

Creation of the reservation through the telephone

This communication scenario is intended for multiple participants in the training

One of the basic requirements for Front Office staff members (regardless of the size of the accommodation facility, where reservation handling is assigned to receptionists or a reservation department) is the ability to engage in reactive telephone sales. The reactive nature reduces the stress associated with these activities. The Front Office staff member identifies the request for accommodation reservation services and subsequently verifies it in the PMS. An integral part of this scenario is the application of up-selling and cross-selling techniques. Similarly, it is necessary to adhere to the sales manual, standards, and other sales rules related to cancellation policies and price flexibility in offers.

Scenario goals

- Enhancing the quality of communication with clients.
- Improving the quality of interaction with clients.
- Enhancing sales skills.
- Improving abilities for upselling.
- Improving proficiency in working with the Property Management System (PMS).
- Enhancing administrative skills.

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 desk and has a personal computer with access to the PMS system containing information about reservations as well as the overall status of the accommodation facility. They also have access to a telephone and other technical equipment at the reception. In addition to the technical equipment, the Front Office staff member is equipped with communication standards for interacting with clients and internal communication within the organization. Furthermore, they have sufficient information about the offered services and the conditions for their use.

At the Front Office, the telephone rings.

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

As a front desk receptionist, one of your responsibilities is to handle incoming phone calls, including taking reservations and creating offers for accommodation and other services. Familiarize yourself with the sales manual and the rules of telephone communication (including general customer communication guidelines). When gathering requirements and creating offers, utilize not only data and information from the Property Management System (PMS) but also adhere to the guidelines for personal interactions and the possibility of flexible offers. Pay attention to basic administration rules for both reservations and inquiries in the PMS.

While at the front desk, the phone rings with a call from a client interested in booking accommodation services.

Possible variations - alternative situations that may induce stress:

- The phone rings while you are currently engaged in a face-to-face conversation with another client.
- The phone rings during the check-in process while you are working with a computer.
- The phone rings while you are handling a conflict situation with a client.
- The requested accommodation services are not available.
- The requested services are not available, and there is no feasible alternative solution.

Assignment for the student in the role of the client

You are a customer who is interested in accommodation at Hotel President. Please define your request with a high level of detail.

Possible customer types:

- You are a VIP client and insist on accommodation despite the unavailable requested capacity.
- The price offer is unacceptable to you.

- You are interested in a wide range of additional services.
- You are a customer who does not want to guarantee or prepay your reservation.
- You are a cautious customer who does not want to share personal information such as email address.

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.

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Communication scenario for self-study

Defining the context of the communication scenario

The client is calling the accommodation facility and is interested in making a reservation. They have specific requirements that they are unable to articulate during the initial inquiry, so it is necessary to offer additional services and provide detailed descriptions of the conditions for the offered packages. The created offers reflect not only the availability of services in the PMS but also the sales rules based on assigned authorizations.

Model dialogue

A - The telephone rings at the hotel reception.

- "Good day, Hotel President, speaking, Martin Jurečka. How can I assist you?" > B1
- "Good day, how can I assist you?" > B2
- "Good day!" > B2

B1 - "Good day, this is Lenka Nováková. I would like to make a reservation at your hotel."

- "Mrs. Nováková, I am delighted that you have chosen our Hotel President. When do you plan to arrive in Brno?" > C
- "I will be happy to make a reservation for you. When are you planning to come to Brno, or rather to our hotel?" > C
- "When do you plan to arrive?" > C or X

B2 - "Good day, may I ask who is speaking? Did I call Hotel President?"

- "Yes, you have reached Hotel President. How can I assist you?" > B1 or X
- "I apologize, you have reached Hotel President. My name is Martin Jurečka. How can I assist you?" > B1
- "Yes, you have reached Hotel President." > B1 or X

X1 - The client ends the communication.

C - "I would like to arrive on May 14, 2022."

- "How long do you plan to stay in Prague?" > D
- "How long is your intended stay with us?" > D
- "How long do you plan to stay in Prague?" > D

D - "Three nights."

- "Will you be traveling alone or with company?" > E1 or E2
- "For the chosen dates, I can offer you a double room for 105 EUR." > E3 or E4
- "I apologize, but we don't have any available rooms for the chosen dates." > X1
- "I apologize, but we don't have any available rooms for the chosen dates. However, I can make a reservation for you at our partner hotel, which is only 7 minutes away from ours." > X2

X2 - "Thank you for the offer, but I won't be able to make a reservation. Goodbye."

E1 - "I'm traveling with my partner, so we will need a double room."

- "For the chosen dates, I can offer you a double room, or alternatively, a junior suite, which includes a living room with a sofa and a bathroom with a bathtub. Can I also offer you breakfast for you and your partner?" > F1, F2
- "For the chosen dates, I can offer you a double room or a junior suite." > F1, F2
- "For the chosen dates, I can offer you a double room or a junior suite. Would you like to include breakfast with your accommodation?" > F1, F2

E2 - "I'm traveling alone."

- "For the chosen dates, I can offer you a single room or a double room. Can I also offer you breakfast with your accommodation?" > F2
- "For the chosen dates, I can offer you a double room." > F2

E3 - "Thank you, the offer presented is suitable for me."

- "Will you be coming alone or with company?" > E1 or E2

E4 - "Thank you for the offer, but 105 EUR is quite a high price. The price on Booking.com is lower."

- "Unfortunately, I cannot offer you a lower price." > X1
- "If you would be willing to pay for your stay in advance without the option of refund, I could offer you a price of 95 EUR per night." > F5
- "I can offer you a discounted price of 95 EUR per room per night." > F5

F1 - "What are the prices for the individual rooms? We will definitely want breakfast as well."

- "Considering that our prices vary for each day, the average price for a double room is 81 EUR per night, and for a junior suite, the price is 101 EUR per room per night." > G1, G2, G3
- "The price for accommodation is 81 EUR for a double room and 101 EUR for a junior suite. Both prices are per room per night." > G1, G2, G3
- "The price for accommodation in a double room, including breakfast, is 81 EUR, which amounts to a total of 243 EUR for the entire stay. In the case of a junior suite, the total price is 303 EUR." > G1, G2, G3

F2 - "I prefer a double room with a queen-size bed. Of course, including breakfast."

- "Thank you, the price for accommodation including breakfast is 81 EUR, totaling 243 EUR for your stay." > F4
- "The price for accommodation is 81 EUR per room per night." > F4
- "The total price for your stay amounts to 243 EUR, including breakfast." > F4

F3 - "That is completely unacceptable to me. Unfortunately, I will have to find accommodation elsewhere."

- "I'm very sorry that I cannot offer you a suitable stay." > X1
- "I'm very sorry that I cannot offer you a suitable stay. However, I can recommend accommodation at our partner hotel." > X2

F4 - "Thank you, the offer presented is suitable for me."

- "Great. So, we have a double room with a queen-size bed for 1 person for 3 nights from May 14, 2022, to May 17, 2022. The total price is 243 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Alright, can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2

F5 - "Thank you for the offer, I will take it under these conditions. I would like to stay in a double room."

- "Great. So, we have a double room with a queen-size bed for 2 people for 3 nights from May 14, 2022, to May 17, 2022. The total price is 305 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Alright, can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2

F6 - "Thank you for the offer, I will take it under these conditions. I would like to stay in a double room."

- "Great. So, we have a double room with a queen-size bed for 2 people for 3 nights from May 14, 2022, to May 17, 2022. The total price is 219 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Alright, can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2

G1 - "A double room will be sufficient for me."

- "Alright, thank you, Mrs. Nováková. Would you prefer a queen-size bed or twin beds?" > H1, H2

- "Mrs. Nováková, I will reserve a double room for you. Can I offer you our additional services or make a reservation for a table at our hotel restaurant?" > I1

G2 - "Junior Suite sounds interesting, and the price is also good, so I will prefer that."

- "Great choice, Mrs. Nováková! Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Great choice, Mrs. Nováková! I can reserve the Junior Suite for 2 people for 3 nights from May 14, 2022, to May 17, 2022. The total price is 243 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Alright, would you like anything else?" > I1 or I2

G3 - "I'm sorry, but under these conditions, I won't make a reservation. The price is too high."

- "Unfortunately, I cannot offer you a lower price." > X1
- "If you would be willing to pay for your stay in advance without the possibility of refund, I could offer you a price of 73 EUR per night for a double room or 91 EUR for a Junior Suite. Both prices include breakfast." > F6 or F3
- „I can offer you a discounted price of 73 EUR per night for a double room or 91 EUR for a Junior Suite." > F6 or F3

H1 - "I prefer a queen-size bed."

- "Great. So, we have a double room with a queen-size bed for 2 people for 3 nights from May 14, 2022, to May 17, 2022. The total price is 243 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1, I2
- "Thank you. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1, I2

H2 - "I would like separate beds."

- "Great. So, we have a double room with separate beds for 2 people for 3 nights from May 14, 2022, to May 17, 2022. The total price is 243 EUR for accommodation including breakfast. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2
- "Thank you. Can I offer you our additional services or make a reservation for you at our hotel restaurant?" > I1 or I2

I1 - "Thank you, but I don't need anything else."

- "Mrs. Nováková, could I ask for your full name and email address so that I can send you the agreed-upon details of your reservation?" > J1
- "Please tell me your full name and email address where I can send you the offer." > J1

I2 - "I would like to make a reservation for a table at your restaurant on the day of arrival."

- "For how many people and at what time would you like to make the reservation?" > I3
- "At what time would you like to make the reservation?" > I3

I3 - "For 4 people at 19:00."

- "I have reserved a table for 4 people at 19:00. Our colleagues will be expecting you. If you wish to change your reservation, you can contact me again or reach out to our colleagues at the hotel restaurant. May I ask for your full name and email address to send you the offer for confirmation?" > J1
- "I have reserved a table for you at our hotel restaurant. Can I ask for your name and email address to send you the complete offer, including all the details?" > J1

J1 - "Martina Hovorková and email l.novakova2003@gmail.com."

- "Thank you, I have entered everything into the system, and within a few moments, you should receive an email with a link to our reservation system, where you can confirm your reservation. I would also like to inform you that after confirming the reservation, you will be asked to pay a guarantee of the reservation, equivalent to the price of the first night of your stay. Everything is in accordance with our business and cancellation policies, which will also be available at the provided link." - K
- "Thank you, I have entered everything into the system, and within a few moments, you should receive an email with a link to our reservation system, where you can confirm your reservation." > K
- "Thank you, I have entered everything into the system, and within a few moments, you should receive an email with a link to our reservation system, where you can confirm your reservation. Attached to the email, you will also find our business and cancellation policies." > K

K - "Thank you for your assistance and provided information."

- "Is there anything else I can do for you?" > L
- "If that's all, thank you, and have a pleasant rest of your day." > M

L - "I don't need anything else, thank you for your help in creating the reservation."

- "Mrs. Nováková, if you need any further information regarding not only your stay, feel free to reach out to me or any of my colleagues." > M
- "Thank you, we look forward to your stay." > M

M - "Goodbye."

- "Goodbye at Hotel President."

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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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- "I will be happy to make a reservation for you. When are you planning to come to Brno, or rather to our hotel?" > C
- "When do you plan to arrive?" > C or X

B2 - "Good day, may I ask who is speaking? Did I call *Hotel President*?"

- "Yes, you have reached Hotel President. How can I assist you?" > B1 or X
- "I *apologize*, you have reached Hotel President. My name is Martin Jurečka. How can I assist you?" > B1
- "Yes, you have reached Hotel President." > B1 or X

X1 - The client ends the communication.

C - "I would like to arrive on May 14, 2022."

- "How *long* do you plan to stay in Prague?" > D
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D - "Three nights."

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X2 - "Thank you for the offer, but I won't be able to make a reservation. Goodbye."

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- "For the chosen dates, I can offer you a double room or a junior suite." > F1, F2
- "For the chosen dates, I can offer you a double room or a junior suite. Would you like to include *breakfast* with your accommodation?" > F1, F2

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J1 - "Martina Hovorková and email l.novakova2003@gmail.com."

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- "Thank you, I have entered everything into the system, and within a few moments, you should receive an email with a link to our reservation system, where you can confirm your reservation. Attached to the email, you will also find our business and cancellation policies." > K

K - "Thank you for your assistance and provided information."

- "Is there *anything* else I can do for you?" > L
- "If that's all, thank you, and have a pleasant rest of your day." > M

L - "I don't need anything else, thank you for your help in creating the reservation."

- "Mrs. *Nováková*, if you need any further information regarding not only your stay, feel free to reach out to me or any of my colleagues." > M
- "Thank you, we look forward to your stay." > M

M - "Goodbye."

- "Goodbye at Hotel President."