Guest Services

First Impressions
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Guest Services

- Front desk agents are responsible for providing:
  - Information
  - Requests
  - Problem solving
First Impressions

- last a lifetime
- are often the last impression
- may never get a second chance

Front Desk First Impressions

Click on link
Reservations

- The main distinction between types of reservations is Transient versus Group
- The type of hotel will often determine the majority of the type of registrations a hotel makes
Registration

1. Information gathering:
   - Name, address and phone (email)
   - Arrival and departure dates
   - Room type
   - Room rate
   - Method of payment
   - Special requests
Registration

2. Information given:
   - Confirmation number to guest

3. Additional information recorded:
   - Date reservation made
   - Person or company making reservation
Rate Assignment

- Room Rate Factors
  - Time of year
  - Day of the week
  - Room type
  - Room location
  - Amenities in the room
  - Group rate
  - Membership rate
  - Discounts
Room Assignment

Front desk check-in

- Locate reservation
- Confirm information
- Assign room in PMS
- Make key and hand to guest

Self check-in

- Not common
- No personal contact
- Real-time updated systems
- Legal liability issues
Methods of Payment

- Cash
- Check
  - Personal
  - Business
- Debit card
- Credit card
- Money order
- Vouchers
- Foreign currency/checks
Check-out Procedures

1. Presentation of bill
   - Early morning copy
   - Front desk copy

2. Update folio for additional charges

3. Final copy presented to guest

4. Confirmation of folio

5. Processing of payment

6. Collect keys

7. Update PMS to indicate vacant
Functions of Meeting/Event Planning

- Generate additional revenue for hotel
- Act as liaison between hotel departments and guest
  - Banquet services (meals and refreshments)
  - Audio visual and technology
  - Reservations
  - Meeting room bookings and layouts
- Negotiate and manage guest contract
- Negotiate and manage vendor relationships
- Create and manage event timeline and all details associated with event or meeting
Technology to Get the Job Done

Old School

- Credit card verification system
- Check verification system
- Postage scales
- Time stamp machines
- Telephone systems – multiple line transfers

New School

- Property Management Systems software and computer
  - Tied to cash draw in most hotels
- Key card encoders
- TV On-demand
- Wi-Fi network connection
- Internet registrations from hotel site and third-parties
Questions?
References and Resources

Images:
- Microsoft Office Clip Art: Used with permission from Microsoft.

Textbooks:

Websites:
- Hospitality School
  World’s Most Popular Free Hotel Management Training Blog
  www.hospitality-school.com

YouTube™:
- Front Desk First Impressions
  American Hotel and Lodging Educational Institute
  The 25 greatest unprofessional Front Desk sins committed by hotel Front Desk associate (as compiled from a survey of front office managers).
  http://youtu.be/s3aR3yP4aKg