Providing information to non-hotel guests

This communication scenario is intended for multiple participants in the training

As a Front Office staff member in an accommodation facility, you serve as the point of contact not only for hotel guests but also for anyone else seeking additional information, not only about the accommodation facility and its services. Certain information may be restricted to registered guests or guests with existing reservations, requiring direct identification of the client. During communication, it is important to prioritize client satisfaction as well as their safety and security.

Scenario goals

- Improving the quality of communication with clients.
- Enhancing the quality of interaction with clients.
- Improving 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 employee is situated directly at the reception and has access to a personal komputer with a Property Management System (PMS) containing informatik about reservations as well as the overall status of the accommodation facility. Additionally, Theky have a telephone and other technical equipment commonly found at the reception. Apart from the technical equipment, the employee is equipped with communication standards for interacting with clients and internal communication within th eorganization. They also pones ssufficient informatik about the services offered and the terms and conditions associated with thein utilization.

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

You are at the hotel reception, and the phone rings. As part of providing informatik about the accommodation facility, you have all the necessary information about the services offered and the conditions for their use. You also have a general knowledge of services provided by partners and details about the destination. As part ofthe hotel reception, you also have an information obligation that allows you to provide brief information about the destination where the accommodation facility is located.

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.

Assignment for the student in the role of the client

You are a customer who is interested in information about the services provided. Additionally, you would like to make a reservation for a tennis court.

Possible scenarios – types of customers:

- A customer who is unable to precisely define thein request.
- A customer who is interested in informatik about services not provided by the accommodation facility.
- A customer who wants to get in touch with a person staying at the hotel.
- A customer who wals details about a reservation but is unable to describe it properly.

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 aspekt of interaction and verbal expression.

The professional aspekt 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 scenário context

Client arrives at the accommodation facility with a valid room reservation. During check-in, it is necessary to respect basic communication rules and procedures that lead to maximizing guest satisfaction, thein registration for the stay, and also enhancing the value of individual reservations.

Model dialogue

A – The phone rings at the hotel reception.

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

B1 – "Goodday, this is Martin Horak, and I would like to make a reservation for a tennis court."

- „Mr. Horak, do you have a reservation at our hotel?" > C1, C2

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

- "You have reached Hotel International, how may I assist you?" > B1 or X1
- "I apologize, you have reached Hotel International, my name is Pavel Novak, how may I assist you?" > B1
- "To Hotel International." > B1 or X1

X1 – "Goodbye."

C1 – "I don'thave a room reservation."

- "Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel." > X2
- "Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel. I can recommend tennis courts located Nera our hotel. There is the Johanka Sports Club." > X3
- "Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel. I can recommend tennis courts located Nera our hotel. Thereisthe Johanka Sports Club. If you're interested, I can provide you with the phone number to make a reservation." > X3

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- "Mr. Horak, I will transfer you to the reception of our sports center, where my colleague will assist you in reserving the court. Is there anything else I can help you with?" > D

C2 – "Yes, I have a reservation for April 17, 2022."

- "Please bear with me while I find your reservation in the hotel system." > E

D – "I don't need anything else."

- "Alright. Please hold on, don't hang up. I will transfer you to the reception of our sports center. Goodbye." > X4

E – "Alright, I'll wait."

- "Mr. Horak, is it a reservation for a double room from April 17, 2022, for 3 nights for two people?" > F
- "Mr. Horak, I have your reservation in front of me. When would you like to reserve the tennis court?" > G

F – "Yes, exactly, that's my reservation."

- "When would you like to reserve the tennis court?" > G

G – "I would like to reserve a tennis court on April 18, 2022, from 18:00 to 20:00."

- "Thank you, Mr. Horak. I will transfer you to the reception of our sports center, where you can make the reservation. Is there anything else I can help you with?" > D
- "Mr. Horak, please bear with me while I Cheb if the tennis court is available at the requested time." > H

H – "Alright, I'll wait."

- "Mr. Horak, there is one of our tennis court available at that time. Would you like to confirm the reservation for April 18, 2022, from 18:00 to 20:00?" > I1
- "Mr. Horak, the tennis courts are fully booked at the chosen time, but I could offer you a court on the same day from 19:00 to 21:00." > I1, I2
- "Mr. Horak, the tennis courts are fully booked at the chosen time, but I could offer you a court on the same day from 16:00 to 18:00." > I1, I2

I1 – "Great, that will be fine."

- "If you would like to chase the time of your reservation, you can contact me, or you can also contact the reception of our sports center. I recommend arriving at the sports center with some time in advance so you can fully enjoy the reserved court. Is there anything else I can help you with, Mr. Horak?" > X5

I2 – "Unfortunately, I don't have availability at other times. I will try to find another option."

- "Mr. Novak, is there anything else I can assist you with?" > X5

X2 – "Goodbye."

- "Goodbye, Mr. Novak. Ifyou'reinterested in accommodation or making a reservation at our restaurant, don't hesitate to contact me."

X3 – "Thank you for the information, goodbye."

- "Goodbye, Mr. Novak. If you're interested in accommodation or making a reservation at our restaurant, don't hesitate to contact me."

X4 – "Goodbye."

X5 – "I don't need anything else, goodbye."

- "Goodbye, Mr. Horak."

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Communication scenario for self-study – results

This is a description of a model scenario for communication with a klient during thein 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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- "Good day!" > B2

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- "You have reached Hotel International, how may I assist you?" > B1 or X1
- "I apologize, you have reached Hotel International, my name is Pavel Novak, how may I assist you?" > B1
- "To Hotel International." > B1 or X1

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X1 – "Goodbye."

C1 – "I don't have a room reservation."

- <mark>"Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel." > X2</mark>
- "Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel. I can recommend tennis courts located near our hotel. There is the Johanka Sports Club." > X3
- "Mr. Horak, I apologize, but our tennis courts are only available to guests staying at our hotel. I can recommend tennis courts located near our hotel. There is the Johanka Sports Club. If you're interested, I can provide you with the phone number to make a reservation." > X3
- "Mr. Horak, I will transfer you to the reception of our sports center, where my colleague will assist you in reserving the court. Is there anything else I can help you with?" > D

C2 – "Yes, I have a reservation for April 17, 2022."

- "Please bear with me while I find your reservation in the hotel system." > E

D – "I don't need anything else."

- "Alright. Please hold on, don't hang up. I will transfer you to the reception of our sports center. Goodbye." > X4

E – "Alright, I'llwait."

- "Mr. Horak, is it a reservation for a double room from April 17, 2022, for 3 nights for two people?" > F
- "Mr. Horak, I have your reservation in front of me. When would you like to reserve the tennis court?" > G

F – "Yes, exactly, that's my reservation."

- "When would you like to reserve the tennis court?" > G

G – "I would like to reserve a tennis court on April 18, 2022, from 18:00 to 20:00."

- "Thank you, Mr. Horak. I will transfer you to the reception of our sports center, where you can make the reservation. Is there anything else I can help you with?" > D
- "Mr. Horak, please bear with me while I check if the tennis court is available at the requested time." > H

H – "Alright, I'll wait."

- "Mr. Horak, there is one of our tennis courts available at that time. Would you like to confirm the reservation for April 18, 2022, from 18:00 to 20:00?" > I1

I1 – "Great, that will be fine."

- "If you would like to change the time of your reservation, you can contact me, or you can also contact the reception of our sports center. I recommend arriving at the sports center with some time in advance so you can fully enjoy the reserved court. Is there anything else I can help you with, Mr. Horak?" > X5

I2 – "Unfortunately, I don't have availability at other times. I will try to find another option."

- "Mr. Novak, is there anything else I can assist you with?" > X5

X2 – "Goodbye."

- "Goodbye, Mr. Novak. If you're interested in accommodation or making a reservation at our restaurant, don't hesitate to contact me."

X3 – "Thank you for the information, goodbye."

- "Goodbye, Mr. Novak. If you're interested in accommodation or making a reservation at our restaurant, don't hesitate to contact me."

X4 – "Goodbye."

X5 – "I don't need anything else, goodbye."

"Goodbye, Mr. Horak."

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