Walk - out

This communication scenario is intended for multiple participants in the training

Walk-out refers to a situation where a customer arrives at an accommodation facility with a confirmed reservation but cannot be accommodated. It is a highly stressful situation for both the customer and the staff of the accommodation facility. Alternatively, if the situation arises due to reasons on the customer's side, it is important to explain in detail the reasons for the inability to accommodate them.

This problem may occur when the strategy of overbooking is applied, when there are technical issues with the hotel's capacity, or when the necessary documents are not provided, or when there are changes to the customer's requirements upon arrival.

The aim of a walk-out is to satisfy the customer's needs without damaging the reputation of the accommodation facility and to find alternative solutions to his problem.

The goals of the scenario

- Improve the ability to work under stress.
- Enhance communication skills in resolving unexpected situations.
- Improve stress management.

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.

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Basic Scenario Settings

The Front-Office employee is directly at the reception and has a personal computer with access to the Property Management System (PMS), which contains information about reservations as well as the overall availability of the accommodation facility. They also have access to a telephone and other technical reception equipment. In addition to the technical equipment, they are equipped with communication standards for interacting with clients and internal communication within the establishment.

Apart from the general standards, in this case, the employee is equipped with knowledge of the Walk-out standard and the methods for handling this situation in the context of business rules and procedures.

The customer arrives at the Front Office with a confirmed reservation and the need for accommodation. Unfortunately, they cannot be accommodated due to the unavailability of rooms.

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

In case it is not possible to accommodate a client with a pre-existing reservation, it is necessary to identify the reason that led to this situation. If the reason is on the client's side (for example, failure to provide necessary documents), it is important to thoroughly inform them about the reasons for the inability to accommodate them. In the case of a shortage on the accommodation provider's side, it is necessary to sensitively inform the client about the situation and then proactively resolve the entire situation based on business rules. The main goal is to resolve the situation without damaging the reputation of the accommodation facility, even if it involves increased costs (in this case, it is necessary to follow internal company rules or consult a superior who is prepared for alternative solutions to the situation).

Assignment for the student in the role of the client

You are a customer who arrives at an accommodation facility with a pre-existing reservation. You are interested in checking in for your stay.

Possible customer types:

- A calm customer who is willing to accept possible relocation.
- An aggressive customer who refuses relocation.
- An aggressive customer who demands the presence of a superior.
- A nervous customer who requests a refund.
- A customer who threatens and demands not only a refund but also additional complimentary 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.

Walk-out

Communication scenario for self-study

Definition the context of the communication scenario

The FO staff member is at the hotel reception and has a PC with internet access and access to the hotel's PMS (Property Management System), which accurately maintains guest records and room accounts. They also have all other necessary technologies, such as a payment terminal, printer, and more. In addition to standard equipment, the FO staff member is equipped with customer interaction standards.

The main goal from the FO staff's perspective is to satisfy the needs of the customers. From the customer's perspective, the goal is to obtain information about transportation options to a preselected tourist destination.

Model dialogue

A - The client arrives at the accommodation facility.

- "Good day." > B
- Good day, welcome to Hotel International. My name is Roman Smolík, how can I assist you?" > B
- "Good day, welcome to Hotel Praha." > B

B - "Good day, I have a reservation and would like to check-in."

- "May I ask for your name or the name under which the reservation was made?" > C
- "What name is the reservation under?" > C

C - "I made the reservation under the name Ondřej Novák, for 3 nights."

- "Great, let me check that in the system." > D
- "Alright, give me a moment, I'll check in the system." > D
- "Mr. Novák, I kindly ask for your patience while I verify your reservation in the hotel system." > D

D - "Alright."

- "Mr. Novák, unfortunately, I won't be able to accommodate you." > E1
- "Mr. Novák, I sincerely apologize, but I won't be able to accommodate you. Unfortunately, we had to take several rooms out of service due to technical issues with the heating and water supply." > E2

E1 - "Why? I have a reservation and I've already paid in advance."

- "Unfortunately, we had to take several rooms out of service due to technical issues with the heating and water supply. Therefore, I don't have any available rooms to offer you." > E2

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- "You're right, but I don't have a vacant room for you." > E2

E2 - "Alright, but what should I do now?"

- "I can arrange accommodation for you at our partner hotel, which is just a few minutes away. I will also take care of transportation to ensure you can reach the hotel comfortably." > F1
- "I can refund your payment or assist you in finding accommodation at another nearby hotel." > F2, F3
- "Unfortunately, I can only request a refund for the payment you have already made." > F3

F1 - "Well, if there's nothing else that can be done."

- "Mr. Novák, for your reservation, I have a Standard Double Room for single occupancy with breakfast for 3 nights. Is that correct?" > G
- "Mr. Novák, your reservation was for 3 nights, is that correct?" > G
- "Mr. Novák, I can transfer your reservation to Hotel Amarylis, which is similar to our hotel." > H

F2 - "What kind of accommodation is it? And where is it located?"

- "It's our partner hotel, which is just a few minutes away from our hotel. If you'd like, I can show you some photos. Of course, I would ensure the same accommodation under the same conditions as your original reservation." > H

F3 - "Of course, it's clear that you will refund my money. But where am I supposed to sleep?"

- "Unfortunately, I can't do anything else for you. I have already transferred the full prepayment to your card. I will need your confirmation of the transaction." > N
- "Mr. Novák, I sincerely apologize for the situation. However, I can arrange accommodation for you at our partner hotel, Hotel Amarylis, which is just a few minutes away from our hotel." > F1
- "Mr. Novák, I sincerely apologize for the situation. I can arrange accommodation for you at our partner hotel, which is just a few minutes away from us. I will also take care of transportation to ensure you can reach the hotel comfortably." > F1

G - "Exactly."

- "In that case, I can offer you Hotel Amarylis, which provides the same standard of service and is located just a few minutes away from our hotel. If you'd like, I can show you photos of the Standard Double Room." > H
- "Alright, so I can transfer your reservation to Hotel Amarylis, which is just a few minutes away from our hotel." > I

H - "Alright, show me, so I know what I'm getting into."

- "Certainly, here's a visualization of the room. The hotel is located in the same district and has very good transportation accessibility. The structure and quality of services are the same as in our hotel." > I

- "Here are photos of the hotel itself as well as the hotel rooms where your reservation would potentially be transferred." > I

I - "And how much does it cost? I definitely don't want to pay extra."

- "Mr. Novák, don't worry, the price of your accommodation remains the same. I will take care of covering the difference between the amount you have already paid and the price of accommodation at Hotel Amarylis. Can I reserve the room for you?" > J
- "The price of the accommodation for you will be the same as in your original reservation. Can I transfer the reservation to Hotel Amarylis?" > J

J - "Alright, if I may ask you then"

- "Certainly, I ask for your patience so that I can handle everything. In the meantime, may I offer you some light refreshments at our lobby bar? It's on us." - K
- "Certainly, I ask for a moment of your patience so that I can take care of everything." > L

K - "Thank you, I'll wait in the lobby bar then."

- "Mr. Novák, I have good news for you. The room at Hotel Amarylis will be prepared for you within the next hour. Please enjoy your coffee in peace, I have also arranged transportation for you. Our driver will wait for you in front of the hotel and take you directly to Hotel Amarylis, where they will be expecting you and have everything ready." - L

L - "Alright, thank you for your assistance."

- "Mr. Novák, you're welcome. I apologize once again for the complications with your stay. If you need anything, don't hesitate to contact me." > M
- "You're welcome." > M

M - "Goodbye."

- "Goodbye."

N - "Well, don't expect me to ever stay with you again."

- "Goodbye."

Walk-out

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.

Model dialogue

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B - "Good day, I have a reservation and would like to check-in."

- "May I ask for your name or the name under which the reservation was made?" > C
- "What name is the reservation under?" > C

C - "I made the reservation under the name Ondřej Novák, for 3 nights."

- "Great, let me check that in the system." > D
- "Alright, give me a moment, I'll check in the system." > D
- "Mr. Novák, I kindly ask for your patience while I verify your reservation in the hotel system." > D

D - "Alright."

- "Mr. Novák, unfortunately, I won't be able to accommodate you." > E1

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- "Mr. Novák, I sincerely apologize, but I won't be able to accommodate you. Unfortunately, we had to take several rooms out of service due to technical issues with the heating and water supply." > E2

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- "You're right, but I don't have a vacant room for you." > E2

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- "Certainly, I ask for a moment of your patience so that I can take care of everything." > L

K - "Thank you, I'll wait in the lobby bar then."

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L - "Alright, thank you for your assistance."

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- "You're welcome." > M

M - "Goodbye."

- "Goodbye."

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