the pages are not bound. One new page is used every day.

The advantages are-

- Privacy of guest information can be maintained to an extent.
- In case a sheet is lost, only one day's records are lost.
- Convenient to hand over to guests to fill their details.

The disadvantages are-

- The pages may be lost easily.
- The space in the sheet goes waste if there is not enough number of check-ins in a day.
- Only one guest can register at a time.
- Pre-registration is not possible.
- Filing is required.

- **GUEST REGISTRATION CARD:-** These are individual registration cards used by most hotels to overcome the problems of Hard-bound and Loose-leaf register. These may be made in duplicate or triplicate. It is filled in by guests on arrival to complete the legalisation of the process. T

The advantages are-

- Many guests can register at the same time.
- Privacy of guest's information can be maintained.
- Pre-registration is possible.
- Presentable and aesthetic

The disadvantages are-

- Relatively expensive.
- Can get lost or misplaced, if not stored properly.

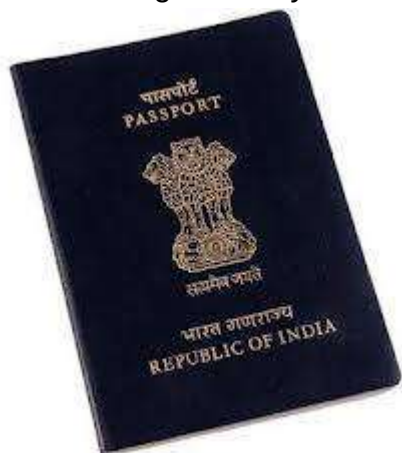
GUEST REGISTRATION CARD

NAME:	
OCCUPATION:	PAYMENT MODE:
NAME OF ORGANISATION & ADDRESS:	PASSPORT NO.:
DESIGNATION:	DATE OF ISSUE:
RESIDENTIAL ADDRESS:	PLACE OF ISSUE:
NATIONALITY:	DATE OF BIRTH:
DATE OF ARRIVAL: TIME:	DATE OF ARRIVAL IN COUNTRY (FOR FOREIGN NATIONALS):
EXPECTED DATE OF DEPARTURE:	PORT OF DISEMBARKATION (FOR FOREIGN NATIONALS):
PURPOSE OF VISIT:	NO. OF PERSONS:
ARRIVED FROM: MODE OF TRAVEL:	ROOM NO.:
NEXT DESTINATION:	ROOM RATE:
THE MANAGEMENT IS NOT RESPONSIBLE FOR THE LOSS OF GUEST VALUABLES. LOCKERS ARE AVAILABLE WITH THE CASHIER.	I HAVE GONE THROUGH THE TERMS AND CONDITIONS OF MY STAY IN THE HOTEL AND I AGREE TO ABIDE BY THE SAME
RECEPTIONIST'S SIGNATURE	GUEST SIGNATURE



- **PASSPORT:** - During the registration of a foreign national, passport is checked as a proof of identity. A passport is a document issued by a government to allow its citizens to travel abroad, requesting other

governments to facilitate their passage and protection. No person can move within a foreign territory without a valid passport.



PASSPORT ISSUING COUNTRY'S NATIONAL EMBLEM ISSUING COUNTRY'S NAME	PHOTOGRAPH OF PASSPORT HOLDER NAME: SIGNATURE SEX: PLACE OF BIRTH: DATE OF BIRTH: NATIONALITY: PASSPORT NO.: DATE OF ISSUE: PLACE OF ISSUE: ISSUING AUTHORITIES' SIGNATURE & SEAL
FRONT COVER	INSIDE DETAILS

- **VISA:** - It is an endorsement on the passport, allowing the holder to enter the territory of the issuing country for specific purposes and for a specific length of time.



- **ROOMING LIST:** - A list prepared for groups and crews, containing the names of the group members and other relevant details.

- **FORM F:** - A document that has all required information to be maintained by the innkeeper for all visitors arriving in the hotel.

- **EXPECTED ARRIVAL LIST:** - A list generated by the reservation section of front office department, enlisting data of the guests expected to arrive on a particular day.

EXPECTED ARRIVAL LIST

HOTEL ABC						
					DATE.....	
NAME	NO. OF GUESTS		TYPE OF ROOM	NO. OF ROOM NIGHTS	ARRIVAL TIME	REMARKS
	ADULTS	CHILD				

ASSESSMENT

Q.1 List the advantages and disadvantages of bound book register.

Q.2 Draw the format of a guest registration card

Q.3 Match the following:

1. GRC : Nationality
2. Passport : Group
3. Form F : Privacy
4. Rooming List : Mandatory information

2.6 POST REGISTRATION ACTIVITIES



After checking in the guest, the front desk personnel updates room status report, prepares arrival notification slips for all concerned departments, creates guest folio and fills C-form (for foreigners) to send to concerned authorities. The post-registration activities which are carried out after the guest has proceeded to his room are as follows:

- (g) **Check-in of the guest in the PMS** or computer system. This enables all other departments to know about the check-in of a guest, his credit status and also to activate all guest services for his benefit. In a manual system this objective is achieved by sending arrival notification slips to different departments of the hotel. The departments where arrival is notified are housekeeping, Laundry,

Food and Beverage service, Telephone operator, Cashier, Information and Bell desk.

- (h) **Opening of guest folio:** The guest folio is opened by the front office cashier. Any advance received from the guest is considered as the opening balance of the folio.
- (i) **Preparing the arrival errand card :** Bell desk prepares an arrival errand card which has the details of luggage sent to the guest room.
- (j) **Updating the guest profile:** The guest profile in the computer is updated on the basis of any information given by the guest in the registration card. The update may include guest address, passport details, credit card number, and date of birth etc. for future usage.
- (k) **Updating the A & D register:** Arrival and Departure register is updated for every arrival and departure in a hotel Therefore, as part of post-registration activity the arrival side of A&D register is updated by the receptionist.
- (l) **Preparing 'C' form:** The C- form is a mandatory document which is prepared for all foreigner guests and sent to FRRO (Foreigners regional registration office) or Police commissioner's office within 24 hours of a guest's check-in.

FORM C: - It is mandatory for the hotel owner to send information about all foreign guests in the format of form C to the nearest Foreigner's Regional Registration Office (FRRO) or to the Local Intelligence Unit (LIU) within 24 hours of the foreigner's arrival. All foreign nationals except people holding passport of Nepal and Bhutan are termed as foreigner in India. In case of Pakistani, Bangladeshi and Chinese nationals, information should reach within 12 hours to the nearest FRRO or LIU and local police station. This form is prepared in duplicate and serial numbered. The duplicate copy is kept for permanent records as specified by law.

C FORM

HOTEL ABC FORM C (RULE 14) HOTEL ARRIVAL REPORT (TO BE COMPLETED IN DUPLICATE)	
	SR. NO.:..... DATE:.....
NAME OF THE HOTEL:.....	
NAME OF THE FOREIGN VISITOR:.....	
(IN FULL IN BLOCK CAPITALS, SURNAME FIRST)	
NATIONALITY:.....	
PASSPORT NO.:.....	
DATE OF ISSUE:.....	
PLACE OF ISSUE:.....	
ADDRESS IN INDIA:.....	
.....	

DATE OF ARRIVAL IN INDIA:.....	
ARRIVED FROM:.....	
WHETHER EMPLOYED IN INDIA: YES/NO	
PROPOSED DURATION OF STAY IN INDIA:.....	
PROPOSED DURATION OF STAY AT HOTEL:.....	
PROCEEDING TO:.....	
REGISTRATION CERTIFICATE NO.:.....	
DATE OF ISSUE:.....	
PLACE OF ISSUE:.....	
	MANAGER'S SIGNATURE

ASSESSMENT

Q. 1 Draw the format of C-form

Q.2 List any five activities of post registration stage

2.7 ROOM SELLING TECHNIQUES

Front office staff must be good sales persons. Selling of guest rooms require the front office personnel to convince the guest of the value of renting a hotel room. He needs to create guest acceptance of the hotel's rooms, facilities and services. He must make efforts to convince the guest to rent rooms of higher category than standard rate accommodation. The front office personnel must know how and when to sale from the guest's perspective. Offering guestroom options is the key to this and it requires much thought and planning. Front desk staff gets up selling opportunity with walk-in guests. This can be done by describing the hotel's facilities in a positive manner. Listen carefully to all guest's requirements for a comfortable stay and then offer packages which include higher category room and several services. Such package may be priced substantially higher than what the guest was looking to pay for, but all services together described positively generally changes the mind of the guest as he/she would anyway had to avail them separately. Moreover, the fact that the guest will not have to search for these facilities on his/her own becomes a matter of great relief. Offering discounts during off-season and on bulk bookings are also effective room selling techniques.

ASSESSMENT

Match the following:

- | | |
|------------------|-----------------------|
| 1. Walk-in guest | : Bouquet of services |
| 2. Receptionist | : Discount |
| 3. Off-season | : Salesman |
| 4. Package | : Up selling |

2.8 SUMMARY

Reception is a section of front office department which is responsible for receiving the guest, registering him and issuing the room keys. Reception, generally, is the first point of contact, once; the guest physically arrives in the hotel. Registration process which is carried out by the reception desk is that part of guest check-in when guest fills the required details in a card or register and signs it. It is similar to signing of a contract. Registering a guest is a legal requirement which is mandatory as per the law of the country. Registration process also includes some preparatory activities and some activities which are completed after the guest goes to his room. These activities are known as pre-registration and post-registration activities respectively. As the primary responsibility of reception is selling of rooms, therefore, it is pertinent that front office staff at the reception desk possess good salesmanship qualities.

PRACTICAL ACTIVITY

Activity I: Draw neat formats of Guest registration card and 'C' form on a chart paper.

Activity II: In groups of 2 students, prepare a role play on the following situations and enact it in front of the class. The flow charts given in the lesson should act as the reference material for writing the role play. The students of the class should act as observers on the exercise:

- (a) Check in of a guest with reservation
- (b) Check-in of a walk in guest
- (c) Check-in of a guest holding a foreign passport
- (d) Check in of VIP guest

UNIT-3

BELL DESK

CHAPTER – 3

BELL DESK

Contents:

- 3.1 Introduction
- 3.2 Functions of bell desk
- 3.3 Equipments and aids
- 3.4 Bell Desk Procedures
- 3.5 Summary

Practical activity

3.1 Introduction



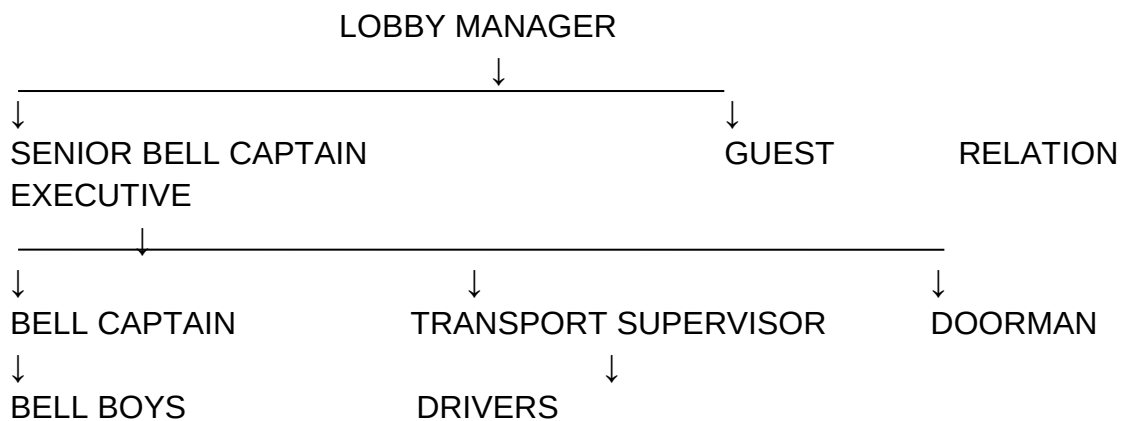
The first and last area of contact for a guest in a hotel is Lobby. It is the area where a guest comes as soon as he enters the portal of the hotel. This is the meeting place for residents and external guests. It has seating arrangements for this purpose. This is where the Bell Desk is located. Bell

desk is generally close to the main entrance and reception area of the hotel. Bell desk is primarily responsible for luggage handling of the guest at the time of arrival and departure of the guest. Other than luggage handling various other functions such as paging a guest, newspaper distribution, outside errands, mail handling etc is also performed by the bell desk.

Along with Bell Desk, the other areas in a Lobby are:-

- Reception
- Information
- Cashier
- Lobby Manager's Desk
- Guest Relation Executive's Desk
- Concierge Desk
- Access to coffee shop or restaurant
- Seating Area
- Guest Elevator

STAFFING/ ORGANISATION



The Lobby Manager is the key functionary. He/ she head the uniformed services and coordinates with the Guest Relation Executive, Reception and Front Desk Cashier. Each shift has a Lobby Manager.

Concierge is the person who assists guests by making restaurant reservation, arranging for transportation, tickets, etc.

The Senior Bell captain is the overall supervisor of the bell desk and he usually takes care of the morning shift as most arrivals and departures are scheduled for 12 noon.

One Bell Captain is present each shift and is responsible for the supervision of the shift. He looks after the guest luggage movement, left luggage and organises errands for guest and management.

Bell Boys are also called Porters or Bell Hops. Their main job is to carry guest luggage, and do errands.

Transportation Supervisor reports to Senior Bell Captain or Concierge. He is in charge of monitoring all transport movements. A number of Drivers report to him.

Doorman receives guests at the hotel porch and welcomes them. He helps the guest with opening the door of cars and lobby and informs Bell Desk. His main job is to ensure that there is no traffic jam in the porch.

Valet Parking Attendants assist local visitors to park cars in parking lot and also retrieve cars when visitors depart.

ASSESSMENT

Fill in the blanks:

1. Bell boys are also called _____ and _____
2. Overall supervisor of bell desk is known as _____
3. Bell desk is situated in the _____ area of a hotel
4. Primary job of bell desk is _____ handling.
5. At least one _____ is present in each shift who supervises and coordinates the functioning of bell boys.

3.2 FUNCTIONS OF BELL DESK

- Transport guest luggage to and from guestrooms.
- Escorting and rooming of the guest.
- Provide information to the guest regarding hotel facilities.
- Co-ordinating and providing left luggage facility.
- Delivering mail, packages, and amenities to guestrooms.
- Load and unload guest luggage from cars.
- Opening door and welcoming guest on arrival.
- Escorting guest to reception.
- Distribution of newspapers and magazines in the guest room
- Assisting the guest with outside errands such as getting cinema tickets, buying any medicine, cosmetics etc for the guest from outside.
- Arranging for city tours.
- Paging for guests.
- Identifying potential skippers and scanty baggage guest.

ASSESSMENT

Q. List any five functions of bell desk in a hotel.

3.3 EQUIPMENTS & AIDS

The equipments and aids commonly used by bell desk are as follows:



- Luggage Trolley (4 -wheeled and 2- wheeled)
- Luggage nets
- Computer with PMS
- Printer
- First aid box
- Wheel Chair
- Oxygen cylinder
- Stamp folder with stamps of different denominations
- Paging board
- Luggage tags and luggage stickers
- Stationery and formats used for different procedures



In addition to the equipments listed above, several formats are used as per the procedural requirements for different functions of the bell desk:

3. A: ARRIVAL ERRAND CARD

BELL BOY NO.:	DATE:	TIME:
ROOM NO.:	AM/PM	
	GUEST NAME:	
BAGGAGE TYPE & NO.:	REMARKS:	
• SUITCASE..... • BRIEF CASE..... • HANDBAG..... • OTHER PACKETS.....		

3. B: SCANTY BAGGAGE REGISTER

DATE	TIME	GUEST NAME	ROOM NO.	NAME OF BELL BOY	DESCRIPTION OF LUGGAGE	REMARKS	LOBBY MANAGER SIGN.	BELL CAPTAIN SIGN.

3. C: DEPARTURE ERRAND CARD

BELL BOY NO.: ROOM NO.:	DATE: AM/PM GUEST NAME:	TIME:
BAGGAGE TYPE & NO.: • SUITCASE..... • BRIEF CASE..... • HANDBAG..... • OTHER PACKETS.....	REMARKS:	

3. D: BELL CAPTAIN CONTROL SHEET

[illegible]

3. E LEFT LUGGAGE TAG

HOTEL XYZ	
GUEST NAME.....	
DATE.....	ROOM
NO.....	
BAGGAGE CHECK (GUEST COPY)	
NO. 1234	
MANAGEMENT IS NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS	
BAGGAGE CHECK (HOTEL COPY)	
NO.1234	
• SUITCASE • BRIEF CASE • GOLF KIT • OVER COAT • UMBRELLA • OTHERS.....	
MANAGEMENT IS NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS	
GUEST NAME:.....	
DATE.....	ROOM NO.....

3. F LEFT LUGGAGE REGISTER

DATE	ROOM NO.	GUEST NAME	BELL CAPTAIN	BAGGAGE TAG NO.	DESCRIPTI ON OF BAGGAGE	EXPECTED DATE OF DELIVERY	ACTUAL DATE OF DELIVERY	REMARKS

ASSESSMENT:

Q. List the equipments and aids used by bell desk of a hotel

Q. Draw the following formats of bell desk operations:

(a) Arrival Errand Card

(b) Bell captain control sheet

3.4 PROCEDURES OF BELL DESK

BRIEFING

For Bell Desk Personnel, the briefings are taken by Lobby Manager or Senior Bell Captain. Following points are checked:-

- Grooming
- Grievances
- Feedback on previous day's operations
- Suggestions for improving performances

Following information is communicated by the manager or supervisor during the daily briefing:-

- Management's new policies
- Occupancy status of the shift and day
- VIPs expected
- Airline crews and Groups expected
- Service standards that need re-enforcing
- Guest complaints
- Schedule
- Management observations and suggestions

GUEST ARRIVAL PROCEDURE

- On guest arrival, doorman informs bell desk
- Bell captain initiates the Arrival Errand Card (fig. 3.A) and assigns bell boy to attend the guest
- The bell boy unloads guest's baggage and brings inside the lobby beside the main entrance
- Awaits at bell desk for receptionist's instruction to move the luggage to guestroom
- Tags the luggage to identify
- After registration, the receptionist confirms the name and room number of the guest to the bell boy by signing on the arrival errand card



- Bell boy escorts the guest to room along with luggage.
- Opens the room for the guest, keeps luggage in luggage rack
- Does rooming for the guest who includes opening the curtains and giving information about all the features of the room.
- Hands over the key to the guest, wishing a pleasant stay
- Returns to the bell desk and completes the baggage information on the arrival card and submits it to the bell captain

SCANTY BAGGAGE PROCEDURE

- Bell boy informs the bell captain and receptionist in case a guest is carrying very less luggage.
- Bell captain stamps “scanty baggage” on the arrival errand card and informs Lobby Manager.
- The receptionist stamps “scanty baggage” on the registration card.
- The guest may be asked to deposit entire room charge amount as advance with low house credit limit.
- Bell captain fills the scanty baggage register (fig 3.B) and gets it signed by the Lobby Manager.
- Housekeeping and Security are informed to keep a watch.

GUEST DEPARTURE PROCEDURE



- Guest calls the bell desk about his intention to check-out. The number of baggage is asked and bell boy is assigned.
- Bell captain initiates Departure Errand Card (3.C) writing date, time, guest's name, room number and the number of luggage.
- Bell captain deposits the departure errand card to the front office cashier.
- The bell boy proceeds to guestroom, and takes down the guest's luggage.

- He checks the room and bathroom for guest belongings and also for any damage to hotel property.
- Takes custody of the room key.
- Escorts the guest to reception desk, submits room key to cashier and waits for check-out.
- Tags the luggage.
- Cashier signs the departure errand card so that the bell boy removes luggage
- Bell boy deposits errand card to bell captain and proceeds to put luggage in guest's car
- He wishes the guest a safe and pleasant journey.
- He reports back to the bell desk.

LEFT LUGGAGE PROCEDURE

Many a times guests prefer to leave back bulky luggage in hotels if they are going to visit a place for a couple of days in between their stay in the hotel, or in case they have their return ticket from the city.



PROCESS-

- Ascertain whether the guest has settled hotel bill with the Front Office Cashier.
- Inspect the luggage for any damage
- Enter the description of the baggage on Left Luggage Tag (3.E) and string it to the baggage piece. The sticker has a number with a counter foil with the same number.
- Fill in the details in Left Luggage Register (3.F) along with the expected date of delivery.
- Tear off the counterfoil of the left luggage tag and hand it over to the guest.
- Instruct Bell Boy to deposit baggage in Left Luggage Room.
- Upon the return of the guest, the Bell Captain takes the counterfoil from guest.
- Cross- check with the Left Luggage Register.
- Ask Bell Boy to get the baggage to Bell Desk for inspection from Left Luggage Room.
- Bell Boy tallies the guest counterfoil number with the baggage tag on the baggage and brings it to Bell Desk.



- Bell Captain inspects and reconfirms the number on the tag.
- Enters the date of release in Left Luggage Register and take Guest's Signature.

GUEST PAGING

Paging is a process of locating a guest in the hotel, when he/she is not in room (though present in hotel premises) and is expecting a visitor. The guest may have



filled location form and left at front desk. When the visitor arrives, the front desk personnel write the name and room number of the guest on a page board and sends a bell boy to locate in the area mentioned. The bell boy shakes the board while carrying it above his head. The bells attached rings and attract guest's attention. The concerned guest contacts the bell boy and is escorted to meet the visitor.

ASSESSMENT

Q. Match the following:

- | | |
|---------------------|------------------|
| 1. Paging | : Errand card |
| 2. Left luggage tag | : Scanty baggage |
| 3. Briefing | : Location form |
| 4. Arrival | : Feed back |
| 5. Lobby manager | : Counterfoil |

Q Write a note on the luggage handling procedure at the time of check- in of a guest.

3.5 SUMMARY

Bell desk situated in the hotel lobby is responsible for luggage handling of the guest. They provide assistance to guest with his luggage at the time of arrival, departure, room change, during his stay or if a guest wishes to leave his luggage for some time after his check out. Different formats are filled and maintained by bell desk during the course of luggage handling at different stages. Other than the luggage handling bell desk is an important section which informs reception about the scanty baggage from which an advance should be taken at the time of check in. Sundry tasks such as paging a guest, mail and message handling, key control, newspaper distribution and outside errands, etc are also carried out by bell desk . Bell desk staff which is a part of uniformed staff in the hotel is managed by lobby manager while the supervisor of this section is known as senior bell captain.

PRACTICAL ACTIVITY

ACTIVITY I:

Draw the following formats on a chart paper :

- Arrival Notification slip
- Departure Notification slip
- Left luggage card
- Left luggage register
- Bell captain control sheet

ACTIVITY II

You are working as a bell boy in a hotel. Mr. and Mrs Smith checks-in during your shift. Your bell captain instructs you to handle their luggage and escort the guests to their room. Bell captain records your movement in bell captain's control sheet while you are expected to tag the luggage for identification and fill-in the arrival errand card for the check in. Act a complete role play involving another student as bell captain, one as a receptionist and two students as guests. The role play should also involve rooming the guests and explaining them about the services and features of the room.

UNIT-4

During the Stay Activities

Unit 4.1: MAIL & MESSAGE HANDLING

Contents:

- 4.1.1 Introduction**
- 4.1.2 Mail Handling**
- 4.1.3 Message Handling**
- 4.1.4 Summary**
- 4.1.5 Practical Activity**

4.1.1 Introduction

Mail handling is a very important activity of the front office department of the hotel. When guests are away from their homes because of any reason may be business, official, personal or any they need a contact address where they can receive their urgent mails, couriers, fax, parcels etc. Very often guests travelling and staying at hotels need to be contacted by their family or their colleagues of their office. Thus, they may receive letters, parcels and packets at the hotel address. The guest might also want to communicate with them. The hotel in such cases acts as an agent for receiving or forwarding such mail or messages. All the mails addressed to the hotel are received by the front office and depending upon the hotel customs handled by the front desk, bell desk or information desk. The way the mail is handled by the front office shows the efficiency and attitude of the hotel staff. It is a vital duty of the front office department to hand over all mails to the respective guest without any delay. Any delay and carelessness shown by the staff may result in great dissatisfaction.



Following are some of the sources of mails and messages

- Fax
- Emails
- Telegrams
- Telex
- Letters and Parcels

ASSESSMENT

1. Expand FAX.
2. Mention the different sources of mails and messages.
3. What do you understand by “Guest Mail”?

4.1.2 Mail Handling

The term “mail handling” covers up both incoming and outgoing mail. The mails received at the bell desk counter are date and time stamped and then these are sorted out at the counter itself. The mails are sorted as guest mails or hotel mails

and then they are arranged in an alphabetical order. The hotel mails are further divided into official mails and employee mails.

1) Incoming mail: Mail that is coming from various destinations to the hotel is called “Incoming Mail”. Incoming mail is stamped with the date and time of receipt and details like senders name, date of receipt, time of receipt, receivers name etc. are entered in a register called the “Mail and Message Register” for future record. The mail is then sorted and arranged alphabetically



Sorting Incoming mail: Incoming mail is sorted into “Guest Mail and Hotel Mail”. The “Hotel Mail” is again divided into “Official Mails” and “Employee Mails”.

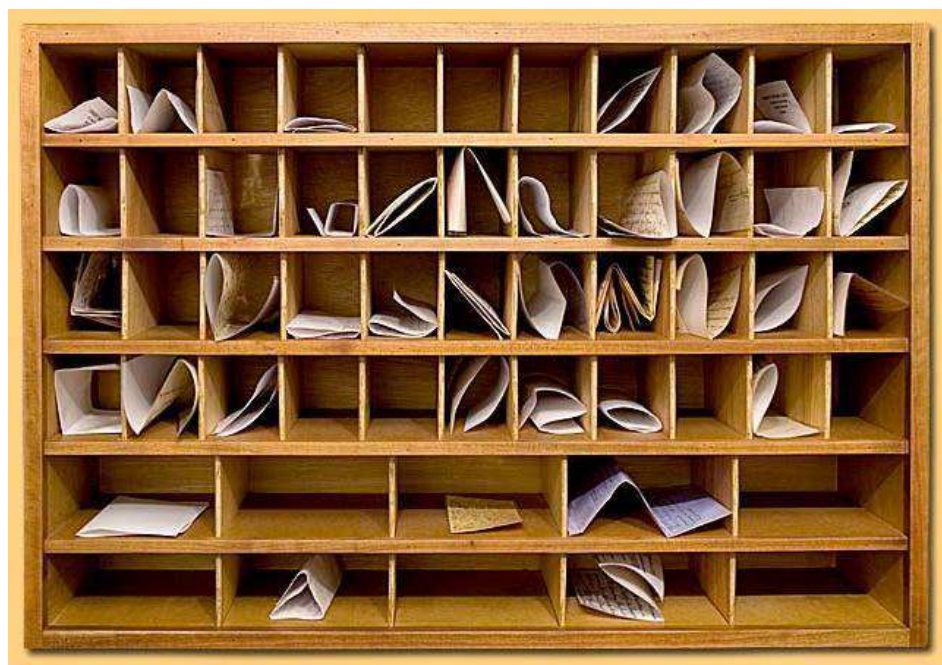
- i. Guest mail:** The incoming guest mail is sorted in three categories i.e. mail for the
- a) In-house guests or Present guests
 - b) Checked-out guests or Departure/Past guests
 - c) Expected arrival guests or Future guests

Inhouse
Guests

Expected
Arrivals

Departure
Guests

- a) **In-house guests:** The guest mail is first arranged in ALPHABETICAL ORDER and then checked against the INFORMATION RACK to identify the present guests. Wherever applicable the room no is entered with the help of pencil on the letters and the guest mails are delivered in the guest rooms by the bell boy. If a guest is not in his room, in that case the mail is placed in the appropriate room no pigeon hole in the mail and message rack and is handed over to him when he comes to the bell desk/information counter to deposit or collect his keys.



Mail and Message Rack

- b) **Checked-out guests:** Sometime the hotel receives mail for the guests who have already departed from the hotel after having stayed for some period. If a

guest is expecting mail or parcels to arrive at the hotel post his departure, the hotel to avoid any embarrassment as to what to do with such mail and how to hand it over to the guest quickly, ask the departing guests to leave their contact details or forwarding address and for how long they would want their mail to be redirected to that address at the time of leaving. In other situations when there is no forwarding address mentioned the contact details on the Registration card are used to forward guest mails.

A mail is forwarded to the past guest with the help of a special card called “Mail Forwarding Card”. Many hotels keep these cards in the stationery folder in the room while others keep these cards at the Front Desk and give them to the guest at the time of departure. This card contains the address to which and the dates/period till by which the guest would like all the mails received by the hotel after his departure to be forwarded. Employee who is forwarding the mail makes sure an appropriate entry is made in the Mail Forwarding Card. These cards are filed alphabetically and when the expiry date is reached they are cleared out systematically. Any letter received after the expiry date is either returned back to the sender or in case the permanent address of the guest is available, is redirected to him at his permanent address. The remaining mail is still in alphabetical order and checked against the Mail Forwarding Cards and where applicable they are redirected. Details of mail redirected are entered on the reverse of the Mail Forwarding Card.

- c) Expected arrival guests:** Before receiving mails of these guests it must be verified thoroughly that they have a guaranteed reservation with the hotel. General mail for guests yet to arrive is marked with the date of arrival and kept in the back office in the alphabetically marked pigeon holes of “hold mail” rack. An indication is made in the reservation record about this awaited mail i.e., in case of Whitney system the words “Awaited Mail” is written on the Whitney slip. In case of diary system it is recorded in the diary against his name in remarks column and in case of Computer system it is updated in the computer. The information is then marked on advance reservation slip/movement list. On the night before the arrival date, the expected arrival

guest mail along with the reservation record is sent to the front desk and is kept with the receptionist in special slot on the day of arrival of the guest and when the guest arrives, the receptionist hands over the mail to the guest at the time of registration.

Incoming guest mails may further classified into two categories:

- a) Ordinary guest mail**
- b) Registered guest mail**

a) Ordinary guest mail: The mails whose delivery record is not maintained by the delivering agency are known as ordinary mails. But, hotel still keeps a record of all received mails at the mail receiving desk in a mail log book to avoid any kind of future discrepancy.



b) Registered guest mail: The mails whose delivery record is maintained by the delivering agency are known as registered mails. The postman maintains the record of delivery by asking the addressee to sign the delivery report as a token of receipt of the mail. It is advisable not to accept tampered registered mails. When registered mails are received, they are recorded in the mail log book and the guest's signature is taken at the time of delivery.

भारतीय डाक



ii. **Hotel Mail:** The incoming hotel mail is sorted in two categories i.e. mail for the hotel official purpose or for the employees of the hotel.

- a) Official Mails
- b) Employee Mails

a) **Official Mails:** The official mails are sent to the concerned and respective departments.

b) **Employee Mails:** The Employee mails are sent to the time office to be placed in the mail display board, from where the employees may collect their mails.

ASSESSMENT

Fill in the blanks

1. Mail that is coming from various destinations to the hotel is called _____.
2. Incoming mail is sorted into _____ and _____.
3. Guests residing in the property are called _____.
4. A mail is forwarded to the past guest with the help of a special card called _____.
5. The mails whose delivery record is maintained by the delivering agency are known as _____.

2) Outgoing mail: Outgoing mail of the hotel includes mail of the hotel and guest. It is classified as:

- a) Hotel Mail
- b) Guest Mail



- a) Hotel Mail:** Outgoing hotel mail is handled by the individual departments. The various departments have their own record keeping staff who maintains record of all outgoing mails. Large hotels use Franking Machine for postage. If the volume of mail is high the use of Franking Machine saves lot of time. A record needs to be kept of the quantity and costs of the mail being sent out.
- b) Guest Mail:** Besides the outgoing mail of Hotel, the hotel also provides the facility or service to the guests staying at the hotel such as posting their letters, sending parcels etc. to their desired destination. Generally the bell desk keeps stamps, envelopes, letter and parcels scale. The stamp folder is used to prevent the stamps from getting lost. The folder contains separate divisions for various denominations. The stamp folder should be kept under lock and key. Any letter or parcels posted for guests must be weighed by using the letter and parcel scale to ensure that correct amount of postage is affixed and a voucher of the charges is sent to the cahiers desk. Here the hotel needs to ensure that the correct and complete address of the receiver as well as the contact details of the sender are mentioned clearly on the mail or parcel and the required charges be paid in advance to the hotel.

Some hotels use a book called postage book to keep the record of postage used. All mail for dispatch if franked by a franking machine or if the stamps are used should be entered into postage book.

The procedure of sending ordinary mail for guest is simple. The guest leaves his mail (to be posted) at the Bell Desk where it is weighed and then the necessary stamps are affixed and posted. In case of Registered mail the mail is sent to post office, which issues a special official receipt. These receipts are retained as they are required to be produced in case a claim for clarification from the guest.

ASSESSMENT

Define the following

1. Hotel mail
2. Guest mail
3. Franking machine

4.1.3 Message Handling

Receiving messages for guests in their absence, recording them and communicating them to the guests as soon as possible is an important function of the front desk staff. A message can be received either by phone or in person. The need for receiving message for the in-house guest is when the guest is not in the room. He may be out of the hotel on work or for any reason. Very often people come over to the hotel to meet the guest in person or people related with the guests might want to leave a message or talk to the guest over the telephone. When the guest is not available in the hotel then a MESSAGE needs to be taken on his behalf and then communicated to him or her. The recording of guest messages can be done manually or by computer. In case of manual message recording system "Message Slip" needs to be filled out. Usually hotels prepare the slip in triplicate. The top one or the original copy is placed in the key and mail rack and is delivered to the guest

when he comes to collect his room key, the second is slipped under his room door, and the third remains in the message book for reference called book copy. A Message Slip should be filled out completely and the complete details, name and contact details of the visitor/caller should be noted so that the guest can be informed of the same. The message noted should be repeated and confirmed in order to ensure that the message noted is correct and complete.



Hotels using computers have automated systems for delivering messages to guests. The telephone in the guest room has a message indicator that can be switched on by the front desk in case any message is waiting for a guest. The message light will flash on the telephone instrument in the guest room. This prompts the guest that there is a message for him and he may call the front desk to receive it. In some hotels the message details may also be fed into computer and the guest may view it on the television screen in his room.

Sometimes hotel also receives message for the guests who are expected to arrive or have already departed. Guests who are expected to arrive in future will have their messages filed in alphabetical order and a note is attached to their reservation file to remind the receptionist on the pending message and messages received for guests who are expected to arrive at a hotel on a particular day should be attached to their registration cards at the front desk. Message for the guest who

has checked out will be checked against mail forwarding record and if necessary redirected.

The accurate handling of messages and their delivery is very essential. In case a message is received, and if not promptly given to the guest concerned may cause problems or embarrassment which could result in a strong complaint.

Message Record Slip

HOTEL XYZ

To: _____

Room No: _____

Date: _____

Time: _____

During your absence

Mr. /Ms. _____

from _____

Called by telephone

Came in person

Will call again

Please call back

Will meet you at

Waiting for you

Please meet him/her

Urgent

Message:

Information Assistant signature: _____

Message Slip Format

ASSESSMENT

True or False

1. Receiving, recording and communicating message to the guests is an important function of the front desk staff.
2. Message cannot be received by in person.
3. Front desk should not take message for the guest who has checked-out from the hotel.
4. One copy of Message slip is placed in mail and key rack and is delivered to the guest when he comes to collect his room key.
5. The message noted should be repeated and confirmed to ensure that the message noted is correct and complete.

4.1.4 Summary

Every Hotel would have a certain written procedure for handling Mail and Messages for guests and Employees called as Standard Operating Procedures. However it is very important to be able to convey the messages timely and correctly to avoid misunderstandings and confusions. Mail should be delivered to the guest as soon as possible so that the guest is not inconvenienced due to delays. Any delay and carelessness shown by the staff may result in great dissatisfaction. Staff should also keep a regular check on the pending undelivered mail/messages to ensure prompt delivery of the same. The prompt and timely delivery of messages to guests reflects the degree of professionalism of the front desk employees. All these services ensure that the guest has a hassle free stay and we would have the guest come back to the hotel as a repeat client.

4.1.5 PRACTICAL ACTIVITY

- **Mr. David Smith** called up at hotel Oakland and wants to speak to his friend (**Mr. Duke**) urgently who is staying in the same hotel but when **Mr. Smith** called up guest was not in his room. Assume that you are a telephone operator and write dialogues between telephone operator and caller.

Solution:

Telephone Operator: “Good Morning, Hotel Oakland. This is operator no. 236. May, I assist you”.

Caller: Hello! I am David and needs to speak Mr. Duke who is staying in your hotel.

Telephone Operator: Certainly sir, allow me to connect your call to his room.

I am sorry sir, there is no response from his room.

Caller: But, it is very urgent.

Telephone Operator: Sir, shall I takedown message for him.

Caller: All right, just tell him that I called up and call me back as soon as possible.

Telephone Operator: May, I have your contact number sir.

Caller: It's 9878436217

Telephone Operator: Allow me to repeat the telephone number. It's 9878436217.

Caller: Right

Telephone Operator: I have noted down your message. As soon as Mr. Duke comes back, I'll convey the message to him and inform him to get in touch with you.

CHAPTER-4.2

KEY HANDLING

Contents:

- 4.2.1 Introduction**
- 4.2.2 Different Types of Keys**
- 4.2.3 Control of Keys**
- 4.2.4 Summary**
- 4.2.5 Practical Activity**

4.2.1 Introduction

Key control in hotel is essential to the security of a lodging property. Guestroom Security locks can be a critical aspect of guest protection. Control of guest room keys is one of the cornerstones of what hotels must do in order to provide safety to their guests. The guestroom doors and windows must be fortified to prevent forced entry. Innkeepers, have an obligation to take reasonable care of their guests so that they will be safe in their rooms from intrusions by people who may have room keys. Installation of burglar proof door locking system and effective Key and key control procedure is to be followed by the hotel to ensure guestroom safety against theft. All keys whether metal or electronic should be adequately controlled. There are many types of Locks currently available but even if the hotel buys the most secured or expensive one and they do not follow proper key controlling procedures then this will easily get into the hands of criminals.



Following are some types of Locks used in hotels:

1. Locks with the key channel in the knob.
2. Standard mortise locks, which generally include a face plate with the knob, a separate key channel on the corridor side of the door, and a dead bolt unit on the guestroom side of the door.
3. Mortise locks with programmable cylinders for easy changed key combinations.
4. Mortise locks with removable cores.
5. Electronic locks with random selection of new key combinations for each guest.
6. Electronic Number combination Locks.
7. Biometrics Locks. (Finger Print, Retina Scanner etc.)



A number of systems have been introduced to add to the re-key and core change capabilities of guestroom lock sets. As a security reason hotels are now having locks which are integrated to the dead bolt, so that turning the knob will automatically release the dead bolt as well as the basic latch.

Electronic Key card locks provides an effective method for "locking out" cards previously issued and allowing admission to only the current guest. Electronic card systems may also employ a touch-pad system in which a special code is established for each guest during his or her stay.

This usually requires a guest to enter a sequence of numbers known only to the guest in order to enter the guestroom. And when the guest check's out control sequence of the prior guest is cancelled automatically and the lock set receives the communication to accept the new combination.

A variety of electronic systems is available; most include one or more of the following elements:

- A mortise lock integrated with an electronic card reader.
- A card key which either communicates with the front desk computer and permits entry or which is compatible with the permission-level within the microchip in the lock set unit in the guestroom door. This establishes entrance capability either at the time the card key is being produced or upon introduction to the door lock.

- A computer terminal at the front desk or adjacent area which produces the card key and selects the code which will permit entry by a new card key and will reject all prior units issued for that room.
- A computer capable of providing millions of combinations for entrance to a guestroom.
- A battery source and/or hard-wired system for energizing the lock system.
- Touch-pad system.
- The capability of "timing" the card so it no longer functions as of a set time, such as upon check-out.

ASSESSMENT

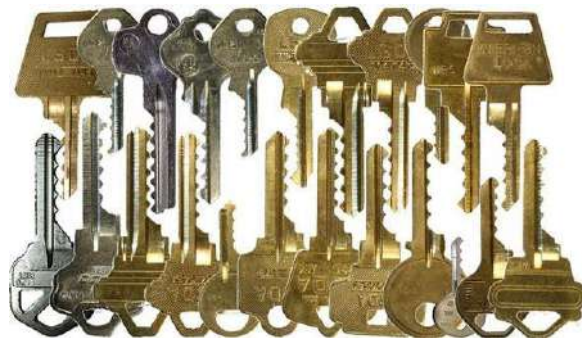
1. Discuss the different types of locks used in hotels.
2. What do you understand by "Biometric Locks"?

4.2.2 Different types of Keys

To open guest room doors hotels use two types of keys, which are:

1. Old Conventional keys or Hard/Metallic keys
2. Electronic card Keys

Old Conventional keys or Hard/Metallic keys: These are the keys which are in use since ages. These keys are found only in small hotels. In this system the key fits into a keyhole in a lock; preset tumblers inside the lock are turned by designated keys.



The key is issued to the guest when room is assigned to him by the receptionist. Key is handed over to the guest by keeping the key in the key card or Key jacket. Key card/jacket is a kind of envelope to place key. It contains information like guest name, his room number, date of arrival, date of departure and about facilities of the hotel and the guest is requested to sign the card. Whenever a guest wishes to go out of the hotel, he deposits the room key at the information desk. And, when he comes back to collect his room key, he is requested to produce his key card so that the key is handed over to the authorized person after verifying his signature. At the time of departure the guest has to return the room key at the information counter and required to obtain a clearance. This system is less expensive at the time of initial purchase but regular maintenance and rekeying of lock tumblers demand high budget as these are important and necessary part of preventive maintenance plan.

Hotel XYZ Key Card Guest Name: _____ Room No. _____ Date and time of Arrival: _____ Date of Departure: _____ NOTE: Please produce the key card to receive your room key. Authorized Signatory: _____

Format of Key Card

Hotels are using old conventional keys system should consider following policies to provide safety and security to their guests

1. Room keys must not have any form of tag which identifies the hotel or key blank which is particularly unique among the surrounding area's hotels. No key tag at all is preferred.
2. Keys must not have the room number on them. Keys must be identified by a numeric or alpha code. Explain to the guest that the coding system is for their protection. That code cannot, in any way, directly correspond to the building or room numbers.
3. When keys are given to guests at registration the guest's room number must not be said aloud if there are others in hearing range.
4. Guests should be asked for their room keys at checkout by the Guest Service Agents (GSAs). Hotel employees, particularly Housekeeping and Bell staff, who see guests who are obviously in the process of leaving the hotel for the final time (taking their luggage out), should ask guests if they have returned their room key. This is also a good time to thank them for staying with you and make other pleasantries.
5. Room attendants and others who find keys in guest rooms or elsewhere should place them in their pockets or in the locked key boxes provided, not on their carts where they are accessible to others, and handover them to their supervisor to be returned to the Front Desk.
6. All section masters, room masters, grand masters and emergency masters, (normally kept in a safety box) should be signed out each time they are taken and their return noted. All of the keys should be stamped "DO NOT DUPLICATE." Employees who carry these keys should be spot checked to insure they have them on their person. The inspection is logged in the front office log.
7. A record must be kept of how many keys are made for each room and when they are made. This record must be reviewed on a weekly basis by the General Manager. The General Manager must initial and date the key making log each time s/he reviews it.

- 8.** If indicated something wrong as a result of this review, the General Manager must instruct the maintenance staff either to rekey the lock or to exchange room locks around within a housekeeping section in order to save the expense of rekeying the locks. Numbers on keys must be adjusted accordingly and overstamped until the old number is illegible and the new number stamped nearby if locks are swapped in a section. As a standard practice it is recommended that some locks in a section be moved quarterly.
- 9.** A log must be kept of all lock swaps and rekeyings.
- 10.** If a section master is lost under circumstances which may result in hotel guests being at risk, the entire section should be rekeyed. While rekeying a section consider also rekeying to a new grand master and emergency master so that you are in effect beginning a phased rekeying of the entire hotel.
- 11.** If a master key or emergency key is lost under any circumstances it must be immediately reported to the Head of the Department followed by Security Manager or General Manager. After the circumstances are discussed, they can decide whether the entire hotel should be rekeyed.
- 12.** As an additional step, the General Manager or somebody s/he delegates the responsibility to must cross index all incidents of theft, missing property, damage, etc. as follows:
 - Room Number or Location. (Watch out for locks that have been moved.)
 - Names of potentially implicated employees (usually more than one). You may discover that room thefts never occur when so and so is off or regardless of the room number so and so was working in maintenance or housekeeping.

Remember, Hotel staff must do their best to protect guests by anticipating their potential problems and protect their business by taking "reasonable and prudent care" and documenting their actions over problems.

Electronic Key cards: "Key cards are considered one of the things that can help an establishment get a higher rating". Electronic key cards are similar to ATM cards they have an attached magnetic strip that is coded by the check-in computer and read by the lock on the hotel room door. The card key is fed with the details of the guest such as guest name, room number, date of arrival and departure. Locks, in this system are equipped with the card reader and open only when the right card key code is matched. A whole new key, with a different code, is created for each room with every change of guest. The codes from the previous use are wiped out by the computer and replaced with a new pattern that is also sent electronically to the room lock. In this type of locking system guest need to deposit his key at the information desk while going out or during checkout from the hotel.



The traditional mechanical locking hardware also provides a high level of security but it's not as cost effective or efficient as Electronic Key cards. If a guest fails to remember to deposit his room key at the time of check-out at information desk, lock has to be re-keyed, and new key must be distributed and it costs high amount. Where as in case of electronic key cards if the card is lost or misplaced by the guest a new card is issued to him on his request which is when inserted to the lock, the old card and code will automatically get expired and the lock will get open with the help of new card key. The card keys are anonymous and easily changed, making it nearly impossible for a would-be burglar to pick up a card and break into a room. The card costs less amount and can be reused many times.

Common systems consist of a computer, access control system software, and a database program to manage authorizations. The computer connects to data-gathering panels located in telephone rooms or at the door (this connection may be hardwired or routed via an Ethernet network). Each controlled access door is equipped with a card reader, an electric lock, a door position switch, and a request-to-exit device. These devices are wired to the data-gathering panel to operate locks.

Advantages of Electronic Access Control: Electronic access control systems offer many advantages over traditional key-based access control in terms of cost savings, increased security, and convenience, and they can be considered for any security upgrade plan. One of the biggest benefits to electronic access control is it mitigates the need for keys.

Below mentioned are some advantages of card keys:

- Convenient guest room access via a card vs. fumbling with keys.
- High levels of security by tracking and controlling who has accessed (and when).
- In the event of a break-in or a security question, the hotel has the "ability to do a lock interrogation. They can run a report based on that particular lock and find out exactly which keys have been in that lock and when." Housekeeping and maintenance have master keys that will also show up on the report.
- Provides a log of valid and attempted entries through controlled access doors.
- Mitigates the need for re-keying (a user's access privileges can simply be turned off).
- Saves the cost of rekeying doors and the inconvenience of distributing new keys.

The only drawback to the technological version of room security is demagnetization. If an electronic key is carried too close to a magnet or other credit card, it can lose its code. "If that happens, in that case guest needs to contact reception for getting his room key activated.

ASSESSMENT

State True or False

1. Card keys are used by small properties.
2. Key jacket is a kind of envelope to place key.
3. Room keys must have tag which identifies the hotel or guest room number.
4. Guests should not be asked for their room keys at checkout, he may feel offended.
5. Room attendants should not keep keys on their carts where they are accessible to others.
6. If a section master key is lost the entire section should be rekeyed.
7. Electronic key does not lose its code if it is carried close to a magnet or other magnetic card.
8. By using Card key hotels can save the cost of rekeying doors and the inconvenience of distributing new keys.
9. In hard key system if a guest fails to remember to deposit his room key at the time of check-out, lock has to be re-keyed,
10. In the event of a break-in, the hotels using electronic key system do not have the ability to do a lock interrogation.

4.2.3 Control of keys

It is important for the Front desk to exercise a strict control on guest room keys for the safety and security of guests' belongings. To ensure strict control over keys Front desk should adhere following points.

- **Mail and Key Rack:** To keep track on the room keys, mail and key rack must be used by the Front desk. The keys of occupied rooms should be with the guests while they are in the hotel. When guest goes out of the hotel, he should leave his room key at the information desk, who would keep it in the rack. The room keys of vacant or unoccupied rooms should be at the appropriate pigeon hole of the mail and key rack and if it is not there then the missing keys of the vacant rooms are tried to be located which could be with the housekeeping or bell desk. It is checked, and if not found needs to be entered in the report and details of missing keys list is made. There are times when a room key may be lost or a guest may

forget to return the key while checking out of the hotel. In such cases room numbers are noted and tried to get in touch with the guest to get the room key back. If it does not work out in that case the door lock must be changed immediately to prevent unauthorized access to the room.



Mail and Key Rack

- **Key control sheet:** Key control sheets are maintained by information desk employees in the night. In this sheet details of all guest room keys are entered such as keys of occupied rooms, vacant rooms and details of missing keys. So that if there is any kind of discrepancy needs to be investigated and corrected immediately.

Hotel XYZ Key Control Sheet					
					Date: _____ Time: _____
Keys of occupied rooms at front desk					
S. No.	Room No.	Name of Guest	Baggage Position	Bill Amount	Remarks

Vacant room whose keys are missing _____				
Details of Missing Keys				

Room No.	Name of the Guest who stayed last	Check-out Date and Time	Bell Boy at the Time of Departure	Front Desk Agent on Duty at the Time of Departure

Signature of front desk agent _____
--

Key Control Sheet Format

- **Collection of Room keys:** At the time of guest departure, Front desk agent ensures that room key has been deposited by the guest.
- Keys must be signed for personally by the employee to whom they are issued.

ASSESSMENT

1. Draw a neat format of Key control sheet.
2. Enumerate the use of Key rack in controlling keys of the hotel guest rooms.

4.2.4 Summary

The quality of a guest's hotel experience is frequently dependent on the consistency with which hotel standards of service are applied. Where the existing systems break down, guests will complain. The proficiency of hotel in handling guest room keys lead to greater guest satisfaction. Therefore, it is important for the front desk to adopt proper key issue procedure to prevent unauthorized access to the guest rooms. To ensure security of the guest and the guest's belongings and to prevent intrusion in the guest's privacy, it is very important for hotel to have strict control over guest room keys. A lack of proper key control system may result in loss of revenue to the hotel as a room which is vacant may be shown occupied and may also cause confusion and chaos as an occupied room may be accessed by an unauthorized guest. Hotels having an effective and efficient key control system makes guest feel comfortable and secured.

4.2.5 PRACTICAL ACTIVITY

- **Assume you are a Receptionist, Mr. Paul has just checked-in in your Hotel named as Hotel Land Mark on 17th March. Room no. 231 is allotted to him and his date of departure is 20th March. Prepare a key card and fill details in it based on the information given above to hand over room key to guest.**

Solution:

**Hotel Land Mark
Key Card**

Guest Name: Mr. Paul

Room No. 231

Date and time of Arrival: 17th March, 0900 hrs

Date of Departure: 20th March

NOTE: Please produce the key card to receive your room key.

Authorized Signatory: _____

CHAPTER-4.3

COMPLAINT HANDLING

Contents:

- 4.3.1 Introduction**
- 4.3.2 Types of Guest Complaints**
- 4.3.3 Dealing with Complaints**
- 4.3.4 Summary**
- 4.3.5 Practical Activity**

4.3.1 Introduction

A guest in a hotel is basically a customer who purchases the services of the hotel and pays for these services. When we look at the relationship of a hotel employee with a hotel guest we realize that in a stay of 2-3 days perhaps, the guest comes in contact with the employees for not more than 2 hours or so, and unless the guest repeats the visit to the same hotel, his relation with the employees of the hotel is only of 2 hours in the life time. Hence, the relationship an employee should maintain with the guest should be “short and formal” and if there is any guest complaint it should be sorted out immediately to make his stay comfortable.



Most guest concerns can be dealt with simply by complying with the person's reasonable requests from time-to-time; however, hotel does come across some

guests who may complain about hotel services. A complaint can be costly for the business but it can also have a positive outcome. This all depends on how it is dealt by the members of the staff. If a complaint is dealt with in a positive manner and the guest feels they have received very good guest service, then they may forget about their bad experience and may even promote the business because of the excellent service they have received. This is known as a “win-win” situation: the guest is happy and so is the business. And, if a guest is unhappy and given bad guest service, then they may never return. Worse still, they are likely to tell others about the bad service they were given and so put off potential customer. Hotel staff should always remember that the guest has the privilege to disagree but not the employees. The golden rule “Guest is always right” must be adhered by all the employees and management of the hotel.

Hence, it is very essential for hotels to deal with guest complaints immediately. There is a certain amount of expertise required when handling guest complaints in a hotel. Most of the time, the complaint comes to the hotel receptionist. It is not necessary a complaint does always have to be voiced, it can also be unvoiced. Hence, hotel staff should be able to address both types of complaints. It is important to remember that the hotel exists because of the guests only and if guests no longer stay at the hotel due to dissatisfaction then there will be no hotel. A part of the front office's responsibility is to serve the guest well and this is evident in the way they handle problems. Front office staff members must always be better equipped to handle frequent complaints courteously and effectively, if they are aware the problem may not be immediately corrected, guest should be offered with another solution. Keeping track of complaints by front office provides the department with useful information concerning levels of guest satisfaction.

4.3.2 Types of Guest Complaints

Guest complaints can be separated into 4 categories of problems:

1. Mechanical
2. Attitudinal
3. Service-related
4. Unusual

1. **Mechanical complaints:** Most guest complaints related to hotel equipments malfunctions. It is usually concerned problems with air conditioning, lightening, electricity, room furnishing, vending machines, ice machines, door keys, plumbing, television and so on. Effective use of a front office log book and maintenance work orders may help to reduce the frequency of mechanical complaints.



2. **Attitudinal complaints:** Hotel does come across instances when guest complaints about impolite, unprofessional and indifferent behaviour of staff members of the hotel. The moment an employee disagrees with the guest, his conflict with the guest begins which leads to guest complaints. Guest may express attitudinal complaint when they feel insulted by rude or tactless hotel staff members or sometimes guest overhear staff conversations or who receive complaints from hotel staff members. Managers and supervisors should listen and attend to the complaints and problems of the guest. This can be especially critical to maintain good guest relations.



3. **Service-related complaints:** The guest may experience a problem with hotel services and may get dissatisfied. It can be of wide ranging and about such things as long waiting time for service, lack of assistance with luggage, untidy room, missed wake up call, cold or ill prepared food or ignored request for additional supplies. The front office generally receives more service related complaints when the hotel is operating at or near full occupancy.



4. **Unusual complaints:** Guest sometime expects the Front office staff to resolve or at least listen such kind of complaints which are unusual and hotel cannot do anything about them. Sometime guests demand something that simply is unwarranted or impossible to deliver such as they may complain about the absence of a swimming pool, lack of public transportation, bad weather and so on. Hotels generally have little or no control over the circumstances surrounding unusual complaints. Front office management should alert front desk agents that on occasions guest may complain about things the staff can do nothing about them. Through such orientation, staff will be better prepared to handle an unusual situation with the appropriate guest relations techniques and avoid a potentially difficult encounter.



ASSESSMENT

Answer the following

1. Define Complaint.
2. Classify different types of guest complaints.
3. How Service related complaint is different Mechanical complaint?

4.3.3 Dealing with Complaints

1. Identifying Complaints
2. Handling Complaints
3. Follow-up Procedures

1. Identifying Complaints

All guest complaints deserve attention. An excited guest complaining loudly at the front desk requires immediate attention as he is affecting property's business. Guest Relations Executive play an important role to systematically identifies its most frequent guest complaints and handles guest complaints accordingly.

Front office can identify complaints by reviewing a property kept front office log book. Another way to identify complaints involves the evaluation of "Guest Comment Card" or "Guest Feedback Form". It may be distributed at the front desk, placed conspicuously in the guest room to fill by the guests during the time of their departure, or mailed to guests after their departure. It is very essential for management to identify and address recurring complaints and problems. By examining the type of complaints and the staff members involved in it, front office management may gain insight into common and less common problems.

2. Handling Complaints

The front office may receive complaints about other departments' services, regardless of whether those operations are managed by the front office or not. The hotel and its revenue outlets should maintain close communication and develop procedures designed to satisfactorily resolve guest complaints otherwise, guest may continue to be upset and the front office will continue to hear about the problem. It is usually counter productive to ignore a guest complaint. The front office should have a contingency plan in place and be empowered to deal with situations.

Front office management and staff should keep the following resolution guidelines in mind when handling guest complaints:

- When expressing a complaint, the guest may be quite angry. Front office staff members should not go alone to a guest room to investigate a problem or otherwise rest potential danger.
-
- Front office staff members should not make promises that exceed their authority.
- Honesty is the best policy when dealing with guest complaints. If a problem cannot be solved, front office staff should admit this to the guest early on.

- Front desk agents should be advised that some guests complaint as part of their nature. The front office should develop an approach for dealing with such guests.

Guidelines for Handling Guest Complaints: Front office management and staff should keep the following resolution guidelines in mind when handling guest complaints. Here are some tips to handle guest complaints at hotel effectively to ensure guest satisfaction.

- 1. Allow the Guest to Speak:** It is important that staff give a patient ear to the guest while he is complaining and do not make an effort to interrupt. The guest is already angry and the interruption will cause his or her temper to flare even further. Allow the guests to describe in detail, the reason for their unhappiness with the hotel or its service. The guest may yell and shout, but the front office staff should never take it personally. Instead the staff should concentrate on resolving the issue. While he can ask questions to understand the reasons better, it is important that he let the guest speak out his mind. He shall ask open-ended questions if he is not clear about the issue and this will show the guests he is genuinely interested in understanding their problem and resolving it. It will help the guest calm down and speak more coherently. As a receptionist, he/she should be aware of the difference between a genuine problem that requires solving and a situation where the guest is venting his frustration. So, allow the guest to speak and listen to the complaint carefully to find out what is really troubling the guest.
- 2. Listen:** Whenever a hotel employee is set out to handle a guest complaint the first thing that he must do is listen. Listen attentively to the guest with concern and empathy and understand what is exactly wrong to the guest and try to figure out why he is upset. Do not interrupt, sometimes a guest just wants to vent. Of course, other times they have a real problem that needs solving. Listen to the guest to determine whether any of your policies were not abided by or if this is something outside or not contemplated by your systems. Try to listen for clues about what's really bugging them. Is it the problem with their meal or their room? Or is it something else. Listen to what they want from you to resolve the issue.

- 3. Understand:** All too often we are defensive when dealing with guest complaints. Being defensive, at least at the onset, can inhibit your ability to truly understand why the guest is not satisfied with your services. They will tell you the problem, how they think it should be resolved, and give you a critical window into their thinking on the matter. So before you attempt to explain anything, challenge their complaint or offer a resolution to the situation try to put yourself in the shoes of the guest. Given what you now know, try and see from their point of view. Until you view the issue from their perspective you cannot have a complete picture of the reason for the complaint. So always think, if I was in their shoes how would I feel?
- 4. Empathize:** Complaint has to be handled positively and with empathy for the guest, aspiring for 100% guest satisfaction as the outcome. Empathy is defined as the ability to imagine oneself in another's place and understand the other's feelings, desires, ideas and actions. If you look at the situation or problem from the guest's perspective, you will be able to better understand their frustration and/or anger. Empathizing with the guest is a good way to handle guest complaints as it shows them that you understand what they are going through. It will help to defuse the situation. The best way to show your empathy to guest is by naming the emotion. You have to articulate to the guest what they are feeling and validate it. "I understand how you feel, I would be frustrated too." Or, "I completely understand and if that happened to me, it would make me very upset." By naming the emotion, expressing understanding and placing yourself in the guest's place, you begin the process of diffusing the situation.
- 5. Apologize:** Apologize to the guest for the inconvenience caused. This is a big one, and easy step to be followed. Even if you are not wrong or not part of the problem, it is important you issue an apology to the guest. The apology should be issued even if the guest is angry and yelling at the top of his voice. To apologize to guest standard phrases such as: "I am sorry for the inconvenience this has caused you" or "I am really very sorry this happened" can be used. Unfortunately, many employees tend to take this sort of thing

personally and feel apologizing for something they may not have done or may not have had any control over to be uncomfortable. They should try to get over it as no one is blaming them or considering their fault. They must see it as an opportunity to improve guest service rather than taking it personally.

6. **Isolate:** Take the guest out of the front area and try to isolate him from other guests if possible, so that other guests won't overhear.
7. **Take Notes:** Writing down the key facts and pertinent details down on the guest request tracking sheet saves time if someone else also gets involved. Also, guest tends to slow down when they see the front desk agent trying to write down the issue. More important, the fact that a personnel is concerned enough to write down what they are saying is reassuring to guest.
8. **Stay Calm:** In complaint handling the matter is to listen, understand, and then discuss with the guests their concerns in a calm and friendly manner while conducting an open discussion regarding the issues complained of avoid responding with hostility and defensiveness. Do not argue with the guest. Calmly defend your policies or personnel if you must but do not permit the conversation to erode into an argument at any point.
9. **Guest's Self-esteem:** Be aware of the guest's self-esteem. Show your personal interest in the problem and try to use the guest name frequently. While listening guest complaint give the guest your undivided attention and concentrate on the problem, no on placing blame. Do not insult the guest.
10. **No Fighting:** Recall, whether correct or not guests believe that they are correct. As such, they may be 100% wrong but fighting about the issue will only exacerbate their complaint. Fighting with the guest will never resolve the issue and will only lead to heightened aggression and anger on their part. Often times it comes down to tone and respect. So, defend if you must. But do not fight with the guest.

11. Handle the Complaints Smoothly: When dealing with an irate guest face-to-face or over the phone, it is important to be professional and courteous. Using a polite tone and demeanor will let you show the guest that you are making an effort to understand the situation and can help in defusing it. You should not show your nervousness, as this creates an impression of uncertainty and adds fuel to the fire. By being calm and confident, you will have a more positive effect. The fact that a guest approaches you shows an indication that he believes in you and expects you to handle the complaint positively and resolve his problem.

12. Take action: Going from apology to taking action should be seamless. The very next sentence out of your mouth should be what you are going to do about the guest's complaint. The guest deserves to know what is going to happen next and what they can expect. The foundation to most guest complaints is the discontent from what was expected and what actually happened. This is your chance to reestablish an expectation and deliver on it. Taking the appropriate action can only be done if you really hear the problem, fully understand the guest's feelings and combine it with a sincere apology.

13. Resolution: The psychology of the offering of a resolution cannot be understated. Recall, the goal is to resolve the guest dispute with the guest being fully satisfied with your goods or services. Even if the guest's complaint is unwarranted listening, understanding, elevating, and offering some form of resolution allows the guest to feel that they have won, that they were correct, and that your organization wants to make it right.

Offer a resolution where possible to guest. Once you have listened and understood the guest's complaint and have avoided fighting over the same divert the guest's focus to how you intend to resolve the matter. Here, it is difficult to include all manners of resolution which can be offered given the nature and scope of the goods and services which could be offered, but some suggestions include offering a discount, refund or partial refund of money paid, if warranted. Discounts on future goods or services are another popular remedy.

If the issue is personnel specific simply offering to change out their representative with another will often suffice. If guest asks for a particular service which is not available with the hotel. Give your guests alternatives and suggestions. Further, try to convince the guest that you have made a note of their suggestions and show your appreciation by telling them that you will ask management to implement them as soon as possible. For most, this will resolve the issue and they will be satisfied. Unfortunately, however, there will always be those select few that you cannot please no matter what you offer. For those, you must incorporate resolve.

14. Resolve: In every guest service situation you will ultimately come to a point of what you can and cannot do to address the issue. Most situations will be able to be addressed and the guest issue resolved to their satisfaction. Unfortunately, from time-to-time, there will be issues which simply cannot be resolved. Whether it is because the guest is requesting something or on such matters that is out of the reach of hotel stated policies or are simply being unreasonable in their requests. For those guests you must understand that despite your best reasonable efforts to offer a reasonable resolution they are unwilling to join you in reality and accordingly, although our aim is always to please the guest if that which the guest demands cannot be satisfied you must maintain your best offered solution and no more. While offering solutions to guests do not promise the impossible solutions, and do not exceed your authority.

15. Take responsibility to Resolve your Guest's Problem: As much as possible, you should try to resolve the guest's problem. Remember, the guest has come to you with the hope that you can help them out. This is the time to show them that you are willing to aid them. Unless the situation is something you cannot resolve or address, avoid transferring the problem to another person but, If you do have to take the complaint to someone else then, stay on the call until the other person answers, first introduce the caller and transition the situation then after make sure that person understands the problem very clearly and is now full of aware the guest's name and problem.

Never blindly transfer an angry caller; if the call is forwarded to a voicemail box or gets disconnected, the guest will be more angry when they call back.

16. Elevate: Once you have heard the complaint, understand the basis for the same and you are not in a position to resolve the complaint or the problem is out of your authority. In that case elevate the guest complaint to a supervisor, manager or Duty Manager where possible. Often this move alone is sufficient to alleviate some of the guests' concerns by instilling in them a sense of importance, that their complaint is significant enough to be elevated to someone higher in the chain of command. One note of caution when elevating be careful to fully inform the guest the issue is being elevated of the relevant facts prior to having them speak with the guest. If this is not done the new representative will be in a position which they must ask the guest to repeat what happened. While most guests, as part of the venting process, will gladly share their story again with the supervisor they should not be made to feel that they must do so for the process to continue to run its course.

17. Ask the Guest for an Appropriate Solution: Many times asking the guest to suggest an appropriate solution can go a long way in diffusing the situation. Also, if the solution is reasonable and you have the authority, you can immediately act upon it. If you do not have the authority, explain this to the guest and give him a time frame within which his problem will be resolved. If the guest gives an unreasonable solution, be calm and explain why the hotel cannot use it. Then give the guest an alternative to calm him down. It is important that you first apologize and then take action to resolve the guest's problem. This transition should be seamless. Immediately after apologizing for the inconvenience caused, you should inform the guest about steps you will take to address his complaint and how long it will take. This is only possible if you listen to the guest's complaint and understand it completely.

18. Corrective actions: Set an approximate time for completion of corrective actions. Be specific, but do not underestimate the amount of time it will take to resolve the problem then monitor the progress of the corrective action.

19. Follow up: Even if the complaint was resolved by someone else, contact the guest to ensure that the problem was resolved satisfactory. Report the entire event, the actions taken, and the conclusion of the incident.

20. Inform Higher Authorities: Inform the Manager of all complaints immediately, even if you have successfully resolved the situation.

21. Log Book: Note down the incidence in the log book and give handover to the next if the issue is still not resolved. Guest should be kept informed of the developments and record all the details in Guest Call Register.

22. Learn: Above all, use guest complaints as a manner to learn about potential flaws in your systems. Maintain a manner of tracking guest complaints and the resolution thereof such that, over time, trends or specific issues may be identified to the point that if you see one or more specific situations occurring with any frequency systems can be amended or put into place to address the same in the future before they become future complaints.

23. Writing: Ultimately, when all is said and done and a resolution has or has not been reached always take the time to memorialize the same in writing. If, as in most cases, the matter is resolved to the guest's satisfaction, you will want to send the guest a brief follow-up email confirming that the issue has now been resolved and the specific resolution involved. In those unfortunate times when a solution cannot be reached, you want to send an email clearly memorializing

what transpired such that should the issue ever come back you can quickly review the email and be versed in the same as needed.

3. Follow-up Procedure

- a) Follow-up the Problems with Guests:** Once a guest's problem has been resolved, it is important that you follow up with him to find out whether he is happy with the solution. This will allow you to confirm that the problem has really been resolved and that the guest is now happy with the services of the hotel. A follow up also makes the guest feel special and this can make a huge difference in the overall impression that the guest has about the hotel. A follow up can build guest loyalty and pave the way to repeat business.
- b) Follow Up Procedure:** Front Office manager may use the Front Office log book to initiate corrective action, verify the guest complaint have been resolved, and identify recurring problems. This comprehensive written record may also enable management to contact guests who may still be dissatisfied with some aspect of their stay at check out. After the guest has departed a letter from the Front Office Manager expressing regret about the incident is usually sufficient to promote good will and demonstrate concern for the guest satisfaction.

ASSESSMENT

Classify type of complaint based on the statement

1. In a guest room air condition is not working properly.
2. Instead of piping hot a cold coffee is served to the guest.
3. Employee speaks rude to the guest because guest is asking for room supplies again and again.
4. Guest wishes to do sightseeing but it is raining heavily outside.

4.3.4 SUMMARY

Guest complaints are inevitable. In hotel providing services or facilities to guests no matter how great your goods or services are the old adage will eventually be proven true: You cannot please 100% of the people 100% of the time. The key to running a successful hotel is providing flawless guest services to guest and if guest still complains about services, tackle complaint. A big part of handling complaint is addressing guest complaints and ensuring that these complaints are resolved to the guest's satisfaction. Successful resolution will have a positive effect on the guest, who will be more conducive to returning to the hotel in the future, as the way the complaint is handled and resolved makes the guest feel special and shows him that the hotel is genuinely interested in keeping its guests happy and satisfied.

Hotels should never forget that the best way to advertise their service is through a satisfied guest. If a guest is dissatisfied, he will give negative feedback and bad reviews about the hotel and its services. This will have far-reaching consequences, as many guests now use online sites to provide feedback about hotels. Other potential guests read this and use it to base their decisions on whether to use the hotel or not. On the other hand, if a guest leaves the hotel satisfied, not only will he give positive feedback, he will return with friends and family the next time he is in city and pave the way to repeat business for the hotel.

4.3.5 PRACTICAL ACTIVITY

- **Mention the expressions or phrases used for handling Guest's complaints mentioned below:**

Complaint: There are not enough towels in my room.

Response: I'll inform housekeeping to deliver more towels to your room right away sir.

Complaint: The sink is leaking in the bathroom.

Response: Sorry for the inconvenience, maintenance will be shortly to fix the problem.

Complaint: I seem to have misplaced my important file. Has one been turned in?

Response: Not yet sir, but I'll let you know if someone does. May, I have your good name and room number.

Complaint: I specifically requested an ocean view, but the room I was given has a view of the pool.

Response: I am extremely sorry for the wrong allocation of room ma'am; we'll change your room immediately.

Complaint: The soup served to me is not warm enough.

Response: I apologize for that ma'am. I'll have the chef warm it up immediately.

- **When Guest checked-in the hotel it was assured by the hotel staff that a bottle of Evian mineral water will always be there in the mini-bar of his room. But, guest is highly disappointed not to find Evian mineral water in his room. Now, guest is complaining about hotel services based on this situation write dialogues between Guest and hotel staff.**

Solution:

Guest: When I first arrived I was assured that a bottle of Evian mineral water would always be in the mini-bar.

Well I'm here now and the bottle isn't. What kind of hotel are you running!

Staff: I sincerely apologize for the oversight sir. I'll have a complimentary bottles delivered immediately. Please accept it with our compliments.

Guest: Well, I should hope it would be complimentary.

Staff: Certainly Sir, again I sincerely apologize for the inconvenience caused to you.

UNIT-5

TELEPHONE

CHAPTER-5

TELEPHONE

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5.1 Introduction

A hotel's communication process is very crucial to its success. A well run hotel with a charming and efficient front office staff will not appear so to the outside world if the telephone operator is not equally well trained and polite. Very often, the first and sometimes the only contact a person has with a hotel is by telephone. People all over the world call for making reservations, seeking information or transferring messages to the residing guests or for various other purposes. The speed and the manner with which the call is handled can leave a lasting impression, either good or bad. It is, therefore, of paramount importance for all telephone operators to promptly

attend to calls with a clear, friendly voice, the tone of which indicates courtesy, patience and cheerfulness. Hotels need a unique system to be able to accommodate all internal and external calls. The bigger the hotel, the more sophisticated setup it needs. Some small establishments can get by with a basic telephone platform but some need more than that. At the end of the day, all hotels want a good guest experience and a good communications process to make guests feel comfortable and satisfied.



ASSESSMENT

Define the following:

1. Telephone
2. Courtesy
3. External call

5.2 Importance of Telephony System



Telephony system plays a major role in controlling the hotel telecom overheads irrespective of the hotel size. For small hotels the purpose of telephony system is limited to cost saving over internal and external calls, taking care of guest privileges and being media of prompt service; whereas in case of large hotels the same systems is required to handle much higher number of calls, act as an automated operator with uniform level of service to each customer and also plays the role of managing hotel assets and property through integration with other specialized devices. Besides controlling the call overheads, the intelligently designed and implemented telephony system can also help in managing resources. Keeping track of guest status and automated room cleaning service arrangements, enhanced customer service through history are few advanced functions to name, a telephony system can perform when integrated with Property Management Systems (PMS) or hotel management Systems. Property Management Systems (PMS) are specially designed software for hotel applications. Being integrated with the telephone system, PMS ensures efficient check-in and check-out of guests, timely reminders and wake up calls with personalized messages, timely services of the rooms without interfering guest's privacy and many more functions leading to enhanced and prompt services as well as increased staff efficiency. Hoteliers investing in PMS should make sure that PMS will function in complete tune with the installed telephone system. Hoteliers should select telephone systems which are tested for integration with leading PMS and CAS (Call Accounting System) or which provides flexibility of immediate integration with the PMS or CAS already installed for hotel management. Each hotel

is different and is operated uniquely. Before selecting any telephone system for the hotel, Hoteliers should understand the challenges and requirements of the hotel.

ASSESSMENT

Expand

1. PMS
2. CAS

5.3 Use of Telephone by Front Office Staff

The telephone is to be used for official purpose (hotel business). Non-resident guests can use house phones to make calls. If someone wants to make a private call, use the private call box in the lobby. If an employee receives a personal call (not related to hotel business), keep conversation as brief as possible and offer to telephone back when she/he is free. Unless she/he does this, she/he may keep waiting a potential guest who wants to make a booking.



5.4 Distinguishing Features of the Class

The work of telephone operator involves dealing with the responsibility for the operation of a telephone switchboard. All incoming, outgoing, and inter-office or conference calls to be handled carefully. The work is performed in accordance with a

prescribed routine outlined for the position and under the direct supervision of a telephone supervisor and also performs related work as required.

Typical Work Activities:

- Operates a switchboard to relay incoming, outgoing, and inter-office telephone calls;
- Greets all callers and directs them to proper party or department;
- Gives routine information and direction to callers and/or the public regarding the department;
- Provides hotel related information to the caller;
- Handle guest queries and complaints;
- May record calls and check telephone bills;
- May perform routine typing tasks such as memoranda, purchase orders, and short correspondence;
- May stamp, sort, and post outgoing and incoming mail;
- May handle extra-curricular accounting activities.

ASSESSMENT

1. Discuss the work activities performed by a telephone operator.

5.5 Telephone Etiquettes & Manners

Working in a hotel certainly leads to answer the telephone calls. The art of using the telephone is not one which only the telephone operator must acquire, for it is important that all persons within a hotel should know how to use the instrument. It happens mostly with front desk staff but also in the back office. The art is based on two everyday qualities, common sense and courtesy. The telephone should be treated, not as an inanimate object, but as a real live being. After all, there is a real live person at the other end of the line, who must be communicated with. Therefore, if telephone conversation is treated in the same way as a conversation being

conducted face to face, it is easier to remember to fulfill all the usual courtesies. In the same way as the receptionist should always acknowledge the presence of a guest at the reception desk as soon as possible, this should also be done on the telephone.



Everybody in hotel organization who answers the phone should be trained to use proper telephone etiquette and treat each caller with courtesy and professionalism. Proper telephone etiquette is very important in that personnel are representing their department and the hotel. It is easy to overlook the importance of training staff to properly answer the telephone because it seems like such a simple task. However, answering the telephone as a top flight service professional requires training *and practice*. Time needs to be spent on developing employees "Telephone & Customer Service skills". Remembering to use proper telephone etiquette, whether answering the phone or making phone calls, leaves callers with a favorable impression of you, your department, and the hotel. Below mentioned are the areas for self-improvement so that each personnel take away a personal action plan.



Rules of Telephone Etiquettes: A few basic techniques and some useful tips to remember while answering telephone calls in a hotel business. Here's a rundown of some quick tips to brush up on your phone manners and phone style.

- **All phone calls should be answered by the third ring:** When the telephone rings, it is announcing the fact that someone wishes to speak to the telephone operator, and the operator should answer it promptly. The call should be attended within three rings. Answering the call by the third ring will ensure the guest interaction gets off on the right foot. Every time the phone rings beyond the third ring the dissatisfaction and agitation level of the caller escalates. If you are attending to a guest at that time, first answer the phone, excuse yourself. Do not let the telephone ring without answering it. Although it may at times be irritating the telephone should always come before any desk work, but should not take precedence over the guest at the counter with whom you were dealing before the telephone rang.



- **Answer the call promptly:** Always try to answer the call immediately and with an enthusiastic, standardized greeting to establish a positive first impression with to the guest. An energetic, pleasant greeting with a smiling voice will set the tone for the rest of the guest interaction.



Necessity, as much as courtesy, demands that the person answering the telephone should identify himself or herself. It is meaningless to say "Hello". The telephone operator should always announce the name of the hotel/department and greet to guest according to the day. The adding of the words "May I help/assist you" will give the impression of willingness to serve, which is all important in a hotel. Now, it is up to management to determine the most appropriate script for the standardized telephone greeting and ensure it is consistently delivered to each caller.

Answer the telephone by saying, "RECEPTION (concierge or reservation) GOOD MORNING (good afternoon or good evening), MAY I ASSIST YOU?"

- **Polite and Speak with a "smile":** The first rule of telephone etiquette is to be polite and speak with a "smile" in your voice. Train staff to actually smile when speaking to a guest, even though the person on the other end of the line can't see them. Believe it or not, you can actually hear a smile over the phone. Only a small percentage of overall guest communication is accomplished through actual spoken words. A majority of guest communication is delivered via voice quality - tone, pace, inflection and the invisible "smile". An employee's attitude, both positive and negative, will come through loud and clear to the guest.



- **Speak slowly and to enunciate clearly:** Speak clearly and pronounce the words carefully. The caller may find it difficult to understand you on the telephone than if you speak to him at the counter.

- **Be polite, friendly and helpful:** Every hotel want potential guest to receive. On the telephone operator's voice can indicate the welcome we want every potential guest to receive. She/he must never sound short, sharp, irritated and impatient over the phone and never interrupt the caller while he is talking.
- **Courtesy:** Be courteous in explaining the hotel rules. Using phrases like "You have to", "I suggest" or "would you mind" is not preferable. Never argue with the guest, remember the guest is always right. If you cannot deal with a certain problem, inform the seniors in the department, so that they can deal with it.
- **Speak directly into the mouthpiece:** It is always good to speak directly into the mouthpiece, if this is a not feasible because of using other equipment while on the telephone (i.e., computer), prefer using a headset, which will free your hands. If you are speaking to the other person, the hand should be placed over the telephone mouthpiece. This saves the caller the embarrassment of overhearing a conversation not intended for his or her ears.



- **Do not eat or chew** gum while talking on the telephone.



- **Use hold button:** If someone walks into your office while you are talking on the telephone, ask the caller if you may put him/her on hold briefly. Press the HOLD button. Do not lay the receiver on the desk, without placing the caller on hold (the caller can hear the discussion and may not be pleasant to his ears).



- **Standard phrases and courteous words:** Using standard phrases and courteous words are essential in displaying a professional atmosphere.
- **Avoid Slangs:** Avoid common words and slang such as yep, yeah, nope, uh-huh, sure, no problem, um, ya know, etc. Use polite words such as please, thank you, pardon me, would you prefer, may I offer, absolutely, certainly, etc.
- **Listen carefully:** Listen to the caller actively and without interrupting, absorb the information they are giving you and to ask the right questions to ensure the caller is serviced quickly and thoroughly.



- **Don't make people dread** having to answer their phone or call your department.

- **Short and Crisp:** Be brief and to the point, but not abrupt. Remember that telephone time costs money and that the switchboard operator may be holding another call for you.
- **Using guest's name:** Using a person's name is the most valuable and free of cost tool to utilize to make the guest feel important, whether the interaction is conducted via telephone or in person. This is just the first of two or three times the guest's name should be used. At a minimum, the name should also be used in the closing interaction such as, "Thank you for calling, Mr. Kapoor. Have a nice day." If you absolutely cannot obtain the guest's name, it is acceptable to use "Sir" or "Ma'am."
- **Do not place guest on hold for long time:** Avoid placing callers on hold unless you absolutely must do so. When placing a guest on hold, be courteous and ask if it is OK to do so prior to actually pressing the hold button. A simple way to ask would be, "May I place you on hold?" or "Allow me to put you on hold". Wait for an answer, then thank the caller and inform them you will be back with them shortly. Do not keep the caller waiting for a long time before attending to him. Return to caller and complete the call as soon as possible. A caller on the telephone should never be placed on hold for longer than 30 seconds. If you cannot complete your side task within the 30 second window, return to the original caller and tell them "I am sorry to keep you waiting" or you appreciate their patience and you will be right with them.
- **Do not avoid calls:** Do not remove the receiver from the cradle in order to stop the bell ringing or lay it down on the table without acknowledging the caller. It is an extremely rude gesture to remove the receiver and then replace it without speaking, thus cutting off the caller.



- **Taking message carefully:** In a well run hotel telephone operators must ensure that they should always have pen and notepad to write down messages as they are received. Make sure all key information from guest is accurately and properly noted. The definition of "key information" varies based upon the business function as key information will be different for front desk agents than it would be for a restaurant personal. All messages should be read back to the caller to ensure that they have been received correctly, particular attention being paid to names, addresses and numerals. Messages containing times and dates are frequently given over the telephone, and it is particularly important that these are received and passed on correctly.



- **Take calls confidently:** Be accurate in what you say. The guest wants to have confidence in you. Do not 'THINK' or 'SUPPOSE' if you do not know the answer; find out and call back. Before, keeping the receiver down note down the guest name and his contact number for calling him back.



- **Closing call:** When ending a guest call, always stay on the line and only hang up after the guest has done so first. Thank the guest for calling with a pleasant farewell (remember to use the guest's name) and stay on the line until you hear the call ended by the familiar "click" from the caller hanging up.



Handling Calls

Always remember that you represent the hotel or the organisation you are working for when you pick-up a telephone call at work. Caller does not see you or your hotel, so your voice alone has to help the caller become and remain a satisfied guest. Lastly, ensure the telephone is only used for business purposes. Tying up the telephone talking with friends or family means guests cannot get through which causes aggravation and potentially loss of revenue.

First impression: The first and foremost important thing is to provide a welcoming environment to caller so they are comfortable asking questions. Within the first few seconds of the conversation guest can sense how the rest of the call will go. Therefore, make sure that they feel at ease and know that you care about their issue.

Be a good Communicator

1. Be interested in your caller and their issues they are calling about.
2. Inform guest while you are investigating the issue to let them know that you are working on how to resolve their issue.
3. Explain to guest what you are doing and why.

4. Assess the level of expertise of caller has and adjust your communication style accordingly.
5. If caller does not understand a term that you use, explain to them what you mean.
6. Do not use abbreviations unless caller is familiar with them.
7. Let caller know what the next step is and how you will find it.

Manage the Call

1. Telephone operator is the moderator of call, so keep track of time.
2. Keep in mind where you are in the call framework, from opening, resolving, and closing the problem.
3. Be sure to properly greet and collect all mandatory guest information before asking why they have called for support.
4. Know how long you usually need to open and close calls, to use as much time as possible for troubleshooting.
5. If you must put the guests on hold, tell them exactly how long they will hold and return exactly to that estimate.
6. If your troubleshooting steps do not resolve the problem, do not continue to look for solutions. Refer to your procedures and escalate the case to higher authorities (as directed).

Listen!

1. Be a good listener. Resist distraction and focus on caller.
2. You might know what your caller will say, but let them finish anyway.
3. Remember active listening is an art and includes listening to what your customer is saying and what they are *not* saying.
4. Look for cues such as tone of voice. It can reveal a lot about your caller and help you manage the call smoothly.
5. Do not interrupt caller. If you do have to interrupt them, apologize and explain why.

Answering Calls

- Try to answer the phone within three rings. Answering a phone too fast can catch the caller off guard and waiting too long can make the caller angry.
- Answer with a friendly greeting. (Example - "Good Afternoon, Hotel XYZ, Operator number 254 at your service, May, I assist you!").
- Smile - it shows, even through the phone lines; speak in a pleasant tone of voice - the caller will appreciate it.
- Ask the caller for their name, even if their name is not necessary for the call. This shows you have taken an interest in them.
- If the caller has reached a wrong number, be courteous. Sometimes a caller is transferred all over hotel with a simple question and the caller gets frustrated. If possible, take the time to find out where they should be calling/to whom they should be speaking.
- The hand should be placed over the telephone mouth piece. This saves the caller the embarrassment of overhearing a conversation not intended for his or her ears.
- Use the hold button when leaving a line so that the caller does not accidentally overhear conversations being held nearby.
- When you are out of the office or away from your desk for more than a few minutes, forward your phone to voicemail.



Making Calls

- When you call someone and they answer the phone, do not say "Who am I speaking with?" without first identifying yourself: (Example - "This is Lisa from hotel XYZ. To whom am I speaking?")
- Always know and state the purpose of the communication.

- When you reach a wrong number, don't argue with the person who answered the call or keep them on the line. Say: "I'm sorry, I must have the wrong number. Please excuse the interruption." And then hang up.
- If you told a person you would call at a certain time, call them as you promised. If you need to delay the conversation, call to postpone it, but do not make the other person wait around for your call.



Handling Rude or Impatient Callers

- Stay calm. Try to remain diplomatic and polite. Getting angry will only make them angrier.
- Always show willingness to resolve the problem or conflict.
- Try to think like the caller. Remember, their problems and concerns are important.
- If you are in a non-supervisory position: Offer to have your supervisor talk to the caller or call him/her back if the caller persists.
- If you are supervisor: Be willing to handle irate callers. Speak slowly and calmly. Be firm with your answers, but understanding. Sometimes the irate caller just wants someone in a supervisory capacity to listen to their problem even if you are unable to help them.



Placing Calls on Hold

- When putting a caller on hold, always ask permission. Use standard phrases like: "Allow me to put you on hold" or "Can you hold briefly while I see if Mr. Jones is available?" When taking a caller off hold, always thank him/her for holding.
- Sometimes you may have other lines ringing too. Remember to write down the names of callers holding so you avoid asking who the caller is holding for more than once.



Transferring Calls

If the caller needs to speak to another person or department, transfer the caller directly to the desired person's extension rather than the operator. This will save the caller having to explain his/her requests another time, and it will cut the number of times the caller needs to be transferred.

- When transferring a caller, tell them who you are transferring them to, and announce the caller to the person you are transferring them to.

- If the called party is busy or not answering call, return to the caller (Example – “He/she is out of the office, may I take a message or would you like his/her voicemail?”)



Taking Messages

- Be prepared with pen and message slip when you answer the phone.
- When taking messages be sure to ask for:
 - Caller's name (asking the caller for correct spelling.)
 - Caller's phone number and/or extension (including area code)
- Repeat the message to the caller.
- Record the time and date the call came in.
- Be sure to fill in the date, time, and your initials.
- Place the message slip in the called guest's mail & message rack slot or in a conspicuous place in his/her room, such as on the bed side table or writing table etc.
- Don't forget that you can transfer them to voicemail instead of taking a paper message, but don't forget to ask, "Would you like me to transfer you to his/her voicemail?" Do not assume that the caller would rather go to voicemail. Always ask first.



Ending Conversations

While ending a call following points to be considered:

- End on an "up" note.
- Tell the person how much you have enjoyed speaking with him/her.
- Before hanging up, be sure that you have answered all the caller's questions.
- Always end with a pleasantry such as: "Have a nice day" or "It was nice speaking to you".
- When a call is terminated, the receiver must be replaced properly on the cradle and a period of at least ten seconds should elapse before another call is made. This enables the operator or the automatic mechanism to disconnect the previous call.



ASSESSMENT

1. Mention different rules of telephone etiquettes to be followed by telephone operators of a five star hotel.
2. What all points to be kept in mind while handling an impatient caller?

5.6 Do's and Don'ts



DO's

- Answer the calls promptly within three rings.
- Smile as you take the call though you are on the telephone.
- Sit or stand up straight.
- Use a low voice pitch.
- Announce the name of the hotel, your identity and appropriate greetings.
- Avoid extremes in volume.
- Match your speaking rate to the caller's.
- Assume your "telephone" voice, controlling your volume and speed.
- Project a tone that is enthusiastic, natural, attentive and respectful.
- Always have pen and paper in hand to make the records.
- Listen carefully, pay close attention to the details being expressed by the caller.
- Use reflective/active listening to clarify and check for understanding.
- Listen "between" the words.
- Make the callers feel that they have your undivided attention, mention the name of the caller, if possible.
- Always speak calmly and choose your words properly and naturally.
- Enunciate/articulate clearly. Speak distinctly.
- Use plain English and avoid unnecessary jargon and acronyms.
- Use action specific words and directions.

- If there is a problem, project a tone that is concerned, empathetic, and apologetic.
- If you have to ask the caller to hold, explain, why. Wait for the caller's permission before putting him/her on hold.
- If you say that you call back do it as soon as possible, tell the caller the approximate time you can take.
- Repeat back in any details and follow up in writing (if necessary).
- Never give wrong information, if you don't know the answer, transfer the caller to the right person.
- In transferring calls: Transfer only when necessary; get the information yourself.
- If you must transfer, avoid the use of the word "transfer." Say instead: "I am going to connect you with".
- Rid your mouth of food, chewing gum, cough drops, or candy before talking on the phone - the receiver amplifies your noshing.
- If you have to sneeze or cough, turn your head and cover your mouth - and the receiver.
- Speak directly into the receiver - don't bury it in your shoulder or neck.
- If you dial the wrong number, explain yourself and verify the phone number so you don't repeat the call. Don't hang up; that's just rude.
- Cut down on the background noise when taking or making a call. Even working on computer bings and bleeps can be distracting over the phone.
- Close the conversation politely. Always say "Thank you for calling".
- Put the phone down gently to spare your caller's ear.

DON'Ts

- Let the telephone ring more than three times.
- Answer the phone with "hello" or "yes".
- Leave an open line.
- Ask the caller to hold on while you scramble for pen and paper.
- Place the caller on hold by saying "hold on" and leave the caller wondering if he/she is still being attended.
- Put down the receiver heavily on the table or desk or left it to dangle.

- Check back with the caller frequently: every 30-45 seconds.
- Forget to call back.
- Keep talking to another person while answering the phone.
- Type or shuffle papers while you are on the phone - it suggests that you are not listening to the caller.
- Eating, drinking or chewing something while answering the phone.
- Say you cannot help and not offer the caller to someone who can.
- Hang up without thanking the caller for calling.

ASSESSMENT

True or False

1. Jargon and acronyms to be used while answering a telephone call.
2. No need to pay undivided attention to the details being expressed by the caller.
3. Guest need not to be asked/informed before putting him on hold.
4. Rid your mouth of food, gum, cough drops, or candy before talking on the phone.
5. Before hanging up, be sure that you have answered all the caller's questions.

5.7 Qualities to transmit by Telephone Operator



- 1) **Punctuality:** It is extremely important that an operator reports for duty at least ten minutes before his/her shift.
- 2) **Personal hygiene and deportment:** Operators must be particularly careful that their mouths are free from bad odour. Hair should be properly groomed and finger nails well maintained.
- 3) **Cheerfulness:** It is essential that an operator brings out the cheerfulness in his/her voice.
- 4) **Adaptability/Flexibility:** Job requires being open to change (positive or negative) and to considerable variety in the workplace.
- 5) **Physically fit:** Physical condition commensurate with the demands of the position. Operator's willingness to be confined to a work station for a prolonged period of time matters a lot.
- 6) **Stress Tolerance:** Job requires accepting criticism and dealing calmly and effectively with high stress situations.
- 7) **Self Control:** Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behaviour, even in very difficult situations.
- 8) **Cooperation:** Job demands being pleasant with others on the job and displaying a good-nature, cooperative attitude. For the successful performance of the hotel's business it is essential to have good cooperation among all the employees.
- 9) **Coordination:** It is always good to have adjusting actions in relation to others' actions
- 10) **Pride:** Take pride in your company and your work. Let the pride reflect in your voice and your speech. Pride generates enthusiasm. Your pride in the hotel will instill interest & confidence in the mind of the caller.
- 11) **Enthusiasm:** Find out the positive points about the property and concentrate on them.
- 12) **Concern for Others:** It requires being sensitive to others' needs and feelings and being understanding and helpful on the job.
- 13) **Time Management:** Managing one's own time and the time of others is very essential. Telephone operator should be able to take correct message or convey right information to guest in a short span of time. He/she must be specific and at the same time must have clarity in his/her thoughts. He/she

always need to keep in mind that telephone time costs money and may be another guest is waiting for him/her to take call.

- 14) **Dependability:** Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- 15) **Independence:** Since operator takes calls and deals with guest alone therefore operator requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.
- 16) **Intelligence:** Remember operator needs to talk with individuals from different backgrounds and levels of education. Meet your caller on his level.
- 17) **Creativeness:** Avail opportunities to help or solve problems. Use expertise to offer alternatives guest may not have thought of.
- 18) **Clarity of speech:** Clarity when speaking on telephones is essential. Operator must possess clear, pleasing voice and manner of speaking. While talking to caller she must be able to convey the information effectively. It is embarrassing for the listener to ask operator to repeat a statement when clarity of speech is lost by the operator speaking.
- 19) **A sense of responsibility on the job:** Operator must realize the responsibility of his/her job. Irresponsibility can lead to the guest's / hotel's loss of business or equipment damage which is irreparable.
- 20) **Integrity:** Job requires being honest and ethical. Always try to be honest, if you do not know, admit it & offer to find out. Do not mislead your prospect.
- 21) **Secrecy:** All telephone operators are expressly forbidden to divulge any information regarding communications between users of the telephone.
- 22) **Memory:** It is always valued if a telephone operator remembers a guests' names as it gives a personal touch which is particularly important in a service industry like hotels.
- 23) **Concentration, application and quickness:** Operators have to develop absolute concentration in their work. It is also imperative that the operators apply their mind to their work, take their work seriously as this will go a long way towards guest satisfaction.
- 24) **Tactfulness:** Operator needs to be tactful in any situation. Able to promote hotel's products, services, and facilities when appropriate. Try to convince the guest without hurting his feelings.

- 25) **Attention to Detail:** Job requires being careful about detail and thorough in completing work tasks.
- 26) **Complex Problem Solving:** Identifying complex problems and reviewing related information to develop and evaluate options and implement solution.
- 27) **Critical Thinking:** Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- 28) **Analytical Thinking:** Job requires analyzing information and using logic to address work-related issues and problems.
- 29) **Service Orientation:** Actively looking for ways to help people.
- 30) **Social Orientation:** Job requires preferring to work with others rather than alone, and being personally connected with others on the job.
- 31) **Social Perceptiveness:** Being aware of others' reactions and understanding why they react as they do.
- 32) **Accuracy:** Errors are usually caused by carelessness or misunderstanding. All this can be avoided by the exercise of reasonable care, particularly in putting through connections, ringing, listening attentively, speaking and enunciating distinctly, allowing proper time for connection and paying close attention to signals.
- 33) **Speed:** Speed is a skilled performance for each operation with the least possible expenditure of energy. Consistency in speed of service is necessary.
- 34) **Persistence:** Job requires persistence in the face of obstacles.
- 35) **Initiative:** Job requires a willingness to take on responsibilities and challenges.
- 36) **Innovation:** Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.
- 37) **Leadership:** Job requires a willingness to lead, take charge, and offer opinions and direction.
- 38) **Achievement/Effort:** Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.

Important Skills

- 39) **Professionalism:** Operator must be professional when answering calls; Use standard phrases such as: (Good Morning, Afternoon or Evening) Mr. _____ (Guest last name), This is _____ (Your first name), How may I

help you. Answers telephone calls properly and cautiously connect or transfer calls to other departments.

40) Active listening:

- a. Listen to caller's requests carefully.
- b. Give full attention to what callers are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- c. Refer to alphabetical or geographical directories to answer questions and provide hotel information.
- d. Able to provide correct and full information to the general public.
- e. Ability to understand and follow simple oral and written directions.

41) Record maintaining:

- a. Able to keep records of calls placed and received, and of related toll charges.
- b. Maintain records such as a log of long distance calls including location and name of guest or employee placing call.

42) Full performance knowledge, skills and abilities:

- a. Operator familiarity with the policies and procedures adopted in hotels.
- b. She/he must possess good knowledge and skills in the operation of the electronic telephone console and computer systems.
- c. She/he must have the ability to operate telephone switchboards and systems to advance and complete connections, including those for local, long distance, pay telephone, mobile, person-to-person, and emergency calls.
- d. Telecommunications - Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems to handle calls efficiently.

43) Customer and Personal Service: Knowledge of principles and processes for providing guest and personal services. This includes guest needs

assessment, meeting quality standards for services, and evaluation of guest satisfaction.

44) Good knowledge:

- a. Must have good knowledge about the hotel facilities.
- b. Possess information about the city, vicinity areas and fairs & festivals happening in the city.
- c. Working knowledge of office terminology, procedures and equipment. Reports out of order telephone lines to a specified repair.
- d. Outgoing calls, whether for guests or for the hotel, could necessitate the making of local, long-distance and even overseas calls. A thorough knowledge of the necessary procedure to obtain these connections must therefore be known.

45) Monitoring calls:

- a. Monitor automated systems for placing collect calls and intervene for a callers needing assistance.
- b. Calculate and quote charges for services such as long-distance connections.
- c. Monitoring/Assessing performance of the telephone section, or other operators to make improvements or take corrective action.

46) Clerical aptitude: Able to perform clerical duties as and when required such as typing, proofreading, and sorting mails and messages. It is good to have knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and other office procedures and terminology.

47) General duties: Able to operate paging systems or other systems of bells or buzzers to notify recipients of incoming calls.

ASSESSMENT

1. Discuss the various qualities to transmit by telephone operator.
2. Why “Secrecy is an important trait to be transmitted by a telephone operator”?

5.8 Record Maintenance

Telephone operator maintains different types of registers such as:

- a) Log book:** It is maintained to enter the important events and happenings to the hotel such as VIPs arrival, change in the venue of the function, special guest request or key events etc. This book needs to be updated on daily basis and plays an important role in conveying information from one shift to another shift.
- b) Complaint register:** It is maintained to write down the complaint from the guest and other department regarding the guest services or employees work. Necessary action should be taken as soon as possible.
- c) Trunk call book:** It is a separate book maintained for the guest and hotel staff. This book is supported by bills, voucher and receipts of the trunk calls made by the guest or hotel staffs.
- d) Wake-up-call register:** This register is used to record all the details of wake-up calls requested by the guests staying in the hotel.
- e) Maintenance register:** This is the most important register as all the details of pending jobs such as pending calls, maintenance or any other relevant information are recorded. The operator who receives such information must also take up the responsibility for the pending works which are being handed over.

ASSESSMENT

Fill in the blanks

1. _____ book is used record all the details of wake-up calls requested by the guests staying in the hotel.
2. The important events and happenings to the hotel need to be entered in the _____ book.
3. Conveying information from one shift to another shift _____ book is used.
4. Trunk calls made by the guest or hotel staffs are recorded in _____ book.

5.9 Hospitality Phone Systems

The telephone setup that hotels use is called a Hospitality Phone System. They have the same functions as a regular business telephone system with a few special features to accommodate hotel requirements. Every hotel has a telephone board/exchange. Telephone equipment requirement depends upon the size and requirement of the property. The larger the establishment, the greater will be the need for more outgoing lines and internal extensions, thus necessitating a telephone switchboard. The telephone exchange is normally located near the reception because of the extremely close working relationship that exists between the front of the house and the telephone exchange. It is an area where the equipment is erected and the operators' room is situated where one or more operators would be employed to deal with the numerous incoming and outgoing calls. This room is normally air-conditioned to fulfill technical specifications, and provide a pleasant working environment which is extremely essential for good service.

For hotels or enterprise use, a private telephone exchange is often referred to as a private branch exchange (PBX), when it has connections to the public switched telephone network. A PBX is installed in hotel facilities, typically collocated with large office spaces or within an organizational campus to serve

the local private telephone system and any private leased line circuits. Smaller installations might deploy a PBX or key telephone system in the office of a receptionist.

The organizational structure of the telephone exchange normally consists of a telephone supervisor, telephone operator and telephone technicians. The department comes under the direct control of the Front Office Manager. The number of telephone operators and the telephone technicians depend on a number of factors, including the size of the hotel, size of the board and work-load, etc.

Phone Systems used in Hotels: Hotels typically use these types of phone systems:

PBX: This is the traditional wired system that links all phones to a single PBX. This is said to be the most reliable type in terms of downtime and drop-out rates.

VoIP: This is the latest in communications. The phones are connected via Internet resulting to cheaper call rates. This type offers a lot in terms of innovation, management and connectivity. It is not perfect yet so it is still prone to drop-outs and poor call quality.

5.10 The Role of Telephone Exchange



Telephone Exchange Machine and Networking System used in a Hotel

- 1) Private Branch Exchange (PBX):** This system is most used in small and medium hotels or organizations. This is a manually operated telephone system which comprises of a single line with few extensions. PBX is found in different capacities. For example: PBX of 2+20, 4+35, 10+50 etc. this means that the system have 2,4 and 10 main lines and 20, 35 and 50 extensions respectively. The extension lines are fixed in the system. The charge of call made by the guest should be calculated manually and the bills should be prepared manually by the telephone operator. All the outgoing calls in this system are made with the help of telephone operator. The PBX has the advantage of being cheaper than the PABX would prove economically less viable.

- 2) Private Automatic Branch Exchange (PABX):** This system is widely used in large hotels and large scale organizations where there is hundreds of incoming and outgoing calls every day. This is automatically operated system where there are number of extension lines. In this system individual meters are provided for each extension line. A guest can directly make an outgoing call from the room from his/her extensions without going through the telephone operator, except some international calls. This system is comparatively expensive to PBX system.

- 3) Electronic Private Automatic Branch Exchange (EPABX):** This is a new system and is the developed form of telephone branch exchange system, which has reduced the size of the telephone consoles. This is the electronic form of private automatic branch exchange (PABX) system where the charges are made by the computerized system. Wake-up calls requested by the guests are also computerized by this system. This system has reduced the size of PABX by eliminating the need of individual meters for each extension.

Broad differences between **PBX** and **PABX**.

PBX

1. The number of extension is limited.
2. Charging of calls made by the guests is to be calculated by the operator.
3. Service connections are also given as the extensions only, thereby minimizing the extensions to guest rooms.
4. Internal and outside calls are to be connected by the telephone operators thereby causing an additional work-load on them.
5. The traffic and the work-load are difficult to streamline.

PABX

1. A larger number of extensions can be connected.
2. Individual meters for each extension are provided.
3. The service connections do not minimize the extension connections since these are given no separate working digits.
4. The guests can dial an internal extension and outside calls straight without going through the operator.
5. The traffic and the work-load on operators can be streamlined.

5.11 Telephones and Telecommunication equipment



1. **Telephone:** A piece of electronic equipment that you use for speaking to someone in a different place, especially a landline (a phone that is attached to a telephone line). A telephone is often simply called a phone.
2. **Button:** One of the small parts on a telephone that you press to call a number.
3. **Dial:** A circle with holes on an old-fashioned telephone that you turn in order to call someone.
4. **Receiver:** The part of a phone that you pick up in order to hear and speak, especially on an old-fashioned phone.
5. **Cradle:** The place on a telephone where you put the receiver when you are not using it.
6. **Earpiece:** The part of an old-fashioned telephone receiver that you put to your ear and to listen.
7. **Handset:** The part of a telephone that you hold next to your ear.
8. **Earset:** A piece of equipment that fits into your ear and is connected to a telephone or computer, allowing you to speak on the telephone without using your hands.
9. **Beeper:** A small piece of electronic equipment that makes short high sounds as a signal for you to telephone someone.
10. **Extension:** A telephone line that is one of several lines coming from a main line.
11. **Line:** A telephone connection.
12. **Party line:** A telephone line shared by more than one customer.

- 13. Intercom:** A system or a piece of electrical equipment that allows people in different parts of a building to speak to each other.
- 14. Dialing Tone:** The sound that a telephone makes when you pick it up to show that you can make a call.
- 15. Coaxial cable:** A type of very strong wire used for sending large amounts of information at high speeds, for example to cable televisions or computers.
- 16. Diaphragm:** A piece of equipment that changes sound into electrical signals and electrical signals into sound, for example in a telephone receiver.
- 17. Answering machine:** A machine that answers your telephone and records messages that people leave for you.
- 18. Entry phone:** A telephone system at the entrance to a building that lets visitors talk to someone inside and opens the door.
- 19. House phone:** A telephone facility provide to the hotel visitors in the lobby to talk to the resident guests.

Equipments in Use

The telephone operators are directly responsible for the maintenance of the board as any defect in the board will affect their operating efficiency. It is imperative for the operators to know their equipment in details, if they have to perform according to the required standards. The equipment they handle in the course of their work is described below:

Panels: There are two panels on the board: a panel parallel to the ground is the operator's key panel, and the one vertical to the ground and in front of the operator is the junction panel/jack panel. The operator's panel consists of various keys, supervisory lamps and the calling and answering calls. The junction panel consists of extension jacks, junction jacks and the night switch keys.

Head Set and Plug: This is called the operators head set which is connected via a plug to the board. This consists of a transmitter and the receiver and is used by operators to speak or listen to any call. Sometimes an operator may not be able to listen or speak if the head set is defective. It should be reported to the supervisor/ technician without delay for rectification.

Cords and Plugs: These are line in the cord sockets nearer to the junction panel on the operator's panel. These are used in connecting calls and answering calls and are called calling and answering cords respectively. The plugs at the top end of the cord are inserted into the jacks for the purpose of calling or answering a call. Only calling calls can be used for making a junction call. There are fifteen such cords in each category.

Keys: There are two rows of keys which are to be operated according to the cords. The bottom rows of keys (nearer to the operator) are used for speak and ring purposes (calling cords) and the top rows of keys which are nearer the cord socket are used for ring and dialing purposes (answering cords). In this also there are 15 keys in each category. While using a calling cord the operator has to operate a corresponding key to speak (locking) and tap the key a little in the downward direction (non-locking) to give a ring for any extension. When an answering cord is used the operator operates a corresponding answering key (the key has to be thrown in the downward direction (locking) for dialing and tapped an upward a little in the upward direction (non-locking) for giving a ring. It will be seen that answering a call or ringing an extension can be done on any cord, but making a junction call can be done only on a calling cord.

Junction Test Key and the Rest Keys: The junction test key (non-locking) is provided for the operator to know which junctions are busy for trying outside call. He/she has to press the key down and the junction lamps will flash on the junction panel to indicate the junction which is busy. The rest key non-locking is provided to get the cords circuit back to the normal condition, if a ring is wrongly connecting the corresponding cord into any extension jack.

Alarm Cut off Key: This is provided to cut off the night alarm buzzer during the day time when the operators are expected to be alert.

The Reserve Dial Key: There are two dials which are on the operator's panel. One is the main dial placed to the right to operator sitting in position and the other is the reserve dial placed to the left of the operator sitting in position. The operator is normally expected to use main dial only, and in case the main dial does not function properly he/she must operate the reserve dial key and use the reserve. It must be noted that dialing cannot be done on the main dial if the reserve dial key is operated.

The Couple key: In case there is any position not occupied by any operator this key can be operated and the calls will be diverted to other positions.

The Head Set Jack: This is the jack in the operator's head set. There are two such jacks which are meant for use:

1. By the operator in position.
2. If one jack is not usable. If one operator is using a jack the relieving operator will have to jack her head set in the spare jack.
3. The spare jack is also used for observing calls.

Card Test Jack: This is provided to test the cords used by the operators.

Junction/Jack call: All the junctions/ extensions and service line jacks are provided in this panel. All the jacks which are meant for receiving calls (incoming jacks) including junctions will have a lamp on top to give visual indication to the operator on an incoming call. The calling jacks do not have such lamps on top of them.

Night Switch Key: This is not in use in hotels where there is 24 hours manning of the board.

ASSESSMENT

Explain the following

1. PABX
2. House phone
3. Cradle
4. VoIP
5. Intercom

5.12 Summary

In today's competitive business environment, good relations are essential to secure new and repeat business. Many employees are unaware of the image they portray whilst involved in telephone communication. Regardless of which department the employee belongs to, all staff who interacts with guests via telephone needs to understand how to deliver superior guest services. Front desk associates, restaurant staff (including food servers and managers), room service order takers, reservation agents, PBX operators, etc. are all in a position to increase the perception of service and drive profits by simply being properly trained. Somebody has correctly said **“Good manners are good for business, while great manners can set you apart”**. If you're under stress or in a hurry, it's easy to let your guard down and fails to observe the basics. But if you take a deep breath before you call or take call, good manners can actually get you the results you want - faster.

5.13 PRACTICAL ACTIVITY

- **Based on the situations given below mention the standard phrases used by telephone operator while dealing with guest calls.**

1) How to answer an External call?

- Wish according to the time of the day (Good Morning, Afternoon or Evening), (Your Hotel Name), How may I help you?

“Good Morning, Hotel XYZ, How may I help you?”

2) How to answer an Internal Guest calls?

- Wish according to the time of the day (Good Morning, Afternoon or Evening)
Mr. _____ (Guest last name). This is _____ (Your first name) at your service, May I assist you.

“Good Morning, Mr. Kapoor. This is Reena at your service, May I assist you?”

3) How to answer interdepartmental calls?

- Answer the telephone by announcing the name of the department, “RECEPTION (concierge, information) Wish according to the time of the day GOOD MORNING (good afternoon or good evening), This is _____ (Your first name), May I help you”. Do not answer call by saying "Hello".

“Reception, Good Morning. This is Rosy, May I help you?”

4) How to transfer a guest call?

- While transferring a guest call you should say:

“Certainly Sir/Ma’am. Allow me to transfer your call to XYZ department.”

Or

“Allow me to connect your call to XYZ department.”

5) How to put a guest call on hold?

- While putting a guest call on hold you should say:

“Allow me to put your call on hold.”

Or

“Could I put your call on hold?”

6) How to handle a guest query:

- For any guest query operator should use phrase:

“I will be glad to assist you.”

UNIT-6

INFORMATION AND CONCIERGE

CHAPTER-6

INFORMATION AND CONCIERGE

Contents:

- 6.1 Introduction
- 6.2 Role & Importance of Concierge
- 6.3 Information Desk/Counter
- 6.4 Competencies Required
- 6.5 Summary
- 6.6 Practical Activity

6.1 Introduction

A concierge is one of the uniformed staffs in the front office department. The concierge service is relatively new to modern hotel-keeping though it is quite old in its basic concept. The concept of concierge came from the days of European royalty. In those days, the concierge was the castle doorkeeper. A concierge's job was to ensure that all the castle occupants are secure in their rooms at night. Travelling royals often were accompanied by a concierge who used to provide security and travels ahead of the royal part to finalize food and lodging arrangement.



As hotels became more common in Europe, the concierge eventually become the part of hotel staff to provide personalized and customized guest service to hotel guests such as securing movie tickets or show tickets at nearby halls or theatres, coach tickets for sightseeing tours, or table reservations at city restaurants, etc. He became the person who knows everything about the city, its sites and events.

Certified concierge may be recognised by the prominent gold crossed keys displayed on their jacket. The emblem signifies their certification by the International Association of Concierges (Les Clefs d'Or) which sets very high standards for its members. While many hotels may position experienced members at the concierge desk, they cannot call themselves concierge till they get the official certification.



Assessment

1. What is Concierge?
2. Define Uniformed staff.

6.2 Role & Importance of Concierge

A concierge is considered ingenious personnel in the hotel. He stands at the concierge desk i.e. located in the lobby beside the bell desk for better coordination with other members of uniformed services. He reports to the

Lobby Manager. In some hotels the concierge is the head of lobby uniformed services and the bell boys, link man, parking valets report to him. He possesses fine knowledge about the hotel and city and he is known for his extensive network of local, regional and national contacts for variety of services. He plays an important role in providing services to hotel guests. His typical role includes:



1. Offer personalized and customized services to guests.
2. Providing information to guest about the hotel and city.
3. Booking tickets of movies, music concerts, theatres, special events in the city.
4. Reserving table for dining purpose in renowned restaurants.
5. Making arrangements for procuring tickets of sold-out shows.
6. Providing commutation facility to guest for site seeing.
7. Making transportation related reservations for guest.
8. Receive incoming calls and pen down messages for guest.
9. Deals with mails and messages of guests.
10. May also handle room keys and does paging of guests.
11. Keeps himself updated with local information, cultural events and local attractions to facilitate guest.
12. Build good contacts with tour operators, tourism officials, excursion trip organisers or city services to provide assistance when guest requires.

Assessment

Fill in the blanks

1. A concierge is considered _____ personnel in the hotel.
2. Concierge desk is located in the _____ of the hotel.
3. In some hotels the concierge is the head of lobby _____ services.

6.3 INFORMATION DESK/COUNTER



Front office is the place where the guest interacts for the first time with hotel employees. Once the guest has checked-in and has been sent to the room, there will be many instances when he would need the help of the hotel staff. He feels comfortable to inquire from the same place. Here, the role of information desk comes. The prime function of this desk is to provide information to the guest. The function of providing information to the guest is considered so important, that every hotel's front office department has a separate desk for it. This desk is known as Information desk and in modern days it is also known as Concierge. It has alphabetical rack and key rack to hold keys of the guest rooms as well as guests' messages. The desk has drawers for keeping stationary, city maps, site seeing brochures, directories and other material to provide information.



The staff especially the information staff has to handle the guests with their different kinds of problems, complaints and enquires. Thus, the information staff has to become “mines of information”, either gathered through practical experience or personal knowledge. Guest must have the confidence that all their queries can be solved over here.

A guest who has visited the hotel may not be well versed with the property as well as with the services and facilities it offers. Generally the guest will come to the information counter for having hotel information like:-

1. Hotel guide
2. Hotel and its facilities
3. Hotel rules and regulation
4. Hotel policies
5. Hotel literature such as brochures, pamphlets, tariff, cards pictures and picture post cards
6. Hotel events schedule
7. Activities going on in the hotel like functions, meetings, show etc.
8. Activities going on around the hotel
9. Guest information
10. Direction to different locations

Information desk not only provides hotel information but also provides information about the city and vicinity areas to the hotel. Guests can expect to find information at this counter, on issues concerning to their stay. It is always considered good for information staff to have close relation with tourist information bureau. If possible, there should be a small catalogue for reference purpose. In addition to this, information assistant must have information about:-

1. City maps, time tables and city guides
2. Travel agents in the city and their contact details
3. Name and address of Taxi agencies
4. Other restaurants and hotels in the city
5. Travel methods and courtesy coach service
6. Schedules and reservations for the airline, railway and volvo seats

- 7.** Information about city like Historical places, Worship places, Museums, Art galleries etc
- 8.** Location, distance and basic history of tourist spots in the city
- 9.** City tour schedules and rates
- 10.** Buying tickets for entertainment shows or other programmes
- 11.** Leisure pursuits and holiday arrangements
- 12.** Cultural events in the city and their entry charges
- 13.** Timings and locations of shopping complexes
- 14.** Multispecialty and nearby hospitals
- 15.** Telephone number of doctors on the panel
- 16.** Location of Embassies and other Govt. offices
- 17.** Bookings of Theatre and Cinema halls
- 18.** Tourist offices information
- 19.** Miscellaneous questions

Apart from this the information assistant spends a lot of time in providing information to the visitors of the guests. Therefore, up to date information about resident guests is necessary. This can be acquired from the alphabetical index, guest index, or the register or it can be from the latest computer VDU. Messages are collected in the absence of guest and delivered to him as soon as possible by paging him or on his return. The information staff should be organized and trained to encourage “In-house sales” as good sales person.

Efficient handling of guest enquiries and successfully providing right information to the guest makes guest's stay more comfortable and memorable. While handling guest queries the staff should follow the basic principles like – Be ready to answer any question the guest may have, If the answer is not known find it out as soon as possible and get back to the guest regarding it. It is always better to take time to answer than to give wrong information. The staff should be interested and genuinely concerned about the guest problems.

Assessment

State True or False

1. The prime function of Information desk is to do registration of guest.
2. Information desk is also known as Concierge.
3. Information desk provides only hotel related information to the guest.

6.4 Competencies Required

In most hotels, the role of a full service concierge is becoming an integral part to establish the reputation of the hotel. Therefore, it is very essential concierge personnel must possess below mentioned qualities:



- Possess Degree or Diploma in Hotel Management course from recognized institute.
- Good to possess official certification by the International Association of Concierges.
- Good command over the English language. Additional knowledge of foreign language preferred.
- Must have pleasing personality and always well groomed as job demands continuous guest contact.
- Physically fit and have good stamina to stand for long hours.
- Physically sturdy to perform guest jobs and able to carry heavy luggage.
- Willingness to be of help and assist to guest all the time.

- Possess guest handling skills.
- Able to answer guest queries on house facilities and places of tourist interest.
- Ability to work in team.
- Able to educate the guest with the hotel facilities and services to enhance hotel sales.
- Experience of three months department training.

Assessment

1. Enlist important five competencies required by a concierge of a hotel.

6.5 Summary

The concierge service is relatively new to modern hotel-keeping though it is quite old in its basic concept. In India the term concierge is used in broad sense and refers to a person who has a desk called “The desk of concierge” which is in the lobby of the hotel. This concept is an extended arm of ‘information counter’ and provides all that information when longer interaction with guest is needed, such as planning itinerary etc. The concierge is a specialised position in a hotel to get this position personnel must be certified by the International Association of Concierges. Concierge can be called as a ‘Man-about-town’ or ‘Mister-know-it-all’. He is usually considered resourceful and knowledgeable personnel about the hotel and the surrounding. He facilitates guest and performs various tasks of the guest to make his stay pleasant and comfortable.

6.6 PRACTICAL ACTIVITY

- **John is an informationist in 5-star hotel situated in Delhi. One day a resident guest approaches him at the information desk and enquires about various tourist destinations in Delhi. After attaining information, he informs him to plan an itinerary for him to see various tourist spots. How John should handle this query and what key information John must ask from guest to plan a successful itinerary for him?**

Solution

The definition of "key information" varies based upon the business function as key information will be different for restaurant personnel than it would be for a concierge. Let's take above mentioned practical situation as an example.

During the course of the guest interaction, the following key information typically necessary for an information's to collect from guest to plan an itinerary for guest.

- Guest likes & dislikes
- No. of PAX
- Guest preferences
- Guest duration of visit
- Expected budget
- Mode of transport
- Any special preference (like theater, musical concert etc.)
- Requirement of tourist guide etc.

GLOSSARY

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1. **ADJACENT ROOMS-** Rooms close to each other, such as across the corridor.
2. **ADJOINING ROOMS-** Two rooms side by side without a door in between.
3. **AFFILIATED HOTEL-** A hotel which has joined the group/chain on franchise or referral system.
4. **AMERICAN PLAN-** The tariff is inclusive of room rent, continental breakfast, lunch and dinner. This is also called En pension or full plan.
5. **ARRIVAL NOTIFICATION SLIP/LIST-** Information slips typed for all arrivals are sent to housekeeping, room service and telephone department to notify their arrival.
6. **ATRIUM CONCEPTS-** A design in which guest rooms overlook the lobby from the first floor to the roof.
7. **AVAILABLE ROOMS-** Rooms available for sale on any particular day.
8. **AVERAGE DAILY RATE-** Net room revenue divided by the number of rooms sold.
9. **AVERAGE ROOM RATE PER GUEST-** Net room revenue divided by the number of guests.
10. **BACK TO BACK-** The travel agent send the other group on the date the old group checks out. Hotel offers special tariff to travel agent and travel agent ensures that all rooms are sold.
11. **BACK OF THE HOUSE-** it is also called back of the house or non public areas. The areas where guests are not allowed to visit; like time office, personnel, kitchen, laundry, etc.
12. **BERMUDA PLAN-** Bermuda is famous as Bermuda triangle. This plan is inclusive of room and English Breakfast (Bermuda breakfast).
13. **BLACK BOOK/LIST-** List of all those guests, prepared by the management, who are not welcome to the hotel.
14. **BLOCKED-** A room blocked for a guest or group expected to arrive.
15. **BOUNCED RESERVATION-** It is also called walking the guest. Guest holding the confirmed reservation is refused reservation and adjusted in other Hotel due to overbooking.
16. **CABANA-** A room near the swimming pool of the hotel and usually patronized by those who prefer to spend more time on the pool. It usually does not have carpet and furnished with cane furniture.
17. **CALL SHEET-** List of guests name and room numbers who are to be given early morning wake up call.
18. **CANCELLATION NUMBER-** A number of cancellations issued to guest while cancelling the reservation.
19. **CARD KEY-** Plastic key and programmed to open the guest room. It is also called magnetic or electronic card.

20. **CASINO HOTEL**- A hotel with gambling facilities. The best of the casino hotels are at Las Vegas, U.S.A.
21. **CENTRALIZED ELECTRONIC LOCKING SYSTEM**- An electronic locking system that operates through a master control at the front office which is wired to every guest room door. The front office can lock any guest room through centralized electronic locking system.
22. **CHAIN HOTEL**- A hotel owned by chain hotel or affiliated to a hotel chain.
23. **CHECK OUT TIME**- The hour/time fixed by the hotel by which guest must check out of the hotel. Usually hotels fix 12 noon as check out time.
24. **COMMERCIAL HOTEL**- It is located in the heart of city or down town and caters to business client. These hotels are more expensive as compare to suburban hotels.
25. **COMMISSIONAIRE**- Member of uniform staff. He stands outside the main entrance door. He welcomes the guest. Helps guests in opening the cars / taxi and also opens the main door of the hotel. He is also called link man and doorman.
26. **CONCESSIONAIRE**- Shops situated in the Hotel to provide services to the guests; but managed by outsiders. These are also called rentals.
27. **CONCIERGE**- A person from the concierge counter of hotel provides endless information on entertainment, sports, amusements, transportation, tours, shopping, ticketing, baby sitting, etc.
28. **CONNECTING ROOMS**- It is also called interconnected rooms. Two rooms situated side by side and also have a door in between both the rooms. In case both the rooms are hired by a family they may open the door in between both the rooms with the help of housekeeping.
29. **CONTINENTAL BREAKFAST** – It includes small glass of juice (usually canned), breakfast rolls/toasts, butter, preserves (Jam, marmalade, honey) and tea coffee.
30. **COUPONS**- These are also called vouchers. Issued by the travel agents or airlines for the various services at the hotel. The payment for these vouchers is made by the airlines or travel agents.
31. **CREDIT CARD VOUCHER**- The forms supplied by card issuing authority and are used for imprinting a credit card and recording the amount charged. It is also called credit card invoice.
32. **CRIB** – Baby's cot or bed.
33. **CUT-OFF DATE** – The date agreed upon between hotel and group after which all unreserved rooms in the group's block will be released back to the general rooms for sale.
34. **CUT OFF TIME** - Hotel releases all reservations by 6 pm until notified late arrival or guaranteed reservation.
35. **DAY RATE** - More commonly offered in airport hotels. A special tariff offered for using the hotel room for a few hours during day.

- 36. DAY USE** - Term indicates that the room will be used for less than an overnight stay.
- 37. DEBIT CARD** – Plastic magnetic strip coated card can directly debit the card holders bank account for purchase of goods and services.
- 38. DID NOT STAY (DNS)**- Did not like the room so did not stay.
- 39. DID NOT ARRIVE (DNA)**- The guest who has made a confirmed / guaranteed reservation but does not check in on the expected date of arrival is treated as Did Not Arrive. These guests are treated as no shows and are charged retention charge. In case of guaranteed reservations, hotel is guaranteed to receive the room tariff.
- 40. DOUBLE- DOUBLE-** A room with four beds (two double beds) and can accommodate four persons. It is also called a twin double.
- 41. EARLY ARRIVAL** - A guest who wants to check in before the expected date of arrival or a guest who check in before the check in time (usually 12 noon fixed by the hotel) and may be charged for the previous day as well.
- 42. ELECTRONIC KEY-** It is also called card key. A plastic key with electronic codes embedded on a magnetic strip and can open the guest room.
- 43. EUROPEAN PLAN-** The tariff is only for the room rent and guest is required to pay for all meals ordered separately.
- 44. EXTENDED STAY-** It attracts long term guests and provides light home made food and also provides kitchen, bedrooms, sitting rooms, etc.
- 45. EVENING SHIFT** – The duty starting from usually 3 pm to 11 pm
- 46. EXPECTED ARRIVAL LIST-** Room reservation department sends a day before the expected arrival date, a list containing the names of guest's along with all information received at the time of reservation to reception.
- 47. EXPECTED DEPARTURE LIST** –Guests expected to check-out on a day
- 48. EXPRESS CHECK OUT** – Guest uses the computer technology either in a guest room or in the hotel lobby to check out. The bill is settled through credit card.
- 49. 'F' FORM** – The loose leaf used for the guests registration is called F Form.
- 50. FIT-** Free individual (independent) traveler guest comes to hotel as an individual and is not a part of a group.
- 51. GUEST HISTORY CARD-** It is prepared for all regular guests. Hotel collects the guest's history records from the reservation department, guest registration card and during the guest's stay in the hotel. This may be maintained manually in the card form or by the computer. After the guest checks out this card is updated.
- 52. GRAND MASTER KEY-** A key which is under the lock and key of general manager or executive housekeeper. This key can open all the rooms of the hotel even if they are double locked. This key is used to

open the room in case of emergency and in the presence of security officer, executive housekeeper, general manager or their representatives.

- 53. HOLLYWOOD BED-** When two twin beds are joined together with one common hard board to make one bed it is called Hollywood bed.
- 54. HOUSE COUNT-** The present or expected/forecasted number of guests for a particular day or period. The house count can also have detail of groups, FIT'S, airlines crews, VIP's, etc.
- 55. KEY RACK –** It is also called key and mail rack and is placed at reception. It is maintained numerically and guest room keys are kept in this rack.
- 56. LATE CHECK OUT-** Guest allowed to check out after the check out time.
- 57. LOCK OUT –** A room status term; the room has been locked so that the guest can not re-enter until he/she is cleared by hotel. (A guest who has not settled his over due bill is treated as lock out)
- 58. LOG BOOK-** A book which is used for recording important events took place during the shift and is seen and signed by all subsequent shift employees.
- 59. LUGGAGE PASS –** It is issued by the cashier to bell boy clearing him to take guest's luggage out of the hotel after check out.
- 60. MAIL FORWARD BOOK-** Contains the names and addresses of those guests who have checked out and are to be re directed their mail.
- 61. MASTER KEY-** A key which can open all the rooms of one floor provided they are not double locked.
- 62. MODIFIED AMERICAN PLAN (MAP)-** It is also called Demi Pension or half plan. The tariff is inclusive of room rent, continental breakfast and lunch or dinner. In case guest wants both the major meals then he is charged extra.
- 63. MOTEL -** Located at highways. Guests travelling by their own vehicles patronize these hotels.
- 64. MURPHY BED-** A bed which is hinged at the base of the headboard and swings up into the wall for storage and can be used during night to sleep.
- 65. NO SHOW-** Guests holding confirm reservation do not check in on the expected date of arrival and also did not cancel the accommodation as per the rules and procedures are declared as No show. These guests are usually charged one day room rent as retention charges. Hotel is also liable to prove that room confirmed could not be sold. In case guest is unable to check in due to act of God (flights cancelled, natural calamity like earthquake, floods, etc) then he is not charged retention charge. But if a person holding guaranteed reservation is declared as no show then he is always charged retention charge.

- 66. OCCUPANCY REPORT** - Night receptionist prepares occupancy report. This includes occupancy ratio, expected departures list, VIP, groups, airlines crews in the house.
- 67. ON CHANGE**- A term used when guest has checked out but the room is not cleared by the housekeeping for the next check in.
- 68. ON THE HOUSE**- The term refers to complimentary i.e. no charge.
- 69. OVER BOOKING**- Taking reservations for more rooms than available by anticipating no show, under stays, etc with the goal of attaining cent percent occupancy.
- 70. OVERSTAY** – Guest who does not check out on the expected date of departure and intends to stay for more day/s.
- 71. POINT OF SALE**- The guest can avail various services and facilities at various outlets like restaurants, bar, swimming pool, health club, beauty parlor, etc. these are called point of sale.
- 72. PRE REGISTRATION** – Guests holding reservation can be pre-registered. The guest registration card can be filled by the receptionist before the arrival of the guests and on arrival guest can sign the card after ensuring that all entries are correctly made.
- 73. PROPERTY MANAGEMENT SYSTEM (PMS)**- The soft ware system developed to undertake the various jobs at front office.
- 74. QUAD**- A room with four beds and is assigned to a group of four.
- 75. RACK RATE**- The standard tariff (rate) fixed by the hotel of different categories of rooms. In some states these tariffs have to be approved by the government.
- 76. REGISTERATI ON**- Registration of guest at the reception before getting the room allotted is called registration. He is required to sign either the registration card or a register.
- 77. REGISTRATION CARD**- A printed form in the card used for registration record. The guest is required to sign the card in order to complete the contract.
- 78. ROOMING A GUEST**- Escorting a guest to the room assigned by reception.
- 79. ROOM NIGHT**- One room occupied for one night. If the hotel has 300 rooms occupied on an average per day then in a month (30 days) hotel will have $300 \times 30 = 9000$ room nights.
- 80. ROLE PLAYING**- Mock working before doing the actual work.
- 81. ROOMING**- Welcoming, assigning, escorting the guest to allotted room is rooming guest.
- 82. SCANTY BAGGAGE**- A guest with light baggage. These guests if unknown and a walk in are requested to pay room rent in advance and are also requested to settle all bills in cash (no credit facility).
- 83. SELF CHECK OUT**- The guest check out with the help of his computer installed either in the guest room or in the lobby. The guest can pay through credit card. It is also called Express check out.

- 84. SELF REGISTRATION-** In the fully automated hotel, a guest may check in himself with the help of computer. Both pre booked and walk in can self register. The computer accepts the payment through credit card and allots the room and also the computerized key (card key).
- 85. SKIPPER-** Means a person who has checked out without settling the bill. Usually the skippers are black listed.
- 86. SLEEPER-** A room that is thought to be occupied but is in fact vacant. It is also termed as room available for sale but not sold out.
- 87. SLEEP OUT-** A guest who is registered at the hotel but sleeps out for the night means the bed/room has not been used.
- 88. SOLD OUT-** Rooms not available
- 89. SPATT-** Special attention guest
- 90. STAY OVER-** The guest who is staying in the hotel and will continue to staying for another day is called stay over. The guest is already staying and will stay for the current day as well is called stay over.
- 91. SUITE-** Combination of rooms like bed room, sitting room, drawing room, bar, etc. It may have one or more bed rooms.
- 92. TIPSY GUEST-** A drunkard guest who misbehaves with hotel staff or other guests. These guests are treated as black listed.
- 93. TURN AWAY :** A guest without reservation refused accommodation due to non-availability or for some other reason
- 94. UNDER STAY-** Guests who would like to check out before the expected date of departure.
- 95. UPGRADE-** To move a reservation or already staying to a higher priced accommodation.
- 96. UP SELL-** To try to sell higher priced room than originally anticipated.
- 97. UPS-** Un interrupted power supply
- 98. WAKE UP DEVICE-** A specially designed clock attached to telephone device and can be used to give wake up calls to guests.
- 99. WALK IN-** A person who comes to hotel without any prior reservation and requests for a room
- 100. WALKING-** Refusing accommodation to a walk in due to lack of availability of rooms.