






Front Office Operations



Chapter 1

Introduction to Front Office



“PEOPLE WILL FORGET WHAT YOU SAID,
FORGET WHAT YOU DID, BUT PEOPLE
WILL NEVER FORGET HOW YOU MADE
THEM FEEL.”

– MAYA ANGELOU

FRONT OFFICE

The front office is one of many departments working in a hotel establishment. This department is the face of the hotel. It is the first guest contact area and also the nerve centre of the hotel. All the activities and areas of the front office are geared towards supporting guest transaction and services.

Traditional Front Office functions include reservation, registration, room and rate assignment, guest services, room status, settlement of the guest account and creation of guest records.

The Front Office develops and maintains a comprehensive database of guest information, coordinates guest services and ensures guest satisfaction.

These functions are accomplished by personnel in diverse areas of Front Office Department.



FRONT OFFICE

The Front Office Department is a significantly important department as it makes direct contact with guests.

The main function of this department is Reservation, Guest service, Check-in, Check-out, Telephone Operations, Cashiering, Foreign Exchange, Room Assignment, Enquiry etc.

The Front Office can be defined as an area located at a premises, just after entering the said premises. This area is often referred to as the foyer or the lobby area.

As this department is located around the foyer area of the hotel and is visible to guests, patrons and visitors, collectively, this area is called “Front Office”.



FRONT OFFICE

The front office department is one of the major operational and revenue-producing departments of the hotel.

The department on an average generates two-thirds of the revenue earned by a hotel.

Sales generated includes:

- Guest rooms
- Shopping
- Travel Counter
- Coffee Bars
- Souvenirs
- Jewellery
- Transportation

The department is fully responsible for providing valuable services to the guests during the entire guest cycle consisting of Pre-arrival, Arrival, Occupancy and Departure.





Questions ?

FRONT OFFICE

Due to the large responsibilities involved, the front office department can have several sub-divisional departments to help with the flow of the workload.

Guest Registration:

Does all guest registration-related activities like Check-in, room assignment, welcoming, room rate etc.

Guest Service:

Fulfil any Guest Services related activities.

Guest History and records:

Creates and maintains a guest profile, history, likes and dislikes, collect feedback etc.

Guest Database:

Develops & maintains a Comprehensive Database of Guest Information



FRONT OFFICE

Finance and Foreign Exchange:

This section relates with the Accounting Department. Carries out collection from guests through their services and also give the foreign exchange service.

Reservation:

Responsible for registering the room reservation from various sources, with recordings, filing of reservation records and revise on the appropriate time to make sure that guests would have their rooms upon entering the hotel.

Postage and Parcels:

To facilitate guests requirements pertaining to the posting of letters, telegrams and parcels.

Telephone:

To facilitate guests pertaining to the telephone both internally and externally and to assign wake up calls.



FRONT OFFICE

Enquiry:

This section is to answer questions and enquiries of guests.

Bell Desk and Concierge:

Provide all services related to luggage, laundry and parking, travel info.

Lost and Found:

Should any guest lose any of their belongings and any person found this belonging within the hotel then this division ensure the item/s is returned to the owner.

Room Status:

Responsible to update the correct room status like CI, CO, DNCO, DND etc.



FRONT OFFICE



ROOM STATUS:

OCC - Occupied: A guest is currently occupied in the room.

DND - Do Not Disturb: The guest has requested not to be disturbed.

DO - Due Out: The room is expected to become vacant after the following guest checks out.

CO - Check-Out: The guest has settled his or her account, returned the room keys and left the hotel.

LC - Late Check out: The guest has requested and is being allowed to check out later than the normal.

EC - Early Check-in: Guest has requested for an Early Check-in and is being allowed to check-in earlier than the normal.

FRONT OFFICE

PRE-REQUISITES FOR JOINING A HOTEL AS A FRONT DESK STAFF:

Education:

High school graduate or equivalent.

Must speak, read, write and understand the primary language used in the workplace.

Must be able to speak and understand the primary language used by the guests who visits the hotel.

Experience:

Previous hotel-related experience desired.

Physical:

Requires grasping, writing, standing, sitting, walking, repetitive motions, hearing, visual acuity and may on occasion have to lift and carry up to 40 pound.





Questions ?



Chapter 2

Welcoming Guests



*“WHEN THE CUSTOMER COMES FIRST,
THE CUSTOMER WILL LAST.”*
- ROBERT HALF

WELCOMING GUESTS

In the dictionary – welcoming refers to behaving in a polite or friendly way to a guest or new arrival.

While all department staff at hotels are required to be both welcoming and friendly, no other department in the hotel plays a pivotal role in welcoming guests than the front office staff.

Before we dwell in to looking at examples of welcoming a guest by front office personnel, lets explore a usual guest cycle.



WELCOMING GUESTS



The Guest Cycle

A guest's interaction with the hotel can be generally broken down into 4-sequential phases. Front office staff must be aware of guest services and guest accounting activities at all stages of the guest stay.

Front office staff can effectively serve the guest if they have a clear understanding of the flow of business in the hotel. Guest Cycle also represents a systematic approach to front office operations.

The guest cycle comprises of 4 segments. There are:

1. Pre - Arrival
2. Arrival
3. Occupancy
4. Departure

WELCOMING GUESTS

The Guest Cycle

Pre – Arrival

It is the stage when the customer is planning to avail an accommodation in the hotel. In this first stage, the customer or the prospective guest enquires about the availability of the desired type of accommodation and its amenities via telephonic call or an e-mail. The customer also tries to find out more information about the hotel by visiting its website.

At the hotel end, the front office accounting system captures the guest's information such as name, age, contact numbers, probable duration of stay for room reservation and so on.



WELCOMING GUESTS

The Guest Cycle

Arrival

The front office reception staff receives the guest at the reception.
The porters bring in the guest luggage.

For the guest with confirmed reservation, the front office clerk hands over a Guest Registration Card (GRC) to the guest and requests the guest to fill in personal information regarding the stay in the hotel.

The clerk then registers the guest in the database thereby creating a guest record and a guest account along with it.

Later, the clerk hands over a welcome kit and keys of the accommodation. After the procedure of registration, the guest can start occupying the accommodation.



WELCOMING GUESTS

The Guest Cycle

Occupancy

During occupancy, a front office accounting system is responsible for tracking guest charges against his/her purchases from the hotel restaurants, room service, bar, or any outgoing telephone calls made via the hotel's communication systems.

The front office staff is responsible to manage and issue the right keys of the accommodation to the right guests.

On guests' request, the staff also makes arrangement for transportation, babysitting, or local touring while the guest is staying in the hotel.



WELCOMING GUESTS

The Guest Cycle

Departure

During guest departure, the front office accounting system ensures payment for goods and services provided.

If a guest's bill is not completely paid, the balance is transferred from guest to non-guest records. When this occurs, collection becomes the responsibility of the back office accounting division.

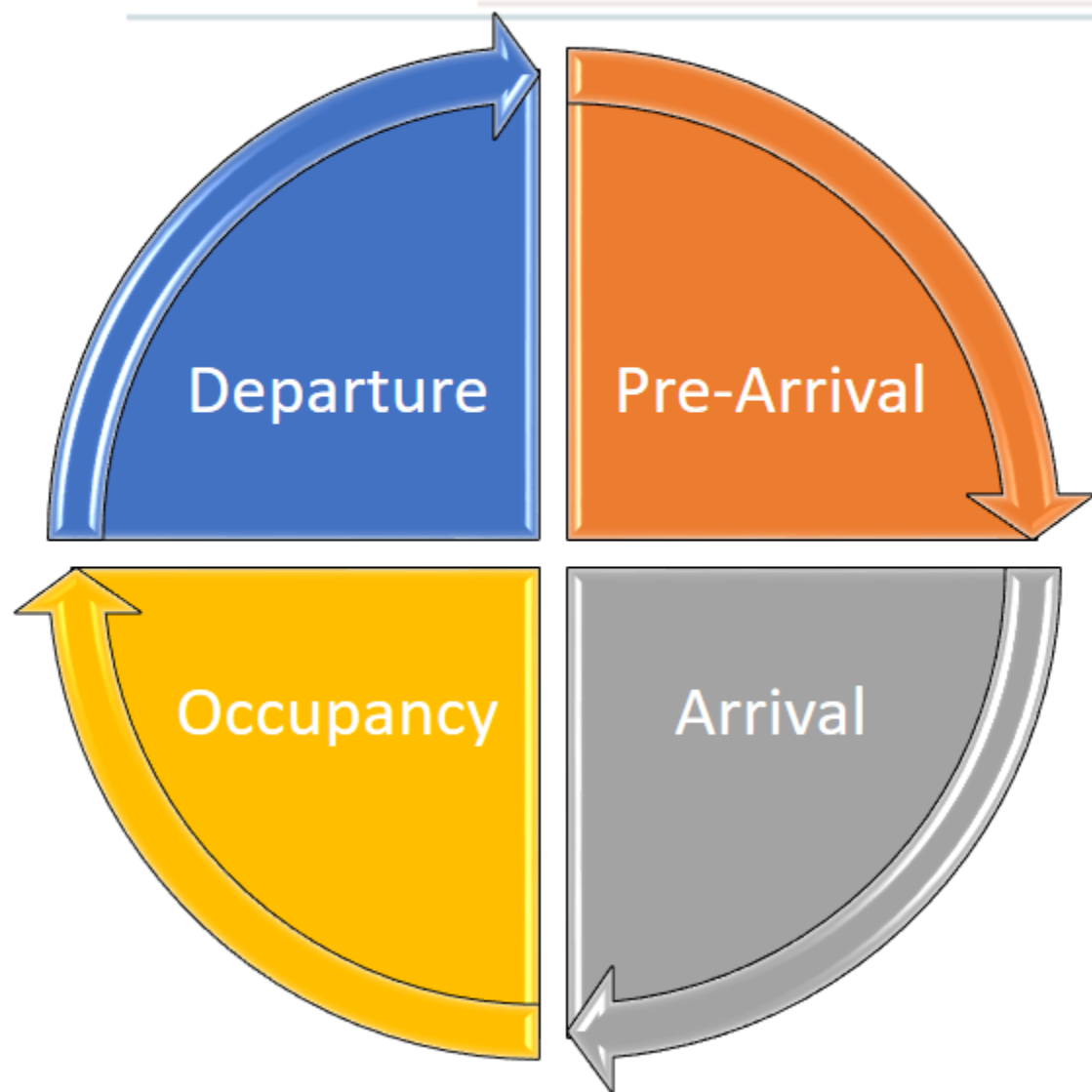
At the time of guest departure, the front office staff thanks the guest for giving an opportunity to serve and arrange for handling luggage.

In addition, if the guest requires airport or other drop service, the front office bell desk fulfils it.



WELCOMING GUESTS

THE GUEST CYCLE



WELCOMING GUESTS

THE GUEST CYCLE STAGE ACTIVITIES

Pre-Arrival

Reservation, Reconfirmation, Pickup request, Pre Arrival Letter

Arrival

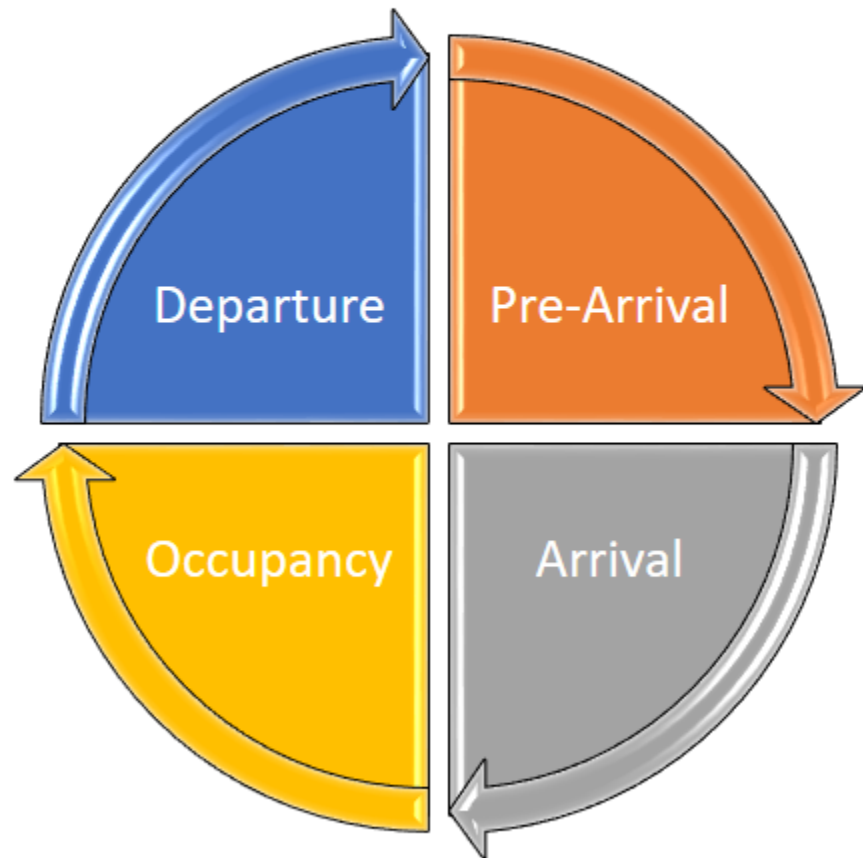
Doormen, Bell Desk, Travel Desk, Registration, Room Assignment, Issuing of Key, Baggage Handling, Welcome Letter

Occupancy

Safe Deposit, Telephone Calls, Concierge, Travel Desk, Currency Exchange, Mails

Departure

Bill Settlement, Key Return, Bell Desk, Travel Desk, Concierge, Check-out, Thank-you Letter





Questions ?

WELCOMING GUESTS

STEP 1 – GREETING

When guests arrive, welcome them with the local greeting.
Always with a SMILE :)

Appropriate greetings:

Address them with the appropriate greeting for the time of, as follows:

- 00.00 – 11.59 - “Good morning”
- 12.00 – 17.59 - “Good afternoon”
- 18.00 – 23.59 - “Good evening”



WELCOMING GUESTS

STEP 2 – INTRODUCTION

Use the guest's name to address guest after you have verified the name by using his/her identification.

e.g., "Good morning Mr. David, how are you?"

Introduce yourself.

e.g., "My name is Rose, please allow me to complete your formalities".



WELCOMING GUESTS

STEP 3 – FORMALITIES

Check for any reservation by asking the guest, if he/she made a reservation with the hotel.

If no reservation, following questions to be asked by guest

- Booking name
- Room occupancy (Single, Double, Triple or Family)
- Room category (Standard, Superior, Deluxe, Suite)
- Smoking or Non-smoking
- Meal Plan to be booked on
- Allergies
- Special amenities in the room
- Special needs - Wheel chair access or closer to meeting rooms
- Check-out date
- Mode of Payment
- Complete check-in formalities
- Inform the guest about check-out timing



WELCOMING GUESTS

STEP 4 – CLOSURE

Handover room key.

Inform guests of 24-hour services provided in hotel.

Restaurant meal timings.

Room facilities.

House keeping facilities.

Guide the guest by pointing to the direction of the room.

Greet guest/s for a pleasant stay at the hotel.

Contact concierge for baggages.



WELCOMING GUESTS



Summary questions:

1. What is the appropriate greeting for the time?
2. How to tell the guest regarding restaurant rules?
3. How to ask the guest for reservation?
4. How do you leave your station, if the guest needs your help?
5. How to introduce yourself to the guest?
6. Who will give the guest Wi-Fi password?
7. Why is Front Office responsible for guest during their entire stay?





Questions ?



Chapter 3

Registration Procedures



*“THERE ARE NO TRAFFIC JAMS ALONG
THE EXTRA MILE.”*

– ROGER STAUBACH

REGISTRATION PROCESS



Registration is a process that falls under Check-in procedures.

It concerns with obtaining information about the guest, preferences in order to allow the guest access to the hotel premises.

There are multiple ways to register a guest in to the hotel Registration process from walking registration cards to online booking systems by hotels.

After a guest arrives at the hotel, the front desk agent should complete the guest registration process. This is to make sure that the guest registration is completed as per the hotel standard and also to collect important guest information.

Guest is also asked to sign on the printed registration card as a statutory requirement and also to verify that the details provided on the registration card is accurate.



REGISTRATION PROCESS

Registration card

Usually a printed form on a hotel letterhead requiring the guests to fill in name, address, contact details along with passport or identification numbers to keep records of the guest stay at the hotel.

In most countries, the guest's signature on a registration card is required by law.

2014 Hotel Registration Form
SMACNA's 71st Annual Convention • October 12 - 15, 2014 • JW Marriott San Antonio Hill Country • San Antonio, Texas

Attendee Information Please complete one hotel form for each hotel room required.

Name _____
Sharing Room With _____
Company Name _____
Company Address _____
City _____ State _____ Zip Code _____
Email _____ Fax _____ Work Phone _____

Room Reservation
Please indicate your room categories, in order of preference. Requests will be processed on a first-come, first-served basis. Should your first choice not be available you will be assigned the next available category. For additional rate information, please contact Paul Rotman at C&R (contact information listed below).

Room Type	Rate	Preference
Standard Guest Room	\$299	1 <input type="checkbox"/> 2 <input type="checkbox"/>
Executive Suite*	\$440	1 <input type="checkbox"/> 2 <input type="checkbox"/>

W MARriott HILL COUNTRY
808 Resort Parkway • San Antonio, TX 78261
Tel: 210-276-2500 Fax: 210-403-3452
Website: www.jwresortantonia.com

Additional Information
*Limited availability
*Adult and fourth adults in room \$20 each, per night. Optional valet parking \$27 per day. \$20 Optional Resort Fee (includes high-speed internet in guest rooms & public space, local/long-distance long distance calls from guest rooms - wired for business, golf bag storage and laundry spa fitness centers, including fitness classes offered at spa, (2) complimentary signature wet suit off menu in Replenish Spa Bistro, tennis court access with racket, and 10% discount in Restaurant)
Check in is at 4 PM and check out is at 11 AM. Any request for early arrival or late departure must be made at least 72 hours in advance.
One in Room: Adults _____ Child _____
Number of Beds: ☐ 2 Beds ☐ 1 Bed

REGISTRATION PROCESS

Process

When Guest arrives at the reception to check in:

- Greet the guest.
- Enquire the Last name / First name of the guest.
- Search for the reservation record and print registration card (if the same is not pre-printed)



REGISTRATION PROCESS

Process

Present the Registration Card to guest for verifying / reconfirming pre-printed details Like :

- First Name, Last Name
- Arrival Date, Time
- Departure Date, Expected time of departure
- Room Rate
- Room Number
- Room Type
- Method of payment
- Billing instructions
- Meal Plan
- Request for ID Proof for local guest and Passport and Visa details for foreigners



REGISTRATION PROCESS



Process

Following details to be completed:

- Salutation (Standard letter writing)
- Designation
- Company Name
- Address Home / Business
- City, Country
- Postal Code
- Telephone / Fax / Mobile numbers
- Email address
- Contact Number / Person in case of emergency
- Purpose of Visit

REGISTRATION PROCESS

Process

Obtain Passport and check Passport for:

- Passport Number
- Nationality and country of residence
- Date of Birth / Anniversary Date
- Passport Issue date and Expiry Date
- Place of Issue of Passport



REGISTRATION PROCESS

Process

Visa Details:

Visa Number

Visa issue date and Expiry date

Visa Place of issue

Type of Visa

Proposed duration of Stay in the country

Arrived from

Proceeding to

Explain to the guest regarding late checkout policy, if any

Request the guest to sign on the Registration Card

Scan / Photocopy of Passport + Visa and attach to the registration card

Another staff to cross sign the registration card on the provided field

Update the guest details collected on regard to the Profile of the guest

File Registration card



1. Why it is required to fill the guest registration card at check-in?
2. What all details to be collected on registration card?
3. What all details to be collected from the passport?
4. Should the front desk agent sign on the regard?
5. What all details to be updated back on the guest profile?
6. What all details to be reconfirmed on registration card?





Questions ?



Chapter 4

Check-in



“ *MAKING YOUR GUESTS FEEL LIKE
THEY'RE AT HOME, EVEN IF YOU WISH
THEY WERE.* ”

– JUSTINE VOGT

CHECK-IN

Hotel guest check-in procedure involves all stages from arrival of a guest to the issuance of the room key to the guest.

Most hotel management training programs streamline this process to a 6-stage protocol.

1. Receiving and Registration
2. Allocation of the room
3. Secure advance Payment
4. Information service
5. Complete the check-in formalities
6. Open guest folio



CHECK-IN

In case of manual or semi-automated operation systems, the process begins as the guests arrive at a hotel and are greeted by the front office staff.

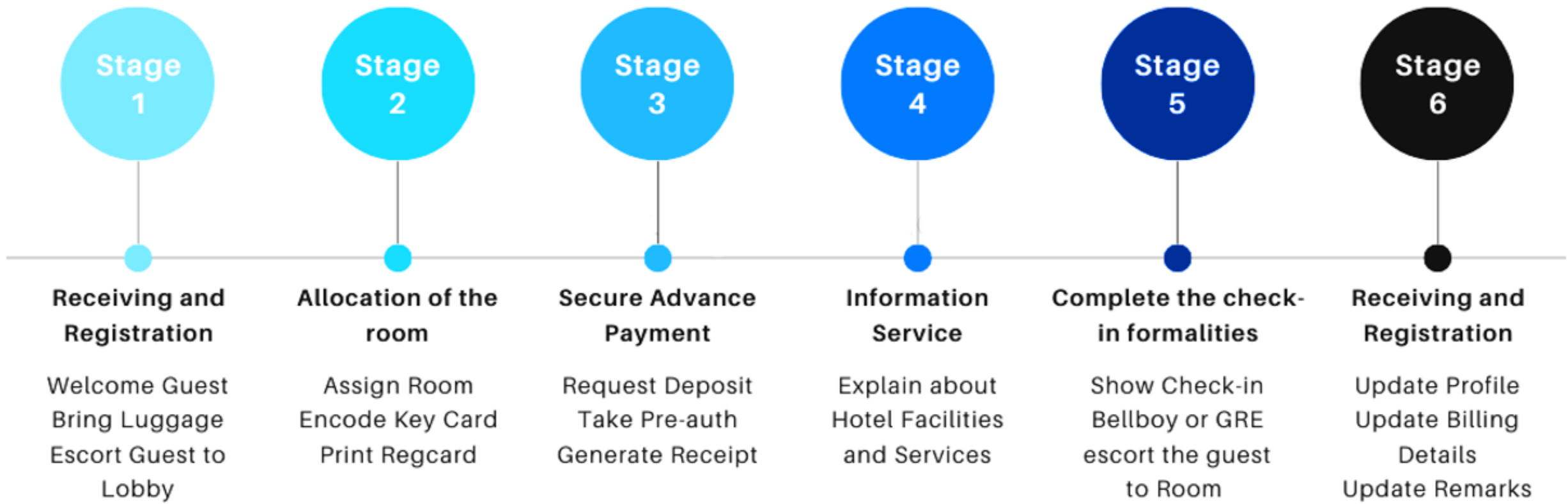
Subsequent to which they complete the registration formalities and finally the guests are assigned rooms and issued the room key by the front office personnel.

In a fully automated system, the same activity is performed automatically by self-service terminals located in the hotel lobby.



CHECK-IN

6 STAGE CHECK-IN PROCESS



CHECK-IN



STAGE 1: RECEIVING AND REGISTRATION

Receive the guest in front of the house

- Open the door and welcome the guest.
- The doorman informs the bell desk to pick-up the guest baggage.
- Bring the luggage and baggage into the lobby (Incase the bell desk team not available then the doorman should assist with the baggage).
- Escort the guest up to reception desk (usually done by the bellboy/porter).
- Provide welcome drink and welcome gift if any (Like Spice Garland, Spice box, Juice etc).

CHECK-IN



STAGE 1: RECEIVING AND REGISTRATION

Receive the guests at the reception

- Welcome the guest promptly with a cheerful and pleasant smile.
- Address with the appropriate surname, if known.
- Request for the reservation details like guest last name, confirmation number, booking source etc.
- Request for the guest ID card or passport.
- Request for the guest business card.

CHECK-IN



STAGE 1: RECEIVING AND REGISTRATION

Register the guest - Complete the registration card or register the guest

- Verify the information on the registration against the reservation ensuring the accuracy of name, date, and payment mechanism.
- Stamp check-in time on the registration card.
- Show check-in in the hotel software/PMS.
- Carry out the final check of the registration card.
- Discuss room preference with guest as per the availability.
- Take a note of the expected departure details.
- Take note of the airport drop, any special request etc.



Questions ?

CHECK-IN



STAGE 2: ALLOCATION OF THE ROOM

- Allocation of the room means assigning a vacant and ready (VR) room to the guest for staying (if this was not done already).
- For repeat guest, assign room as per the preference.
- In order to allocate a guest room, accurate room status information is required. For this purpose, a room status board or room rack is kept in the reception.
- When the room has been allocated, the reception should; Block or code the room as sold.
- Prepare key card of related room number by entering the arrival and departure date, rate and offer it to the guest for signature.
- Give the room key to either the guest or the bellboy.
- Record guest arrival on daily arrival list.



Questions ?

CHECK-IN



STAGE 3: SECURE ADVANCE PAYMENT

- Advance payment should be done for security purpose. It is usually done by accepting a cash deposit or taking a credit card.
- While handling advance deposit, whether cash/ cheques, always:
- Issue a receipt for cash/ cheques and record the payment in the guests' ledger.
- Accept credit card and evaluate for its credit limit and availability.
- Get the imprint of the card and obtain a guest signature.
- Get a pre-authorization (pre-auth) from the Credit Card company or EDC machine for the required amount and record the same to the reservation.



Questions ?

CHECK-IN



STAGE 4: INFORMATION SERVICE

The receptionist is responsible for informing guest about the facilities and services offered by the hotel. This helps the guest to familiarize about the hotel facilities and also to increase the sale. At this point, the receptionist should;

- Acknowledge the guest about the hotel's activities, facilities, and service with direction and location.
- Enquire if the guest requires a wake-up call. If so, record it correctly.



Questions ?

CHECK-IN



STAGE 5: COMPLETE THE CHECK-IN FORMALITIES

After the check-in formalities are completed;

- The bellboy or the Guest Relations Executive (GRE) should escort the guest up to the allocated room.
- Inform other departments and sections about the guest arrival by arrival notification slip.



Questions ?

CHECK-IN



Stage 6: Open the guest folio

- Open guest bill/ folio/folder and clear any old bill copies.
- Record the key information for billing purpose (room rate, number of nights, departure date and mode of payment).
- File the bill in the guests' folio box together with the completed registration card.





Questions ?

CHECK-IN – SPECIAL CASES



Handling Check-in / Check-out for Disabled Guests

The front desk team should provide special assistance and care while check-in or check-out is done for guest with a special need or disabled guests.

Specially designed disabled room should be blocked for such guests and a note or trace to be put in the system under the reservation to do not de-block the room for other guests.

The front desk staff should provide assistance in filling out the registration form.

In-room, check-in and check-out facilities should be provided, if available.

Should ask for the preferred method of wake-up, pick-up of luggage.

Check to see if help is required when the guest needs to leave the room.

During check-in, the front office staff should call the General Manager or Resident manager and hand over the keys to the GM or RM, they will guide the guest to the room.

CHECK-IN – SPECIAL CASES



Handling Check-in / Check-out for Disabled Guests

Depending on the guest, the General manager will show all the facilities in the room, including the bathroom.

The General manager will emphasize to the guest that he/she can call the reception anytime by using the phone (dial 0) or by pulling the cord or pressing the switch in the bathroom.

During the stay of a disabled guest, all departments will do their utmost to make the stay as comfortable as possible.

A pro-active attitude is required while handling guests with disabilities.

In case there is a disabled guest staying in the room, this will be mentioned in all departments shift briefings and also informed to the hotel security department.

In case of an alarm raised from the disabled guest room then the adequate reaction of the staff present should be ensured.

The front desk team should make sure that such guests are treated with the same respect as any other guest.



Questions ?

CHECK-IN – SPECIAL CASES



Handling Check-in / Check-out for VIP / VVIP

A VIP status is often approved by the General Manager, Rooms Director/Director of Operations, or Director of Sales. Because all VIP's guests are pre-registered, the person approving the VIP status also assumes responsibility for the guest's credit / payment status.

Sales team should always inform the front office / reservation department regarding VIP reservation well in advance.

During reservation, an appropriate VIP code to be attached to the VIP reservation on the Property Management System.

VIP Status is normally printed on reports like Arrival list, Room Boy list, Departure list etc. In addition to this new age hotel management software's also give pop-up to users whenever they try to access the guest reservation. E.g.: "GM / AGM to meet on arrival"

CHECK-IN – SPECIAL CASES



Handling Check-in / Check-out for VIP / VVIP

Who is a VIP guest ?

Criteria for Categorizing guests as a VIP may differ from hotel to hotel.

Below are few examples for the same:

VIP:

Decision Makers of Companies

Travel Agents

Honeymoon couples

A guest who had a bad experience on his last visit

Journalists

Event Planners

GM or Unit head of Companies etc.

VVIP:

Board of Directors

Owners

Partners

Celebrities

Loyalty members

Head of States or countries

Senior Government officials

CHECK-IN – SPECIAL CASES



Handling Check-in / Check-out for VIP / VVIP

On the arrival day, ensure that all special requests have been accommodated and actioned.

Upon arrival, Front desk team must inform the FOM / Resident Manager / General Manager to greet and meet the VIP Guest.

The Welcome Amenities must reflect the prestige and cultural background of the Guest.

Always accompany the VIP Guest to the room and proceed with the check-in procedures in the room.

Fill in as much information that you can on the Registration Form prior to presenting it to the Guest.

GM / RM will offer a tour of the property at the Guest's convenience and the person who escorted the Guest to make a courtesy call within the first 24 hours.

List of VIP and VVIP guests are noted down on the white board at Back office, Operators Cabin and housekeeping control desk.



Questions ?



Chapter 5

Cashiering



*“ WE ARE WHAT WE REPEATEDLY DO.
EXCELLENCE THEN, IS NOT A SINGLE
ACT, BUT A HABIT. ”*

– ARISTOTLE

CASHIERING

The cashier acts in the same capacity as a bank, but exclusively for the hotel. Cashier is responsible for handling payment transaction and keeping a track of cash-flow within the respective department.

During Check-out, the guest settles the account by using any of the payment options available, such as – cash, credit cards, traveler's cheques, debit cards, personal cheques, corporate billing, etc. to the cashier.

Cashiering is the act of performing above mentioned duties.



CASHIERING

Revenue center charges to guest accounts for number of nights the guest stayed at the hotel, charges for meals, beverage orders, laundry, mini bar, etc.

At check-out, a bill is raised matching the services rendered by the hotel and receives Payments from guest for the same.

Cashier coordinates the billing of credit card and direct-billed guest accounts with the accounting division.

All guest accounts are balanced by the cashier at the close of each shift. The cashier normally entails answering guest enquiries regarding fees and services.



CASHIERING



PRE-REQUISITES FOR JOINING A HOTEL AS A CASHIER:

Education:

High school graduate or equivalent.

Must speak, read, Write and understand the primary language used in the workplace.

Good presentation.

Team player.

Experience:

Previous hotel-related experience desired.

Experience in operating hotel front office software.



CASHIERING

Job description

- Operates front office posting software
- Completes cashier pre-shift supply checklist
- Clarifies customers question or concerns about the charges
- Maintains adequate supplies of outlet stationery for cashiers
- Assists with distribution of month end reports as per accounts
- Maintains a track of all high balance guests
- Check and follow up on all bills on hold
- Knowledge to perform banking services for guests
- Handling of Foreign currency exchange
- Completes guest check-out procedures
- Settles guest accounts
- Responsibility for any cash used in processing front desk transactions
- Makes discount adjustments
- Disperses guest record upon check-out
- Balances department totals and cash at the close of the shift
- Manages safe deposit boxes
- Assists Front desk staff on check-in, when required





Questions ?



Chapter 6

Post Registration



*“PEOPLE DO NOT CARE HOW MUCH
YOU KNOW, UNTIL THEY KNOW HOW
MUCH YOU CARE.”*

– US PRESIDENT TEDDY ROOSEVELT

POST REGISTRATION

Back-Office Operations

Front Office staff conducts these operations in the absence of the guests or when the guest's involvement is not required.

These operations involve activities such as:

- Determining the type of guest (fresh/repeating) by checking the database.
- Ensuring preferences of the guest to give a personal touch to the service.
- Maintaining guest's account with the accounting system.
- Preparing the guest's bill.
- Collecting the balance amount of guest bills.
- Generating reports.
- Accepting / denying new reservations for bookings generated by online engines.
- Attending to amendments or cancellation of bookings.
- Updating registration records.



POST REGISTRATION

Back-Office Operations

- Notifying account receivable of payment methods.
- Updating / Closing folios.
- Update night audits & cashier.
- Prepare handover.
- Setting up wake up calls.
- Early check-out meal requests.
- Airport drop off vehicle arrangement.





Questions ?



Chapter 7

Layouts



*“ A MAN WITHOUT A SMILING FACE
MUST NOT OPEN A SHOP. ”*

LAYOUT

In order to carry out its mission, goals and objectives, every company shall build a formal structure depicting different hierarchy of management, supervision, and employee (staff) levels.

The organisation chart shows reporting relationships, the span of management, and staff/line functions.

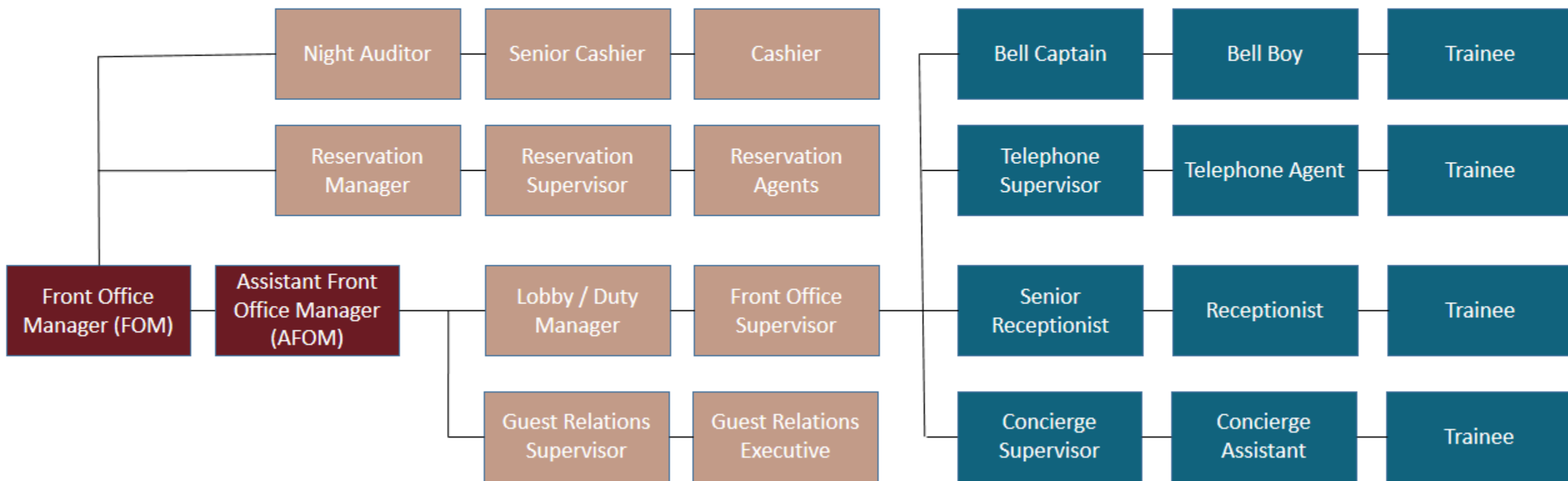
The organisation chart for the front office department differs as per the size of the hotel.




LAYOUT



Large Hotel



LAYOUT



Large Hotel Designation Vs. Job Description

Front Office Manager / Director Of Rooms:

Directly supervises all front office personnel and ensures proper completion of all front office duties.

Assistant Front Office Managers:

Responsible to assist the Front office manager in his / her day to day operations and also take charge when FOM is not available.

Duty Manager:

Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

Guest Relations Manager:

Responsible for all the guest relations related activities in the hotel.

Reservation Manager:

Responsible for all reservations related tasks.

LAYOUT



Large Hotel Designation Vs. Job Description

Revenue Manager:

Responsible for managing the hotels online inventory, website, Online Travel Agents etc..

Front Desk Agent:

Registers guests, and maintains room availability information.

Cashier:

Maintains and settles guest folios, and properly checks out guests.


Night Auditor:

Controls the job of the Accounts Receivable Clerk, and prepares daily reports to management (ex: Occupancy Report and Revenue Report).

Mail & Information Clerk:

Takes Messages, provides Directions to Guests, and maintains Mail.

LAYOUT



Large Hotel Designation Vs. Job Description

Concierge:

Responsible to assist guests by booking tours, making theatre and restaurant reservations, etc.

Telephone Operator:

Manages the Switchboard and coordinates Wake-up Calls.

Reservation Agent:

Responds to Reservation Requests and creates Reservation Records.

Supervisors:

Responsible to oversee and assist the duties and tasks of the respective staff work.

Uniformed Service Agent:

Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

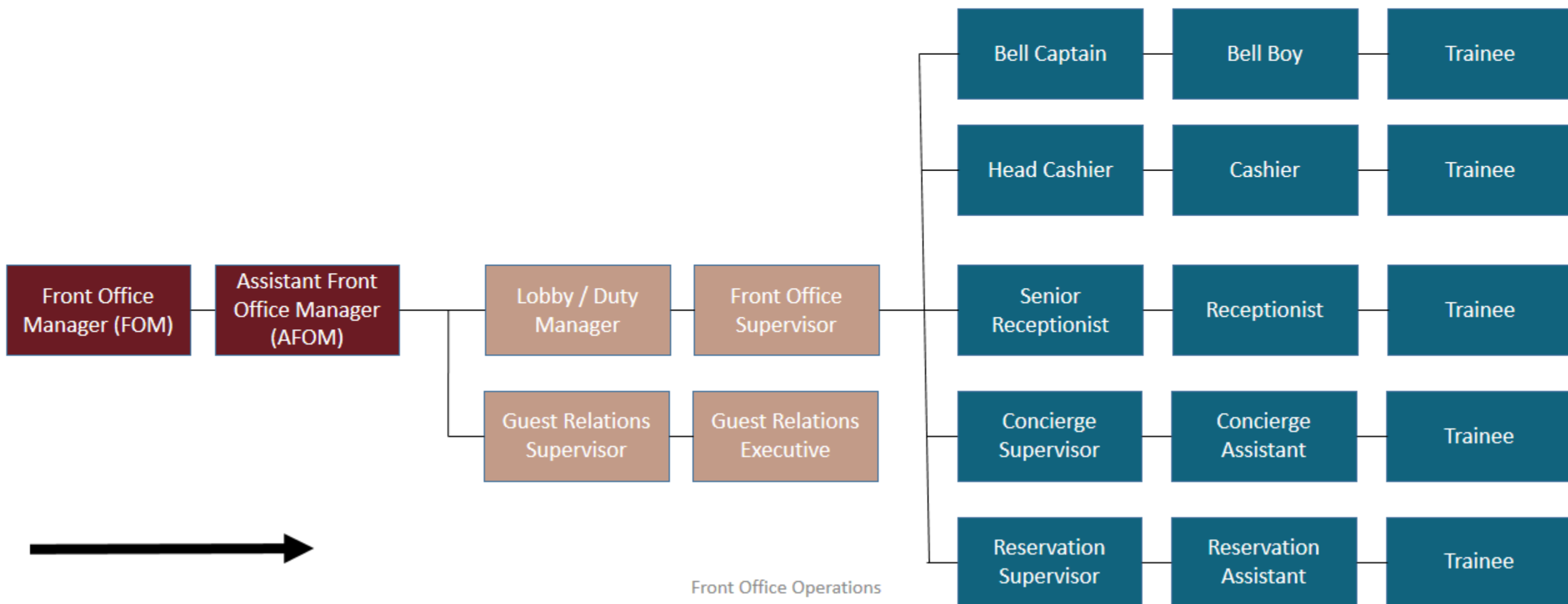


Questions ?


LAYOUT



Medium Hotel



LAYOUT



Medium Hotel Designation Vs. Job Description

Front Office Manager / Director Of Rooms: Directly supervises all front office personnel and ensures proper completion of all front office duties.

Assistant Front Office Managers: Responsible to assist the Front office manager in his day to operations and also take charge when FOM is not available.

Duty Manager: Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

Guest Relations Manager: Responsible for all the guest relations related activities in the hotel.


Front Desk Agent:

Registers guests, and maintains room availability information.

Cashier:

Maintains and settles guest folios, and properly checks out guests.

LAYOUT



Medium Hotel Designation Vs. Job Description

Concierge:

Responsible to assist guests by booking tours, making theatre and restaurant reservations, etc.

Reservation Agent:

Responds to Reservation Requests and creates Reservation Records.

Supervisors:

Responsible to oversee and assist the duties and tasks of the respective staff work.

Uniformed Service Agent:

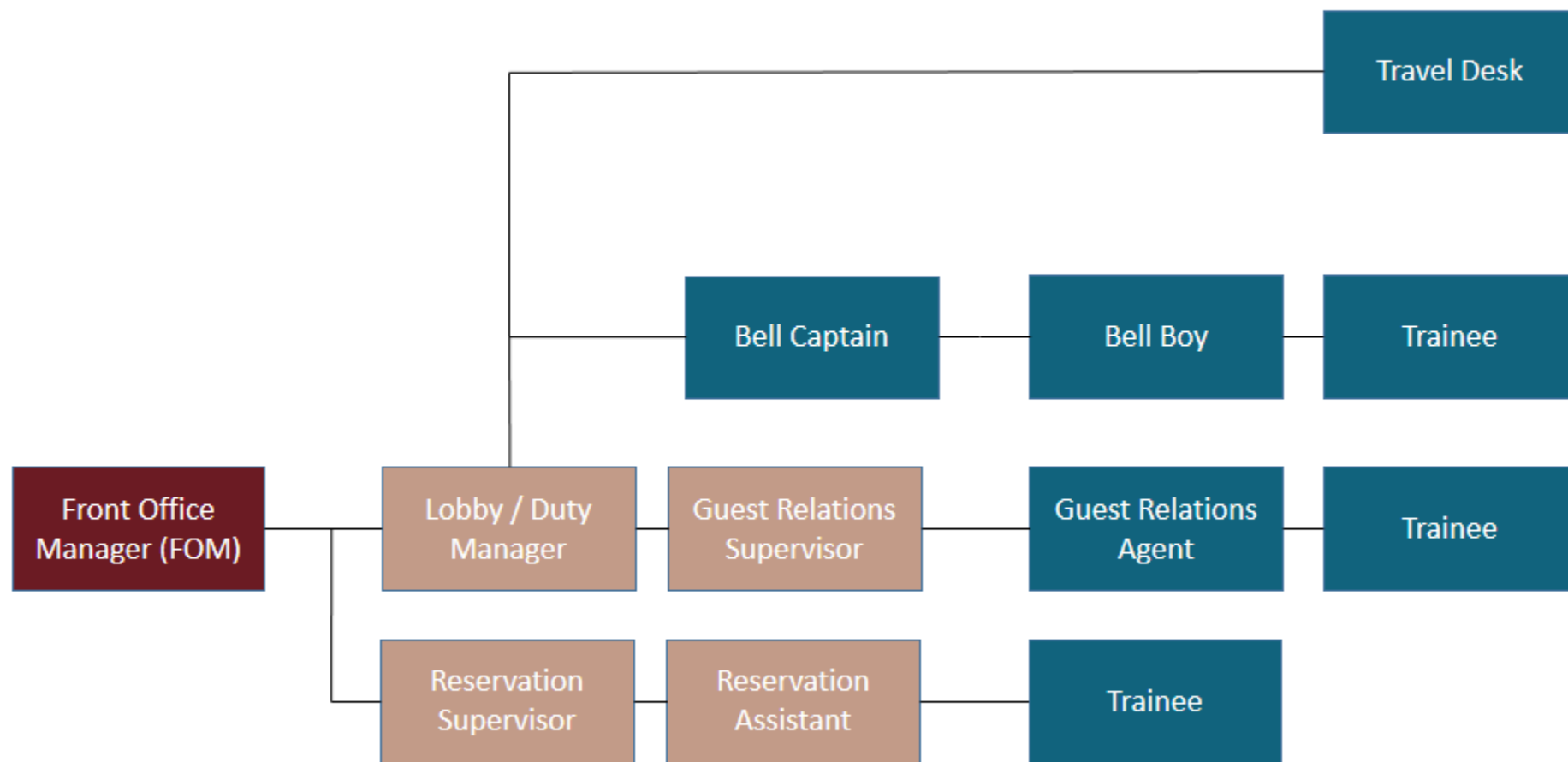
Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.




Questions ?

LAYOUT

Small Hotel



LAYOUT



Medium Hotel Designation Vs. Job Description

Front Office Manager / Director Of Rooms:

Directly supervises all front office personnel and ensures proper completion of all front office duties.

Duty Manager:

Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

Guest Service Agent:

Registers guests, handle telephone, maintain room availability, guest folio, guest profiles and perform check-out.

Reservation Agent:

Responds to Reservation Requests and creates Reservation Records.

Supervisors:

Responsible to oversee and assist the duties and tasks of the respective staff work.

Uniformed Service Agent:

Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.



Questions ?



Chapter 8

Softwares & Systems



“*ENHANCING WORK THROUGH
SIMPLICITY*”

SOFTWARE & SYSTEMS

Central Reservation System (CRS)

It is a computerized reservation system that reduces paperwork and can handle large amount of reservation data effortlessly.

In this system, since the guest data and reservation data are stored on the storage disks of the computers, it can be accessed at wish.

It is stored in the form of a database of collection of records which can enable searching, adding, removing, or updating any guest related data.

The computerized reservation system not only helps to make guest reservations but also helps to forecast how many accommodations can be reserved in an upcoming time period.



Central Reservation System

SOFTWARE & SYSTEMS

Internet Distribution System (IDS)

This refers to Online Travel Agents like Agoda, Booking.com, Expedia etc.

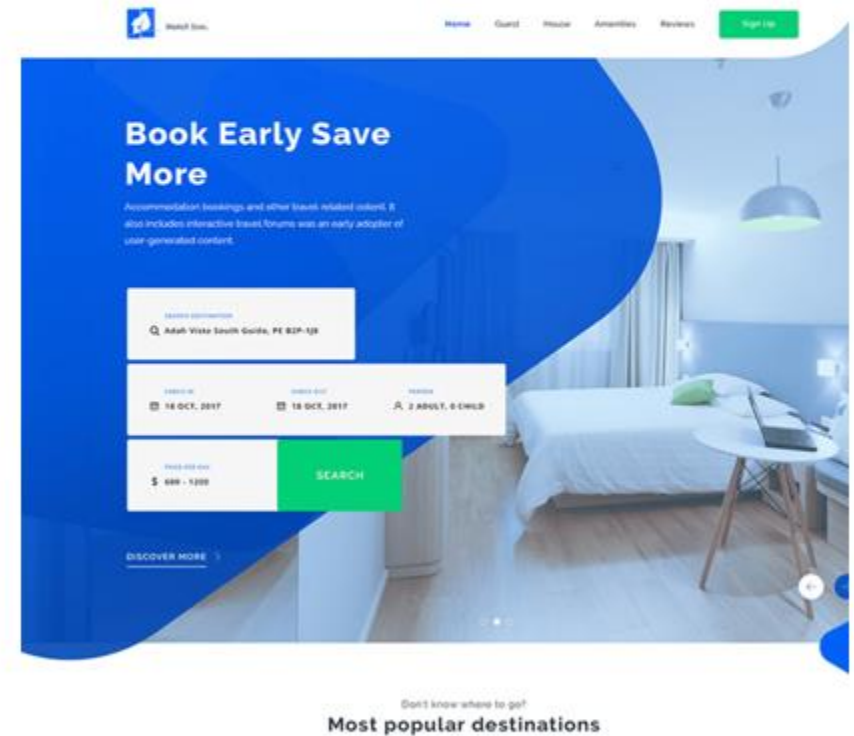
Additionally, the hotel's own booking engine also comes under IDS.
Any Channel Manager, like TravelClick, Synxis, STAAH, Siteminder etc. are tools which can handle these channels.

The logo for trivago, featuring the word "trivago" in a lowercase, sans-serif font. The "tri" is blue, "vago" is orange, and the "o" is red.The logo for agoda, featuring the word "agoda" in a lowercase, sans-serif font. Below the text are five colored circles: red, yellow, green, purple, and blue.The logo for Booking.com, featuring the word "Booking.com" in a bold, sans-serif font. "Booking" is dark blue and ".com" is light blue.

SOFTWARE & SYSTEMS

Booking Engine Generator

An internet-based system used by hotels that allow prospective hotel guests to check availability and make reservations at the hotel.



SOFTWARE & SYSTEMS

Global Distribution System (GDS)

A network of internet reservation systems that provide a central place where travellers and travel agents can check availability and reserve travel-related products like hotels, airline, car rentals, cruises, rail.

Formed and managed by the airline industry and includes system like Galileo, Sabre, Apollo, Amadeus and Pegasus.



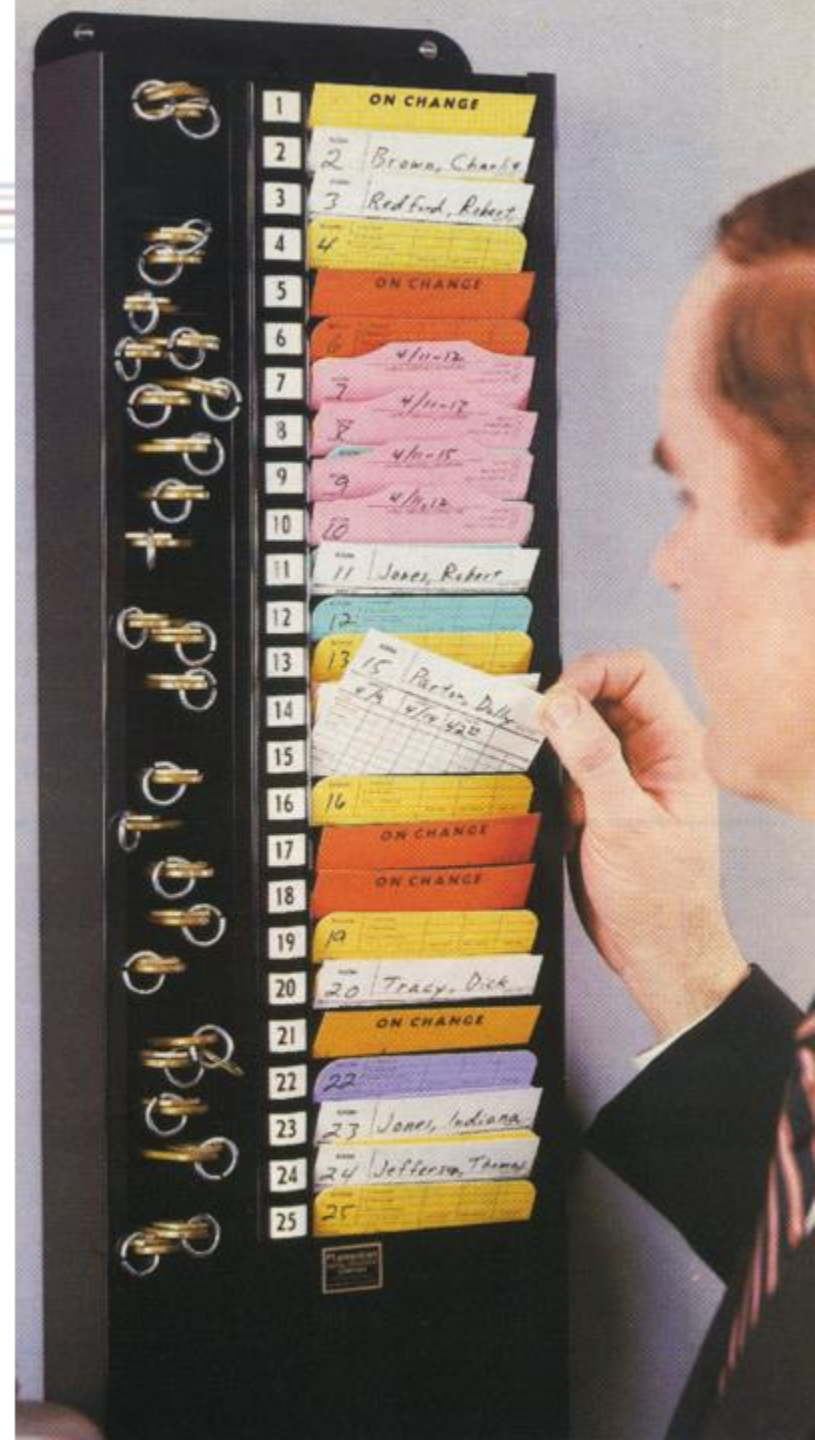
SOFTWARE & SYSTEMS

Whitney rack system


This is a manual system of reservation used for Managing reservations and other front office operations.

It was introduced by the Whitney Duplication and check company based out of New York, USA.

It is a highly efficient system of reservation, where it drastically changed the way hotels handled front office operations post inception.



SOFTWARE & SYSTEMS



Property Management System (PMS)

These are computerized systems that facilitate the management of properties, personal property, equipment, including maintenance, legalities and personnel all through a single piece of software.

These sophisticated softwares have replaced old-fashioned, paper-based methods that used to be both cumbersome and inefficient.

Such systems are often deployed as client/server configurations or the most next-generation.

Property Management Systems (PMS) are cloud, web or browser-based technologies.

SOFTWARE & SYSTEMS

PROPERTY MANAGEMENT SYSTEM (PMS)






Questions ?



Chapter 9

Employee Attributes



*“ONLY A LIFE LIVED TO THE SERVICE OF
OTHERS IS WORTH LIVING.”*

— ALBERT EINSTEIN

EMPLOYEE ATTRIBUTES

As we have seen above, Front office operations can consists of several sub-divisions working in unison.

Each of these sub-division consists of staff with pre-determined duties to be executed during their operational hours.

A typical front office staff member can be assigned duties based on requirement and demand at respective sub-division and also based on their job profile.

Let's look at positions usually found at front office, along with a brief description of their job profile.



EMPLOYEE ATTRIBUTES



Front Desk Agent:

Registers guests and maintains room availability information.

Cashier:

Maintains and settles guest folios and properly checks out guests.

Night Auditor:

Controls the job of the Accounts Receivable Clerk and prepares daily reports to management (ex: Occupancy Report and Revenue Report).

Mail & Information Clerk:

Takes Messages, provides Directions to Guests and maintains Mail.

Telephone Operator:

Manages the Switchboard and coordinates Wake-up Calls.

EMPLOYEE ATTRIBUTES



Reservation Agent:

Responds to Reservation Requests and creates Reservation Records.

Uniformed Service Agent:

Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

Due to the nature of the department, these personnel deal with guests and other potential patrons who visit the hotel, constantly.

Human resource teamed with recruitments at every hotel spends a great deal of time head-hunting staff for front office department.

As we have seen above, a front office staff with the confidence and the charisma can change the experience of a guest when he or she visits the hotel.

EMPLOYEE ATTRIBUTES

Qualities

To be included in front office operations, recruitment or senior managers at hotels look for qualities / attributes in candidates.

- A warm personality
- Neat
- People's person
- Poise
- Be helpful
- Listening skills
- Knowledge of policy
- Team player
- PR skills
- Good memory
- Numerical ability
- Image builder
- Knowledge of languages





Questions ?

1. A warm personality
2. Neat
3. People's person
4. Poise
5. Be helpful
6. Listening skills
7. Knowledge of policy
8. Team player
9. PR skills
10. Good memory
11. Numerical ability
12. Image builder
13. Knowledge of languages



EMPLOYEE ATTRIBUTES



FRONT DESK SERVICES CHECK LIST


- Staff well groomed, uniformed with name tag present.
- Staff does not eat, drink, smoke or chew gum, while at station.
- Staff maintained focus on guest and is not distracted.
- All guests are acknowledged with eye contact, even if the guest waiting in line.
- Guest are not kept waiting in line for no longer than 5 to 8 minutes.
- Front office team is staffed adequately and also as per the demand.
- Staff spoke first and greeted the guests with a smile, welcoming comment within 5 feet.
- Staff verified the guest's name and used it a minimum of 2-3 times during interactions.
- Registered guests were not asked for duplicate information.
- Guest was discreetly asked how they would like to settle their account.
- Details verified including dates of visit, rate, room type, bed type, smoking preference, email address and billing method.

EMPLOYEE ATTRIBUTES



- Guest correspondence / messages / parcels were discreetly conveyed to the guest.
- Staff are engaging guests in conversation during the check-in procedure.
- Check-in of the guest shown on the Property Management system (PMS)
- Credit card pre-authorization done and cards returned back to the guest.
- Key card in the jacket was presented.
- Floor level was indicated, and other information within the key jacket was explained to guest.
- Room number was discreetly provided to guest.
- Guest Registration procedure accurately completed within 5 to 8 minutes.
- In case room is not ready, the other options were provided and agent offered refreshments.
- Front desk agent gave directions to room, and also offered assistance with the luggage.
- Staff did not congregate or engage in personal conversation with other staff, no horseplay.
- Staff spoke last, offered an authentic departure greeting referring to the guest's reason for stay.
- Staff bid farewell and thanked the guest.

The End

A series of horizontal lines in blue, red, and blue colors, with a logo in the top right corner consisting of a stylized 'A' inside a circle.

Questions ?