

ARCHIPELAGO INTERNATIONAL INDONESIA

GUEST RELATIONS MANUAL

JANUARY 2024

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OBJECTIVES OF THE MANUAL

This Departmental Operational Manual is to be used by all department staff members. It explains our department policies and procedures, rules, regulations, and standards of performance.

The manual includes definitions of the operational function of each department section and the scope and duties of each team member.

By referring frequently to the manual, we can ensure that we maintain a consistently high standard of performance in our daily operations.

To be an effective tool, employees, department and division heads, and the general managers should constantly review the manual. All suggestions received from staff members on ways to improve the manual will be carefully considered and changes implemented upon approval.

UPDATING THE MANUAL

The organizing of the Departmental Operational Manual is one of the key responsibilities of Division Heads and their respective Heads of Departments. The General Manager will approve the manual.

Information contained in the manual should be updated at least once a year.

Manuals are updated using the following procedures:

1. The Head of Department reviews materials contained in the manual to determine whether updates are needed.
2. A complete review of the manuals must be performed annually by March 31.
3. Bring recommended changes to the attention of the Division Head or executive member.
4. The Division Head approves changes and proposes them to the General Manager.
5. Once the changes have been approved, the Division Heads implements them.

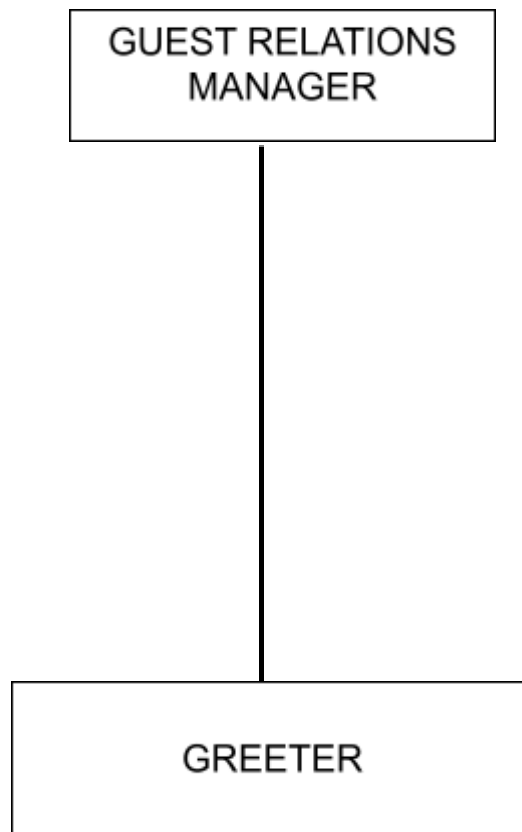
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ORGANIZATION CHART



**SAMPLE
STAFFING GUIDELINES**

EMPLOYEE	NUMBER	SHIFT			REMARKS
		M	MD	A	
Guest Relations Manager	1				M : 07.00 – 15.00
Guest Relations Officer	4	1	1	1	MD : 12.00 – 20.00 (GRO)
Greeter	1		1		A : 15.00 – 23.00
					MD : 11.00 – 19.00 (Greeter)

SHIFTS:

M Morning
MD Mid-day
A Afternoon

GUEST RELATIONS

<h3>JOB DESCRIPTIONS</h3>

JOB DESCRIPTION

Title : **GUEST RELATIONS MANAGER**

Report s to : General Manager

PURPOSE

Responsible for the effective and efficient operations of the Guest Relations Department and for ensuring that the Department enhances the quality of the hotel guests' vacation experience.

DUTIES & RESPONSIBILITIES

1. To ensure that all guests consistently receive warm, prompt and efficient service.
2. To manage and supervise the Guest Relations Officers effectively, encouraging them to get to know and recognize guests.
3. To ensure that the service provided by Guest Relations Officers meets or exceeds the standard set by the policies & procedures, and contributes to high levels of guest satisfaction.
4. To set an example for the Guest Relations Officers by behaving fairly, consistently, and impartially in all personnel matters.
5. To be especially aware of the necessity and importance of close working partnerships with other operating departments, and to keep other departments well informed on Guest Relations activities that relate to them.
6. To have thorough knowledge of the resort's room rates, amenities, facilities, and services.
7. To implement key control procedures and to participate in matters relating to the security of guest rooms.
8. To know emergency and fire procedures and to ensure that all Guest Relations Officers are fully aware of these procedures.

Continued... **Job Description of the Guest Relations Manager**

9. To keep all supporting documents (i.e. guide books, maps, etc.) updated.
10. To participate in organizing special events within the hotel.
11. To organize daily hotel tours for new guests.
12. To be able to organize any excursion, even within short notice.
13. To be well informed about tourist destinations' histories.
14. To participate in entertaining guests.
15. To report to the General Manager any information likely to be of interest to them, such as the expected arrival and departure of VIPs. Any matter that may affect the interest of the hotel should be brought to the attention of the General Manager.
16. To assist the General Manager with administration and special projects.
17. To conscientiously develop and train the Guest Relations Officers so that they may develop the highest levels of productivity and efficiency, and to prepare them to assume greater responsibilities.
18. To participate in inspections of guestrooms and public areas, ensuring that the guestrooms are inspected as scheduled and inspections recorded regularly.
19. To inspect the back and front-of-the-house facilities frequently as well.
20. To supervise the daily preparation of a VIP list and ensure that it is complete, accurate, and includes guests' titles.
21. To select and block the rooms that are to be assigned to VIP guests.
22. To motivate and instill professional pride and confidence in the Guest Relations Department.

JOB DESCRIPTION

Title : **GUEST RELATIONS OFFICER**

Reports to : Guest Relations Manager

PURPOSE

To ensure that all guest relations activities operate efficiently and professionally and that the highest possible levels of guest satisfaction and comfort are achieved.

DUTIES & RESPONSIBILITIES

1. To be present at work at least 15 minutes before work begins.
2. To be on time, in the appropriate uniform, and to comply with proper hygiene and grooming standards.
3. To know and follow hotel policies and procedures.
4. To welcome & bid farewell to guests.
5. To greet all guests in a friendly and helpful manner, and to attempt to learn and use guests' names at every appropriate opportunity.
6. To be aware of all guests and inform the Guest Relations Manager or the Front Office Manager when VIP guests check-in.
7. To check VIP rooms for supplies and appearance before VIP arrivals.
8. To check-in VIP guests according to policies and procedures.
9. To escort VIP guests to their rooms.
10. To attend Guest Relations meetings & training sessions.
11. To cooperate with other departments and assist them in any way possible.

Continued...**Job Description of Guest Relations Officer**

12. To be able to inform guests and visitors of the special services, and other facilities that the property provides to guests.
13. To maintain good relations with the hotel staff.
14. To have a thorough knowledge of facilities, services and local attractions, such as:
 - Restaurants
 - Other Hotels
 - Medical facilities on and off the property
 - Places of Interest
 - Tourist Attractions
 - General information on local culture, history, shopping and other activities
15. To show rooms to visitors or in-house guests after checking with the Front Desk and Housekeeping to make sure that the room is ready and the key available.
16. To show rooms to Travel Agents if the Sales Department staff are not available.
17. Responsible for Travel Agent representatives' visits. To find out details of their visits from the Sales Department (i.e. which day of the week they are expected to come, and at what time), and to check if the Sales Department needs assistance with the arrangements for the travel agents.
18. To ensure that the Housekeeping and F&B Departments are informed about any special requests, such as :
 - Special gift orders for honeymooners, VIPs, and others
 - Fruit basket or flower orders for guests who are sick or injured
19. To assist people who are attending meetings at the hotel.
20. To attend morning and afternoon briefings of the Front Office.
21. To receive and process reservations for restaurants and other F&B outlets as required.
22. To be very familiar with the property's best features, services and facilities and to highlight these information to guests whenever possible.

JOB DESCRIPTION

Title : **GREETER**
Reports to : Guest Relations Manager

1. To be ready and in the work area at least 15 minutes before work begins.
2. To be at work on time, in the appropriate uniform, and to comply with proper hygiene and grooming standards.
3. To know and follow hotel policies and procedures.
4. To welcome & bid farewell to guests.
5. To greet all guests in a friendly and helpful manner, and to attempt to learn and use guests' names at every appropriate opportunity.
6. To check arrivals that are expected that day.
7. To cooperate with other departments and assist them in any way possible.
8. To maintain good relationships with all hotel staff.
9. To be aware of and get to know all guests.
10. To serve fresh fruit to visitors, arriving guests and in-house guests.

GUEST RELATIONS

<h3>POLICIES & PROCEDURES</h3>

POLICIES & PROCEDURES

Department : Guest Relation

Task : **THE RESORT'S IMAGE**

IMPRESSION FACTORS

- Guests form distinct impressions about a hotel based upon what they see, and hear, and by how they are treated by the hotel staff. Through a combination of these 3 processes, the guest creates in his mind an “image” of the hotel.
- The word “Image” is defined as:

“A mental concept that is shared by members of a group, and is symbolic of a basic attitude and orientation.”
- The hotel’s “image” – what guests see, hear and feel, and say about the hotel, creates the hotel’s reputation.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **THE GUEST RELATIONS' ROLE**

- The Guest Relations Department staff is the most visible group of employees to guests. Guest Relations (GR) staff are the first to greet guests and are the last to say goodbye. During a guest's stay, they will have many personal contacts with the GR staff.
- To ensure that the guest leaves the hotel with a distinctly positive impression, it is essential that we understand some of the elements that cause neutral impressions. The Guest Relations Manager is responsible for constantly monitoring situations, and for taking any steps necessary to change negative impressions to positive or neutral experiences.
- It is equally important to understand that the more extreme an image-creating situation or incident, the greater its impact on the guest. To maintain ARCHIPELAGO International's very high percentage of repeat guests, consistently high quality service must be provided so that a positive image and reputation are nurtured for the hotel.
- Because resort hotels may have fewer repeat guests, a single negative impression may stay with the guest forever. When there are more repeat guests, there are more opportunities to change a guest's opinions.
- An "Impression Factor" is something that affects a person's opinion of something else and is usually positive or negative. However, in cases where the experience is routine and expected, the "Impression Factor" could be neutral. In other words, no impression is formed. This does not imply that a high level of service has been attained, but that a simple adequate level of service was provided.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **POSITIVE IMPRESSION FACTORS**

Examples of Positive things which guests did not expect to occur:

- Anticipating guest's needs
- Cheerfully greeting guests
- Personally recognizing guests
- Personal handwritten note to a guest
- Pleasant tone of voice
- Polite manner
- Promptness in resolving a guest's problem
- Smiling
- Tastefully conducting VIP courtesies
- Total preparedness of a VIP room
- Volunteering to help a guest with a problem or service
- Staff with clean, well-pressed uniforms
- Staff with well-shined shoes
- Consistently addressing guests by their name

POLICIES & PROCEDURES

Department : Guest Relation

Task : **NEGATIVE IMPRESSION FACTORS**

Examples of Negative things which guests did not expect to occur:

- Allowing a telephone to ring without answering promptly
- Appearing at the Guest Relations desk without wearing a coat
- Employees arguing within earshot of guests
- Baggage carts parked untidily
- Crooked name-tags
- Dirty ashtray
- Dirty hands/fingernails
- Disarranged lobby furniture
- Frowning
- Keeping a guest waiting
- Loud voices
- Lack of common courtesies like “please” and “thank you”

POLICIES & PROCEDURES

Department: Guest Relation

Task: **THREE BASIC STEPS IN SERVICE**

1. *A WARM WELCOME AND SINCERE GREETING. USE THE GUEST'S NAME, WHENEVER POSSIBLE.*
2. *ANTICIPATE AND COMPLY WITH GUESTS' NEEDS.*
3. *A FOND FAREWELL: BID THEM A WARM GOODBYE. USE THE GUEST'S NAME, WHENEVER POSSIBLE.*

NOTES:

- Make guests feel welcome as soon as they arrive.
- Anticipate guests' preferences, desires, and needs.
- Turn around an opportunity and gain guest satisfaction.
- Document these opportunities, and capture them in our guest history program.

The 3 basic steps in service help us with our efforts to exceed our service standards.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **REQUIRED PROFESSIONAL & PERSONAL SKILLS**

ATTITUDE

- ☐ Has a natural tendency or propensity for service.
- ☐ Has well-coordinated motions.
- ☐ Able to concentrate amidst noise and confusion.

DEXTERITY

- ☐ Manual ease and smoothness of action.
- ☐ Moves through crowds with ease.
- ☐ Minimizes motions and works methodically.

COORDINATION

- ☐ Able to think ahead of actions.
- ☐ Able to prioritize orders and work well with co-workers.
- ☐ Makes both trips to and from destinations pay off, doesn't travel empty-handed.

QUICKNESS

- ☐ Animated
- ☐ Brisk
- ☐ Vigorous
- ☐ Lively
- ☐ Ready to act, a self-starter

POLICIES & PROCEDURES

Department : Guest Relation

Task : **PERSONALITY CHARACTERISTICS OF THE
SUCCESSFUL PROFESSIONAL**

CONVERSANT

- ☐ Able to answer questions.
- ☐ Volunteer information.
- ☐ Communicates knowledge of the resort, activities and local areas of interest.

ATTENTIVE

- ☐ Assists with information, luggage, chairs, etc.
- ☐ Observes the guest and reports guests' comments for further action.
- ☐ Stays until no longer needed or until replaced by a co-worker.

COURTEOUS

- ☐ Greets the guest by name.
- ☐ Does not listen to guest conversations or stare at the guest discourteously.
- ☐ Shows customer focus.

INITIATES

- ☐ Initiates necessary tasks.
- ☐ Asks intelligent questions.
- ☐ Volunteers suggestions based on past experience.

WILLING TO ACCEPT DIRECTION

- ☐ Attentive to all written and verbal instructions.
- ☐ Adheres to all requirements.
- ☐ Objects to unnecessary rules during meetings and when not servicing guests.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **YOUR ATTITUDE**

1. Learn your customer's name and repeat it, they love to hear it and will be back to hear it again.
2. If your customers are enjoying themselves, smile with them.
3. Learn to assess situations. Is your guest in a hurry? Lonely? Celebrating? Budgeting?
4. Don't cross the thin line between friendliness and familiarity.
5. Leave your personal problems at home.
6. Treat your customers as if they were a guest at your own home, and remember that the resort is judged by our hospitality.
7. Do not argue when you get a complaint.
8. Cheerfully accept the instructions from supervisors or managers. If you don't understand the reasons for his or her decision, perform the duty and ask questions later.
9. Treat people the way you would like to be treated.
10. Be proud of being part of our hotel.
11. Cheerfully attend to and try to anticipate guests' needs.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **ATTITUDE APPRAISAL**

Your enthusiasm, energy, "team effort," pride, and concern for our guests are important to everyone at our hotel. We have to work together to provide our guests with the very best service atmosphere and experience possible at our hotel.

The list below describes traits that encourage the best attitude. There will be daily reviews of these traits.

PERSONAL APPEARANCE

Personal hygiene
Correct uniform

QUALITY CONSCIOUS

Has uncompromising standards.

ENTHUSIASM

Wears a smile as a part of the uniform.
Strives to learn.
Maintains a sense of humor.

SENSE OF URGENCY

Reacts quickly.
Has a "do it now" approach.

**TEAM WORK
COMMUNICATION**

Come to work on time.
Assists others without being asked.
Works well with all employees.

TWO WAY

Accepts feedback positively.
Asks questions.
Acts on feedback in a positive
Manner.

GUEST CONCERN

Treats guests as if they were a guest in their own home.
Satisfies every request.
Makes no excuse.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **SHIFT COMMUNICATION**

POLICY

All information pertaining to the guest's arrival, registration, requests, problems or complaints must be clearly noted in the logbook and clearly communicated to the next shift.

PROCEDURES

1. Clearly communicate all pertinent information to the staff / colleagues who will be on duty for the following shift.
2. Ensure that all Guest Relations Officers are kept up-to-date with the information needed and all log entries must be properly initialed..

POLICIES & PROCEDURES

Department : Guest Relation

Task : **PRE-SHIFT BRIEFING /
TURN-OVER**

POLICY

Ensure all employees have all updated hotel information required to provide efficient and effective service.

Ensure all staff on duty in front office, reception, telephones, reservation, concierge, and the tour and information desk are fully informed at the start of their shifts.

PROCEDURES

The staff whose shift is ending, must pass on the following information to their replacements:

- ☐ Today's current occupancy, number of rooms sold, and available.
- ☐ Logbook message / tasks needing action.
- ☐ VIPs already in-house / expected VIP arrivals.
- ☐ Complimentary stay rooms / guests.
- ☐ Meets & greets
- ☐ Number of expected arrivals today
- ☐ Number of expected departures today
- ☐ Group departures/arrivals
- ☐ Special guests

- ☐ Food & Beverage special promotions
- ☐ Read relevant internal memorandums
- ☐ Other general information

POLICIES & PROCEDURES

Department : Guest Relation

Task : **LOGBOOK**

POLICY

All information on guest complaints, requests, staff actions taken and required, expected events etc. should be recorded in logbooks that are available in every section.

Effective communication of activities completed and those requiring follow-up action must be made to all employees concerned.

PROCEDURES

1. Review actions taken, sign and indicate the date.
2. Note relevant actions taken.
3. Note follow-up actions required.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **PERSONAL APPEARANCE**

POLICY

- ☐ The uniform must be clean and properly pressed with personal hygiene maintained.
- ☐ All Guest Relations Officers must wear a name badge and this must be worn at all times on the upper left hand side of the uniform.

PROCEDURES

1. The uniform must be correct, clean, and pressed when reporting to work. No excessive accessories are allowed to be worn with the uniform.
2. Ensure that hair is clean and groomed. Female employees' make-up must be in good taste.
3. Jewelry worn must be kept to a minimum: wedding band, watch, and small earrings for females are acceptable.
4. Employees must maintain personal hygiene (i.e. daily shower and use of deodorant).

POLICIES & PROCEDURES

Department : Guest Relation

Task : **MAINTAINING WORK AREA**

POLICY

Workstations must always be clean, tidy and organized in order for quick access to required materials and equipment.

PROCEDURES

1. Workstations must be well organized so that reference material and equipment can be obtained quickly and easily.
2. All computer terminals and keyboards must be clean and free of dust.
3. The work area must be clean and tidy at all times.
4. Store all personal items in assigned lockers and do not display them in the work area.
5. Ensure all equipment is in good working condition and that the work area is neat and clean.
6. Report any repairs or damage to equipment / work area to the departments concerned. Follow-up later for status of repairs or replacement of defective items.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **OFFICE PROTOCOLS**

POLICY

- ☐ All Guest Relations Officers must be courteous, polite and congenial to all guests, visitors and colleagues.
- ☐ Be attentive and cheerful every time you meet a guest or colleague.

PROCEDURES

1. Be attentive and cheerful every time you meet a guest or colleague.
2. Never interrupt the guest or other people's conversation. If you must interrupt a conversation, convey your apologies for the interruption and then resume your message.
3. Do not pick your nose, teeth or chew gum. Spitting in public places is impolite.
4. Sit down or stand properly while talking with the guest or other people. Never turn your back during the conversation.
5. Always conduct yourself in a professional manner. Never yell, scream or talk loudly in public areas.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **TEAM WORK**

POLICY

- ☐ The Guest Relations Officer must display an unselfish attitude at all times and act in the spirit of the team.
- ☐ Cooperate and work together with colleagues and be supportive to all other departments within the resort.

PROCEDURES

1. Cooperate with Reception to efficiently assist the guest whenever necessary.
2. Work together with colleagues and be supportive to all other departments within the resort.
3. Never act and display an attitude of, “I only work here” or “it is not my job.”

POLICIES & PROCEDURES

Department : Guest Relation

Task : **PREPARATION FOR VIP
GUEST ARRIVALS**

POLICY

Registration Form is to be prepared before the arrival of VIP guests.

PROCEDURES

1. Obtain the following information from the computer reservations system.
 - ☐ Arrival Date
 - ☐ Departure Date
 - ☐ Full Address
 - ☐ Special Requests, if any
 - ☐ Method of Payment
2. Ensure these details are noted on the guest registration card prior to arrival.
3. Coordinate arrangements for VIPs with Guest Relations Desk.
4. Ensure that Housekeeping has assigned a VIP room and the room is correctly prepared.
5. Ensure VIP status is indicated in the computer system.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **VIP GUEST CHECK IN**

POLICY

All Guest Relations Officers must be aware of all VIP arrivals and ensure registration, room assignments, and other guest requirements are prepared in advance.

- ☐ Check-in must be warm and friendly.
- ☐ Meal vouchers are completed with the name, date and room number.
- ☐ VIP guest rooms must be presented with flowers.

PROCEDURES

1. Establish eye contact with guests when they approach.
2. Greet guests with a smile using English greeting and welcome token (hotel additions i.e. flowers or garland).
3. Offer a cool towel and welcome drink to the guest.
4. The guest needs to only sign the registration form (because the staff have filled in other details in advance).
5. Escort the guest to the room.
6. Explain the room facilities.
7. Wish the guest a pleasant stay.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **ESCORTING THE GUESTS
TO THE ROOMS**

POLICY

- ☐ The Guest Relations Officer should escort the VIP guests to their room.
- ☐ Inform VIP guests of hotel facilities during the escort.
- ☐ Offer assistance with ordering food, unpacking, tour reservation, restaurants, etc. before leaving the room.

PROCEDURES

1. Work with the Front Desk staff to coordinate the VIP greeting at check-in and escort them to their room.
2. While escorting the guest to the room, provide information on the hotel, for example:
 - a) Location and hours of F&B outlets, their specialty.
 - b) Location and hours of the health spa, pool and popular guest activities.
 - c) Highlight amenities in the room.
 - d) Information on shops, facilities, entertainment, places of interest, etc.
3. Offer unpacking service if provided by Housekeeping. If this service is available to the VIP, and VIP opts for this service, contact Housekeeping immediately.
4. Introduce yourself and offer future assistance before exiting the guest's room.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **ROOM MOVES**

POLICY

Acknowledge guests' needs promptly and attempt to satisfy guests' requests if availability allows.

PROCEDURES

1. Check room availability for specific rooms requested.
2. Record details of the room move in the logbook.
3. Advise relevant departments of the room change.
4. Advise guest about room availability.
5. Get suitable time from guest to carry out physical room move, arrange for porters to assist with move, and advise to change the room number on meal coupon if applicable.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **UPGRADING
ACCOMMODATIONS**

POLICY

Upgrading accommodations must have the approval of the Supervisor or Manager for VIPs and for service recovery.

Upgrade only when necessary but especially if a guest is unhappy with their accommodations.

PROCEDURES

1. Guests are informed that their room has been upgraded with a note from the Manager that is placed with a complimentary gift or amenity in the room.
2. Upgrade if room is available and only when necessary, or if a guest is unhappy with their accommodation.
3. There are a number of reasons for which an upgrade may be necessary (i.e. defective hot water or air conditioning systems, noise due to construction, mix-up in reservations, etc.).
4. Apologize sincerely to the guest for the inconvenience, and explain that to compensate we are upgrading their accommodation.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **SELECTING
"SHOWROOMS"**

POLICY

Showrooms selected must be the best available room in each category.

PROCEDURES

1. Select the best room for each category.
2. Record details of the room use in the logbook.
3. Advise Housekeeping of showrooms for the day.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **SHOWROOM / HOTEL TOUR**

POLICY

- ☐ The Guest Relations Officer must be knowledgeable with hotel rates, accommodations and amenities.
- ☐ The Guest Relations Officer will conduct the hotel tour requests. If the Guest Relations Officer is not available, the guest must be redirected discretely to an appropriate hotel manager.
- ☐ The Guest Relations Officer acts as an extension of the Sales Department and should be sensitive to the guests' needs when conducting hotel tours.

PROCEDURES

1. The Guest Relations Officer must provide guests with the following information:
 - a) Hotel rates
 - b) Room types and configurations
 - c) Special packages available
 - d) Room amenities
 - e) General banquet information: square footage and capacities of meeting room(s) and ballrooms, if any.
2. If a guest is interested in booking meeting space or blocking rooms:
 - a) Refer the guest to a Sales Manager.
 - b) Obtain guest's business card to forward as a sales lead to the appropriate manager.
3. If the Guest Relations Officer is unable to provide a site inspection, the guest should be directed to one of the following persons: Sales Manager, Assistant Manager or Front Officer Manager.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **PROMOTIONAL**
EFFECTIVENESS

POLICY

When the Resort offers special promotional packages (i.e. special accommodation rates, special offers for activities, and for restaurants, etc.) for a specific period, the Guest Relations Officer should assist the Sales Department to publicize and sell the special promos.

PROCEDURES

1. The Guest Relations Officer is the second most effective department after the Sales Department to promote specials.
2. Promote at any appropriate opportunity. For instance, when responding to a reservation, handling check-ins, and during hotel inspections.
3. Be sure your information on the specials is accurate, valid and that you advise people of the dates during which the special package is available.
4. Review and record all responses of all the parties whom you inform and check if further action should be taken.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **GUEST MESSAGES**

POLICY

Messages for guests must be written on a *message form*, and delivered as soon as possible to the guest.

PROCEDURES

1. If a guest requests to leave a written message, provide the guest with a pen and message pad.
2. Once the guest has completed the message, record the room number and forward the message to the porter for immediate delivery.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **FOREIGN LANGUAGES**

POLICY

- ☐ Be ready to greet and assist all guests and patrons.
- ☐ Guests should always be given equal courtesies and prompt assistance whether the person speaks English or not.
- ☐ Have an updated list of personnel who speak foreign languages other than English and place in an accessible location and / or be ready to meet and greet guests in their mother language.

PROCEDURES

1. Keep a constantly updated list of personnel who speak foreign languages (other than English) and place the list in a location that is easily accessible to other employees.
2. Other employees may then seek help when they have difficulties communicating with foreign guests or when they would like to add a warm touch by using the guest's language in a greeting or card to them for instance.
3. If you do not speak the guest's language, smile politely, apologize and introduce the guest to the member of staff that can speak the guest's language

POLICIES & PROCEDURES

Department : Guest Relation

Task : **CONFIDENTIALITY**

POLICY

The room number, telephone extension or any other information of the in-house guest is never given to an inquiring party, unless specifically authorized by the guest.

PROCEDURES

1. Never give out the guest's room number to non-employees.
2. Never give out information about guests to anyone who asks for it over the telephone or in person.
3. Before transferring a telephone call, always ask for the guest's name and the caller's name. Transfer the call only if the guest accepts the call.
4. When a guest authorizes the release of specific information, record all of the guest's instructions and notify appropriate personnel.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **RETURNING GUEST**

POLICY

- ☐ All returning guests' history profile in the computer should be updated with the following information: previous room assignment, room preferences, likes and dislikes.
- ☐ Return guests are always pre-registered and never asked to establish credit, unless previous credit problem exists.
- ☐ All returning guests are warmly welcomed back by using their name as often as possible.

PROCEDURES

1. All returning guests should be welcomed back warmly. Use their name as often as possible.

GREETING: *"Welcome back to the "Hotel", Mr. Allan!"*

2. The return guest should be pre-registered so that only their signature is required on check-in.
3. Check with the return guest if he/she chooses to use the same credit card as on a previous stay and double-check the expiration date on the card.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **GUEST VALET**

POLICY

When a guest calls the Guest Relations desk and requests laundry service, politely apologize and transfer to Housekeeping. (Do not ask the guest to make a second call to Housekeeping.)

PROCEDURES

1. If a guest calls the Guest Relations desk for laundry service, politely apologize, and transfer their call to Housekeeping.
2. Do not ask the guest to make a second call to Housekeeping.
3. If the guest mentions that they have laundry ready for pick-up, record the guest's name and room number and call the Housekeeping Department to relay the guest's request.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **STANDARD TELEPHONE GREETING**

POLICY

- ☐ All incoming telephone calls must be answered courteously and promptly. (Answering on the first ring is always best.)
- ☐ Standard greeting for incoming external telephone call, should be: *"Hotel-Name, Good Morning / Good Afternoon."*
- ☐ Standard greeting for incoming internal telephone call should be: *"Good Morning / Good Afternoon, Guest Relations, Allan speaking. May I help you?"*

PROCEDURES

1. Standard greeting for incoming external telephone call, should be: *"Hotel-Name, Good Morning / Good Afternoon."*
2. Standard greeting for incoming internal telephone call should be: *"Good Morning / Good Afternoon, Guest Relations, Allan speaking. May I help you?"*
3. If a caller asks to speak to someone and you do not know the caller's name, you should respond by saying, *"Who shall I say is calling Sir / Madam?"* or *"May I ask who is calling Sir / Madam?"*
4. Before transferring the caller, respond to the caller by saying, *"One moment please, Mr. Jack / Mrs. Jack."*
5. If you are successful in transferring the caller, say to the caller, *"Go ahead Mr. Jack / Mrs. Jack."*
6. When ending your telephone call with the caller, say, *"Thank you for calling Mr. Jack / Mrs. Jack"* or *"Thank you for your call, Mr. Jack / Mrs. Jack."*

POLICIES & PROCEDURES

Department : Guest Relation

Task : **GUEST COMPLAINTS**

POLICY

- ☐ All guest complaints must be handled courteously and professionally.
- ☐ Notify all concerned departments of the complaints by distributing a *Guest Incident Action Form*.
- ☐ All complaints must be resolved to the guest's satisfaction.

PROCEDURES

1. If you receive a guest complaint:
 - ☐ Listen to the guest and do not interrupt.
 - ☐ Thank the guest for bringing the matter to your attention.
 - ☐ Apologize to the guest.
 - ☐ Agree to a solution.
 - ☐ Act on the solution immediately.
 - ☐ Follow up with the guest that the situation has been resolved.
 - ☐ Notify the Manager of all guest complaints.
 - ☐ Complete a Guest Incident Action Form.
2. Never become emotionally involved.
3. Never argue with the guest.
4. Never blame other departments or individuals and accept responsibility to solve the situation.
5. Keep guest apprised with the status of the situation.
6. Show genuine concern for the guest's situation.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **MAPS & DIRECTIONS**

POLICY

Maps and directions given to guests must be accurate and include sufficient details and information.

PROCEDURES

1. Find out from the guest the exact address of their destination.
2. Always have a map of the city available to the guests so you can show locations while giving directions.
3. On the map write or type the directions for the guest.
4. Know the following thoroughly:
 - ☐ Major City Streets
 - ☐ Major Business Districts
 - ☐ Major Attractions
 - ☐ Restaurants
5. Offer directions to the guests on how to come back to the hotel. And/or provide them with the hotel's business card or brochures showing the name, complete address and often a map to the property showing nearby landmarks.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **EMERGENCIES**

POLICY

- ☐ All Guest Relations Officers must know emergency procedures thoroughly.
- ☐ The first staff-person to see an accident or fire, should notify the Telephone Operator immediately.

PROCEDURES

1. Report all emergencies to the Telephone Operator immediately.
2. If an accident or injury occurs, contact the Duty Manager or Manager on Duty.
3. The Duty Manager or Manager on Duty should immediately inspect the area and instruct the Guest Relations Officer, staff or Telephone Operator to call the nearest ambulance or doctor.
4. The Duty Manager or Manager on Duty should accompany the guest to the medical center and make the necessary arrangements.

Please refer to the Safety Procedures and Emergency Procedures Manuals for detailed procedures on such situations.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **INJURED OR ILL GUESTS**

POLICY

- ☐ Security must be called immediately for any ill or injured guests and a detailed incident report completed.
- ☐ An Incident Report must be prepared and properly logged.

PROCEDURES

1. If a guest becomes ill or injured, call Security to assist in taking care of the guest.
2. Call the Manager.
3. Do not make any statements admitting liability.
4. Keep onlookers away.
5. Obtain as much information on the incident as possible while waiting for Security to arrive.
6. Make the guest as comfortable as possible without moving them unnecessarily.
7. Have Security complete a full incident report. Log all incidents in the logbook.

Please refer to the Emergency Procedures Manual for detailed procedures on such situations.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **GUEST INQUIRIES & REQUESTS**

POLICY

- ☐ All guest inquiries and requests must be dealt with professionally and efficiently.
- ☐ Handle all guest requests efficiently, and within 20 minutes.
- ☐ Ensure guest is completely satisfied with your actions to fulfill their needs.
- ☐ Ensure you understand exactly what the guest wants. Repeat their request to them in your own words.
- ☐ Do not refuse a guest request unless it is illegal, immoral or unethical.

PROCEDURES

1. Greet guests warmly with the proper salutation.
2. Volunteer to assist guest with requests; do not wait to be asked.
3. When a guest makes an inquiry:
 - a) Listen attentively
 - b) Get all the facts
 - c) Ask questions to verify your understanding of the request
 - d) Assist as required
 - e) Offer alternative solutions

POLICIES & PROCEDURES

Department : Guest Relation

Task : **BABY SITTING SERVICE**

POLICY

- ☐ Guest must be informed of all policies to avoid any misunderstandings.
- ☐ The hotel must research babysitting services extremely carefully before confirming their use for the hotel. The babysitter represents the hotel and the hotel may be liable for the sitter's negligence on behalf of the sitter. The hotel must be aware of all legal implications involved.
- ☐ Book a babysitter one day in advance.

PROCEDURES

1. Inform guest of services and requirements:

- ☐ Provide details of sitters used
- ☐ Minimum notice required
- ☐ Minimum number of hours required
- ☐ Cost and payment procedure
- ☐ Maximum number of children per sitter
- ☐ Cancellation policy

2. Obtain the following information from the guest:

- ☐ Name of guest requesting service and room number
- ☐ Number of children
- ☐ Age, gender
- ☐ Names of children
- ☐ Date and length of time needed for sitter
- ☐ Any specific requests

POLICIES & PROCEDURES

Department : Guest Relation

Task : **LOST & FOUND**
PROCEDURES

POLICY

- ☐ Report all Lost & Found items to Housekeeping immediately by telephone.
- ☐ All lost and found items must be turned over to Housekeeping.
- ☐ Hotel staff CANNOT keep items that they find in the hotel or in the hotel surroundings.

PROCEDURES

1. The Guest Relations Officer must inform Housekeeping of the following information concerning the lost and found items that are handed to Guest Relations Officers:
 - ☐ The date and time the item was turned in
 - ☐ Date, time and location the item was found
 - ☐ Who found the item
 - ☐ Description of the item
2. Forward all lost and found items to Housekeeping.
3. Hotel staff are not permitted to keep any items that they find.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **LOST LUGGAGE**

POLICY

- ☐ Obtain as much information as possible to try and resolve the situation for the guest expediently.
- ☐ Assure the guest periodically that you are still trying to resolve the situation.

PROCEDURES**If the guest's luggage is lost before check-in at the hotel:**

1. Obtain the following information from the guest:
 - a) Guest's name and room number.
 - b) Complete flight itinerary of guest. (Flight details from originating city, flight numbers, airlines and final destination).
 - c) Ask if a claim has been made with the airlines.
 - d) Ask if guest's name and address were on labels on luggage.
2. Contact the airlines and airport Luggage Claim area. Follow-up periodically to check on the search progress. Periodically advise guest that you are continuing to try and resolve the situation.
3. Notify the guest as soon as you receive word on the final location of the luggage.

If the guest loses his luggage at the hotel, the GRO must be advised of the situation:

1. The Guest Relations Officer should ask the guest the following information:
 - a) Guest's name and room number.
 - b) Name on the luggage and description of the luggage.
 - c) Inquire if guest is part of a group.
 - d) Which Bell person was involved if any.
2. The GRO should advise Housekeeping about the lost luggage.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **SIGHTSEEING TOURS**

PROCEDURES

1. Have brochures and information accessible.
2. Review attractions offered within the area, and include information on tours by bus, mini-van, chauffeured limousine, car, or other form of transportation.
3. Obtain names of guests and other parties interested in specific attractions and activities, and the time / date that the guests prefer to go on the tour.
4. Provide guests with any necessary instructions.
5. Ensure reservations are booked.
6. Assist the guests when meeting the tour representatives in the lobby.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **AIRLINE RESERVATIONS**

POLICY

- ☐ Staff must determine what type of reservation the guest requires.
- ☐ Ensure the accuracy of all details that are required to complete the task requested.
- ☐ Anticipate and comply with guest needs.

PROCEDURES

When a guest requests assistance with airline reservations, find out what action they would like to us to take, i.e.:

- a) Confirming bookings already made;
- a) Changing date and/or time;
- b) Re-routing destinations of flights;
- c) Booking and issuing a new ticket.

Procedures for Airline Confirmation:

1. Obtain the following information from the guest:
 - a) Passenger name(s) and room number;
 - b) Date and time of departure;
 - c) Airline, flight number, and destination city;
 - d) Class of service (first class, business class or coach);
 - e) Passenger seating assignment: aisle or window and type of aircraft.
2. Consult the Official Airline Guide (OAG) for flight information to the given destination, if necessary.
3. Phone the airline and identify yourself, the hotel and the city. Confirm all information. If a discrepancy is noted, contact the guest.
4. Inquire if the guest requires transportation to the airport to be arranged.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **TICKETS FOR LOCAL
ATTRACTIONS**

POLICY

- ☐ Comply with guests' requests for assistance with arrangements for visits to local attractions.
- ☐ Exert your best efforts to assist guests with this type of request.

PROCEDURES

1. Determine which attractions the guest requests, and the date and time of visit to the place.
2. Find out from the guest:
 - a) the Number of tickets required (i.e. size of the party going to the place)
 - b) an Alternate choice if the place is not available on the date preferred
3. Book arrangements for the attraction.
4. Reconfirm the cost to the guest.
5. Tickets can be purchased with cash, credit card, or charged to guest's account.
6. If paid by credit card, advise the ticket office of the name of the credit card holder, account number, and date of expiration, and that the guest will collect the tickets at the ticket counter.

POLICIES & PROCEDURES

Department : Guest Relation

Task : **CAR RENTAL**

POLICY

- ☐ Ensure all necessary details are obtained and accurately communicated to guests.
- ☐ Offer additional assistance whenever possible.
- ☐ Anticipate and comply with guest needs.

PROCEDURES

1. Ask the guest for the following information:
 - a) Name and room number
 - b) Type of car
 - c) Date and time rental will be picked up
 - d) Date and time, place of return of car rental
2. Information required for the rental contract:
 - a) Driver information
 - b) Date and location of return with guest's initials
 - c) Signature of guest's name on contract
 - d) Car information: include model type
 - e) Time and date the car is out
 - f) Daily/weekly rate
 - g) Miles/fuel costs
 - h) Auto insurance requirements
 - i) Credit card imprint

POLICIES & PROCEDURES

Department : Guest Relation

Task : **AIRPORT TRANSPORTATION**

PROCEDURES

1. Identify the guest's preferred method of transportation to/from the airport by providing the guest with the following options:
 - a) Hotel van or sedan if available
 - b) Taxi companies
 - c) Limousine rentals
2. Advise the guest of the cost of each mode.
3. If a hotel van or sedan is available, schedule the transfer and complete the *Transportation Request Form*.
4. Confirm pick-up time and departure location with the guest.
5. Arrange the details noted on the Transportation Request Form.

Continued... **Policies & Procedures of the Airport Transportation**

REFERENCE MATERIALS

1. Maps of the country and local areas
2. Airline Schedules
3. Brochures on Tours
4. Tourist Magazines
5. Church Directories / Schedule of Masses
6. Shopping Brochures / Maps / Hours of Operation
7. Property & ARCHIPELAGO International Collateral Materials
8. Dictionary
9. Hotel & Travel Index
10. Calendar
11. Calculator
12. Restaurant Guides
13. Restaurant Menu Guides, etc.