

Providing information to clients with a confirmed reservation

This communication scenario is intended for multiple participants in the training

Front Office work is not only associated with handling clients' physical requests but also with providing information for their future stays. In this case, it involves approving and arranging an earlier check-in for a client who has a subsequent meeting and wishes to avoid carrying their luggage around. Based on the availability of services and hotel occupancy, offer the client an appropriate procedure that aligns with the sales manual and rules.

Scenario goals

- Improving the quality of communication with clients.
- Enhancing the quality of interaction with clients.
- Enhancing skills for upselling.

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 situated directly at the reception desk and has access to a personal computer with a Property Management System (PMS) containing reservation information and overall status of the accommodation facility. Additionally, they have a telephone and other technical equipment available at the reception. Apart from the technical equipment, the staff member is also equipped with communication standards for interacting with

clients and internal communication within the company. Further more, the Front Office staff member possesses sufficient information about the services offered and the terms and conditions for their utilization.

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

You are at the hotel reception, and the phone is ringing. As part of providing additional information to hotel clients, you adhere to rules regarding the disclosure of personal and sensitive data. In terms of upselling, you communicate with the client about the potential use of additional services. It is always necessary to reflect the applicable standards of communication and their prioritization, as well as consider the sales manual and rules for selling additional services.

Possible scenarios – alternative situations that may cause stress:

- The phone rings while you are engaged in a face-to-face conversation with a client.
- The phone rings during the check-in process while you are working with the computer.
- The phone rings while you are resolving a conflict situation with a client.
- The requested services are not available.
- The requested services are not available, and alternative solutions are not possible.

Assignment for the student in the role of the client

You are a customer who is interested in an early check-in due to an earlier arrival at the destination and subsequent off-site meetings.

Possible scenarios – types of customers:

- You are a VIP client who does not want to pay extra for these services because you have received them as a complimentary in the past.
- You are a customer who does not want to pay extra for the services.
- You are a calm customer who accepts the offered services.

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

Definition of the communication scenario context

The client calls the accommodation facility and expresses interest in an early check-in or storing their luggage before the standard check-in time. As a Front Office staff member, you should handle the situation by considering the current occupancy and offer a suitable solution that reflects the availability of these services.

Model dialogue

A – The phone rings at the hotel reception.

- "Goodday, Hotel International, Jan Novák speaking, how can I assist you?" > B1
- "Goodday, how can I assist you?" > B2
- "Goodday!" > B2

B1 - "Goodday, this is Martina Hovorková. I would like to inquire about some information regarding my reservation."

- "Mrs. Hovorková, did you make the reservation under your name?" > C
- "May I ask for your full name and possibly the date on which the reservation was made?" > C

B2 - "Goodday, did I reach Hotel International?"

- "Yes, you have reached Hotel International. How can I assist you?" > B1 or X1
- "I apologize, you have reached Hotel International. My name is Pavel Novák. How can I assist you?" > B1
- "To Hotel International." > B1 or X1

X1 - "Goodbye."

C - "I have a reservation under the name Hovorková for April 17th, 2022."

- "Thank you, Mrs. Hovorková. I kindly ask for your patience while I locate your reservation in the hotel system." > D
- "Thank you, I will check it right away." > D

D - "Alright, I'll wait then."

- "Mrs. Hovorková, thank you for your patience. Just to clarify, is it a reservation for a double room for 2 people, starting from April 17th, 2022, for 4 nights, including breakfast?" > E
- "I found your reservation. What can I do for you?" > F

E - "Yes, exactly."

- "What can I do for you, Mrs. Hovorková?" > F
- "Thank you for confirming, Mrs. Hovorková. What can I do for you?" > F

F - "I would like to ask if an earlier check-in before 14:00 is possible."

- "Unfortunately, an earlier check-in is not possible at our hotel. However, I can offer you the option to store your luggage at our reception in the morning and proceed with the standard check-in from 14:00." > I1
- "What time do you plan to arrive, Mrs. Hovorková?" > G1
- "An earlier arrival is possible at our hotel, but it is subject to an additional fee. What time do you plan to arrive, Mrs. Hovorková?" > G1

G1 - "I would like to check in around 11:00."

- "Mrs. Hovorková, I kindly ask for your patience. I need to verify the availability of your room on the day of arrival and also check the possibility of an earlier check-in." - H

H - "Alright."

- "Mrs. Hovorková, an earlier arrival will be possible. Can I offer you this option and add it to your reservation?" > I1
- "Mrs. Hovorková, an earlier arrival is possible. However, it is subject to a fee of 5 EUR per hour before the standard check-in time. In your case, it would be a total amount of 15 EUR." > I1, I2

I1 - "Great, thank you. You saved me quite a bit of energy and time."

- "Mrs. Hovorková, I have entered everything into our system. We will then expect your arrival at 11:00. Can I assist you with anything else?" > X2

I2 - "Considering the charges, I will find another solution."

- "Mrs. Hovorková, unfortunately, I cannot offer you an alternative solution in this regard." > X3
- "Mrs. Hovorková, an alternative solution would be to store your luggage at our reception in the morning and proceed with the standard check-in from 14:00." > I1

X2 - "Thank you for your cooperation. Goodbye."

- "Goodbye, Mrs. Hovorková. We look forward to your arrival."

X3 - "I was hoping to find a solution, but I will look for another one. You didn't help me much, but thank you for your willingness. Goodbye."

- "Goodbye, Mrs. Hovorková. We look forward to your arrival."

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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 this 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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- "May I ask for your full name and possibly the date on which the reservation was made?" > C

B2 - "Goodday, did I reach Hotel International?"

- "Yes, you have reached Hotel International. How can I assist you?" > B1 or X1
- "I apologize, you have reached Hotel International. My name is Pavel Novák. How can I assist you?" > B1
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D - "Alright, I'll wait then."

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I1 - "Great, thank you. You saved me quite a bit of energy and time."

- "Mrs. Hovorková, I have entered everything into our system. We will then expect your arrival at 11:00. Can I assist you with anything else?" > X2

I2 - "Considering the charges, I will find another solution."

- "Mrs. Hovorková, unfortunately, I cannot offer you an alternative solution in this regard." > X3
- "Mrs. Hovorková, an alternative solution would be to store your luggage at our reception in the morning and proceed with the standard check-in from 14:00." > I1

X2 - "Thank you for your cooperation. Goodbye."

- "Goodbye, Mrs. Hovorková. We look forward to your arrival."

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