

Communication with a guest during their stay

Model Scenario 1 - Providing additional information

This communication scenario is intended for multiple participants in the training

During a guest's stay, there may be numerous interactions with front office staff. It is essential to pay close attention to guest requests during their stay, as fulfilling them significantly increases guest satisfaction. Ongoing service and communication with guests also has a preventative aspect, as it is possible to eliminate minor dissatisfaction without serious impacts on guest satisfaction.

Within this scenario, two model situations are offered, which can be used analogously to address a wider range of guest requests. The scenario focuses on providing basic information about transportation options in the area, including the provision of additional information. Similarly, this identical example can be addressed via telephone while respecting telephone communication rules.

Scenario Goals

- The front office staff member improves their verbal skills and can respond to random situations and guest requests.
- The front office staff member improves their communication with other hotel employees.
- The staff member can find and communicate a suitable solution to the guest.

Main actors

- Front Office staff member.
- Guest who has a telephone request for the Front Office staff member.

Other actors

- The trainer leading the training program also provides feedback on the progress of the educational activity.

- Other participants in the training program can evaluate the progress of the main actors.

Basic Scenario Settings

The Front Office staff member is directly at the reception and has access to a personal computer with access to the PMS system with information about reservations, but also about the overall state of the accommodation facility. They also have access to a phone and other technical equipment at the reception. In addition to technical equipment, the staff member is also equipped with communication standards with the guest, as well as internal communication standards.

In addition to basic standards, the Front Office staff member is equipped with knowledge of the products offered and services that the accommodation facility provides. Likewise, the staff member has current information about the destination in which the accommodation facility is located.

Modification of Model Situations

- The guest is interested in services provided by the accommodation facility.
- The guest is interested in booking services provided by the accommodation facility.
- The guest is interested in booking services provided by partners of the accommodation facility.

Assignment for the student in the role of Front Office staff member

During the stay, it is necessary to reflect the requests of the accommodated guests. One of the groups of requests represents an interest in additional information that concerns not only the provided services but also information about offers from partners or the surroundings of the accommodation facility. As part of this informational obligation, it is necessary to reflect knowledge of the provided and mediated services and products. Likewise, knowledge about the destination in which the accommodation facility is located.

You know the basic standard of communication with clients, as well as internal communication and the possibility of offering partner organizations.

Assignment for the student in the role of the client

You are a customer who is registered for a stay, during which you ask about transportation options in the surroundings of the accommodation facility. You are inquiring not only about public transportation options, but also alternative methods of transportation to a pre-defined tourist destination.

Possible types of clients:

- A client with a speech impediment or unclear expression.
- A calm client.
- An impatient client.

Assignment for the evaluator

Other participants in the training of front office staff focus on evaluating the implementation of a given scenario. The evaluation is carried out on a scale from 1 (inadequate performance) to 5 (excellent performance) in the professional aspect of interaction and verbal expression.

The professional aspect is evaluated in the following areas:

- Consistency with standards
- Pro-customer approach
- Promptness
- Sales performance
- Development of interaction (additional inquiries)
- Introduction and conclusion of interaction

Verbal expression

- Optimal pace
- Optimal volume
- Voice work
- Clarity
- Written expression
- Occurrence of parasitic words

The evaluation is carried out in four stages.

- Self-evaluation of the participant in the role of a front office staff member.
- Evaluation by the participant in the role of a customer.
- Evaluation by other participants in the training program.
- Evaluation by the instructor.

Communication with the customer during their stay

Model scenario 1 - providing additional information

Communication scenario for self-study

Definition of the communication scenario context

The front office employee is at the hotel reception desk and has a PC with internet access and access to the hotel PMS (the hotel PMS maintains accurate records of guests and room accounts). Additionally, the employee has all other necessary technologies, such as a payment terminal, printer, and more. Besides standard equipment, the front office employee is equipped with customer interaction standards.

The main objective of the front office employee is to satisfy customer needs. From the customer's point of view, they need an overview of transportation options to a specific tourist destination.

Model dialogue (an illustrative example is given from a Prague 6 hotel near Dejvická metro station to the National Museum).

A – An accommodated guest arrives at the hotel reception desk.

- "Good afternoon, Mr. Novák. How are you today? How can I assist you?" - B
- "Good afternoon. How may I assist you?" - B
- "... " (the client addresses the front office employee first) – B

B – "Good afternoon. I need your assistance. I would like to visit the National Museum today. Can you advise me how to get there?"

- "Of course, Mr. Novák. Please give me a moment; I will prepare a map for you." - D
- "Of course. Please give me a moment; I will prepare a map to explain everything to you." - D
- "If you have a smartphone, the easiest way would be to check the maps that will show you the way." – C

C – "I don't have a smartphone. Could you show me how to get there by public transportation?"

- "Of course, Mr. Novák. Please give me a moment, I will prepare a map for you." - D

- "Of course. Please give me a moment, I will prepare a map to explain everything to you." – D

D – *"Okay, thank you."*

- "For better orientation, our hotel is located here (the front office employee shows the place on the map). If you take public transportation, the fastest way is by metro. The A-line metro station, Dejvická, is just a few dozen meters from our hotel. If you exit the hotel, turn right along the main road. After less than a minute, you will see a marked entrance to the metro. Then, go down the escalators from the metro vestibule and get on the metro train on the right-hand side, towards Depo Hostivař. Then you have two options. The first one will take you directly to the National Museum, and the second one will take you to the end of Wenceslas Square, which you can walk through in about 10 minutes to the National Museum. I can describe both options if you want." – E
- "Our hotel is located here, close to Dejvická station. That's the A line metro station. Just board the train in the direction of Depo Hostivař and get off at Muzeum station. You can see the National Museum from any exit of the metro."- F
- "We're here, at Dejvická metro station. Just transfer to Muzeum station and exit at any exit." - F

E – *"That would be nice to take a walk, but I'll see how I feel on the way."*

- "If you want to take a walk through Wenceslas Square, just get off at Můstek station. The metro exit is directly marked through its vestibule, where you'll see clear navigation at the top. After exiting the metro, you'll reach the lower part of Wenceslas Square. Then you can cross to the National Museum, which is very visible. Alternatively, get off at Muzeum station, where you'll be at the upper part of Wenceslas Square near the statue of St. Wenceslas. You'll see the National Museum very well." – F
- "If you want to take a walk, get off at Můstek station. The signage towards the National Museum is clear. If you want to go directly to the National Museum, just ride one more station to Muzeum." – F
- "If you want to take a walk, get off at Můstek station. Alternatively, you can go directly to Muzeum station." - F

F – *"Alright, thank you. Are there any restrictions or specifics for transportation in Prague?"*

- "Mr. Novák, before entering the transport area, i.e., before descending to the metro platforms, you need to validate your ticket in the yellow validator. You can buy a ticket through a ticket machine in the metro vestibule or through a mobile application. For transportation around Prague, a basic 90-minute ticket will be enough for you, or a shorter one. If you want to travel more, I recommend a daily ticket. Within the

public transport network, you can use the metro, trams, buses, and also ferries. In some cases, you can also use trains. There are no other restrictions for public transport." -G

- "No, there are no restrictions on public transport." - G
- "Besides the need to validate tickets, there are no other restrictions." - G

G – *"Do you sell the tickets for the public transport?"*

- "Unfortunately, no, but you can buy it in the metro vestibule." - H
- "No, we don't sell tickets, but you can find ticket machines in the metro." – H
- "Mr. Novák, I'm sorry, but we don't sell tickets for public transportation. But you can buy a ticket through the PID application or at the Dejvická metro ticket machine. If you'd like, I'd be happy to help you install the application and set it up."– I

H – *"Alright, thank you!"*

- "Can I do anything else for you, Mr. Novák?"- CH
- "You're welcome, Mr. Novák. Can I do anything else for you?"– CH

CH – *"Thank you, I don't need anything else. Goodbye."*

- "Goodbye, Mr. Novák. Have a pleasant trip."- X
- "Goodbye."- X
- ... - X

I – *"You would be very kind. I have already downloaded the application."*

- "Just enter the stations Dejvická and Můstek or Muzeum. You will be able to immediately buy a ticket that will be valid from a predetermined time or at the time of payment." - J
- "Here you can select the station you depart from and the station you want to go to. The application will show you the fastest route and offer to buy a ticket for a specific time. Alternatively, you can buy individual tickets and use the application to search for connections. Then you can manually activate each individual ticket."- J

J – *"That's very easy. Thank you for your kindness!"*

- "Can I do anything else for you, Mr. Novák?" - CH
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X – The client leaves the reception.

Communication with a guest during their stay

Model Scenario 1 - Providing additional information

Communication scenario for self-study results

This is a description of a model scenario for communication with a client during their stay, followed by an evaluation using a color-coded system. The evaluation assesses the appropriateness of the responses given by the front office agent/receptionist in the scenario, with the following colour coding:

- **GREEN** indicates a suitable response to the client's request in line with communication standards and best practices for front office work.
- **ORANGE** indicates responses that are acceptable from the client's perspective but could be improved in terms of communication standards. Choosing these responses provides an opportunity for soft skills training to improve service quality.
- **RED** indicates completely inappropriate responses, requiring soft skills or communication standards training.
- **WHITE** or uncoloured options indicate responses that are logical or not specific to front office communication and are therefore neutral.
- **YELLOW** indicates responses that are appropriately worded but could be further developed to include the basics of upselling or cross-selling, representing advanced communication skills.

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