FRONT OFFICE

PERSONNEL
FRONT OFFICE PERSONNEL

- Attitude, Attributes and Salesmanship

- Job Description and Job Specification
ATTRIBUTES

A High sense of personal grooming:
1. Neat & Clean Uniform
2. Hairs should be well groomed
3. Nails should be properly trimmed
4. Regular bath, Use of soft deodorant.
ATTRIBUTES

- Minimum Jewelry for ladies, Banned for males.
- A Strong feeling of self confidence
- Excellent Communication Skills:
  1. Well versed with English, also should be aware of the local language of the place.
  2. Knowledge of foreign language
ATTRIBUTES

- **Diplomatic In Approach** – This is important towards the guest in order to diffuse any type of tension, which may occur due to the poor service of the hotel.

- **Congenial Nature**
  1. Smiles readily
  2. Exhibits cordial and pleasant behavior.
ATTRIBUTES

- Is sensitive to guest needs
- Possesses a sense of humor / applies it appropriately
- Responds and speaks intelligently
- Demonstrates creativity
- Practices good listening skills
ATTRIBUTES

- Helpful Attitude and Flexible
- Willing and able to accept a different work shift if necessary
- Understand others’ point of view
ATTRIBUTES

- Willing to try new ways of doing things, that is not set in only one way
- Works well with guest and hotel staff, is a team player
CHARACTERISTICS OF SUCCESSFUL SALESPERSON

1. Sales aptitude
2. Skill levels
3. Personal characteristics
A POSITIVE FIRST IMPRESSION

- Be confident
- Knowledge - know your organization and the services you provide
- Confidentiality
- Follow up (don’t just say you’ll do something, do it)
- Strengthen the customer's commitment to your organization

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SELLING STRATEGIES

- **Alternative rate category**
  Provide a selection of rates and room types then ask the guest which they would prefer.

- **Top down**
  Provide the most expensive rate and room type and ask the guest if that is what they require.

- **Bottom up**
  Start at the least expensive rate and room type and work upwards to higher categories.
FRONT OFFICE MANAGER

- Coordinates front-office activities of hotel or motel and resolves problems arising from guests’ complaints, reservation and room assignment activities, and unusual requests and inquiries:
- Assigns duties and shifts to workers and observes performances to ensure adherence to hotel policies and established operating procedures.
FRONT OFFICE MANAGER

- Confers and cooperates with other department heads to ensure coordination of hotel activities.

- Answers inquiries pertaining to hotel policies and services.

- Greets important guests. Arranges for private telephone line and other special services.
FRONT OFFICE MANAGER

➢ To investigate disturbances, and warn troublemakers.

➢ To interview and hire applicants.

➢ To receive and process advance registration payments.

➢ To send out letters of confirmation or return checks when registration cannot be accepted.
ASSISTANT FRONT OFFICE MANAGER

1. Assist Front Office Manager in the daily supervision and evaluation of Front Desk Agent Bell/Valet/Door staff, and monitor the performance, productivity and guest service of such.

2. Operate front desk in the absence of the Front Office Manager to ensure that proper guest service is provided.

3. Keep the FOM aware of all front office situations that occurred during the shift through verbal communication, e-mail or log book.
4. Assist in the training new front desk staff and assist in providing on-going training to front office staff.

5. Assist in monitoring cash flow and credit operations of the desk while maintaining accuracy in account handling and reconciling any discrepancies.
ASSISTANT FRONT OFFICE MANAGER

- Maintain strict key control as well as guest security and confidentiality.

- Perform Front Desk Agent/Supervisor duties and responsibilities as per assigned shift.

- Maintain room inventory by keeping abreast of all revenue lost through out-of-order rooms, and/or maintenance problems. Resolve such problems in a timely basis with Maintenance, Housekeeping and the Front Office Manager.

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10. Inspect public areas around front office for cleanliness and inform housekeeping of status.

11. Be knowledgeable regarding front office and hotel emergency procedures and appropriate actions to take for such emergency situations.
ASSISTANT FRONT OFFICE MANAGER

12. Assist in maintaining and upholding front desk operations in order to provide a high level of guest service.

13. Hold self accountable for the actions and results of front office during assigned shift.
BELL CAPTAIN

1. Records the attendance and grooming of the bell boys at the beginning of each shift and to brief them about the activities and conduct during the shift.

2. Maintain left luggage register to keep a record of all the luggage of the various guests which have been kept in the bell desk.
BELL CAPTAIN

3. Arranges for paging services for the guests within the hotel property.

4. Supervises the crew and group wake up call procedure.

5. Control the movement of bellboys by maintaining the lobby control sheet which is a summary of the activities of all the bell boys.
BELL BOY/ PORTER

1. Transport the guest luggage from porch to the lobby arrival, from lobby to the guest room after the registration or check in and from guest room to lobby and out at porch at departure.

2. Keep a track of all scanty baggage guests to the bell captain.
BELL BOY/ PORTER

4. Delivers newspapers, Magazines, Mails and other messages of the guests to the guest rooms. 4. Pages guests in the lobby area, restaurant and other public area with in the hotel property.

5. Properly arrange the luggage of the guest in the luggage room on requests and issue luggage tags to the guests.

6. Pages guests in the lobby area, restaurant and other public area with in the hotel property.

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BELL DESK HIERARCHY

- FRONT OFFICE MANAGER
- ASSISTANT MANAGER/LOBBY MANAGER
- SENIOR BELL CAPTAIN
- BELL CAPTAIN
- BELL ATTENDANTS/VALETS

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BELL DESK AND GUEST SERVICES

- Hierarchy
- Handling of FIT and Group baggage at the time of arrival and departure
- Maintaining a petty cash float of stamps
- Fax and mail delivery
- Scanty Baggage
- Left Luggage
RESERVATION MANAGER

1. To organize the reservations system and take responsibility for the quality of the service it provides, whilst maximizing occupancy rates and average revenue per room.

2. To ensure that all telephone, fax and Internet enquiries received from customers are handled to a high quality standard.

3. To ensure that customers are offered high quality services and a high quality service.

4. To ensure the continuation of the resources supplied for his or her use.

5. To ensure that the brand standards are applied.
1. The front desk receptionist has to play a very important role vis-à-vis the clients in not only selling rooms and services but also the image of the hotel as well.

2. When checking in guests, you should perform these tasks:- assign rooms and issue room keys
3. Check with the housekeeping departments that rooms are ready for occupation.

4. Liaise with the bell desk to deliver luggage to the rooms; note requests for wake-up calls, transport arrangements and other general enquiries.
5. Settle guests’ complaints with tact and diplomacy

6. Communicate with other departments regarding group and VIP Check-ins
CONCIERGE/ INFORMATION ASSISTANTS

1. Distribution of room keys to the guest on arrival
2. Handle all mails, information, messages of guest
3. Receiving and giving information about the hotel and travel

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CONCIERGE

- City information
- Theatre movie, exhibition tickets
- Limousine service
- Medicines purchase or other similar errands for the guests
- Flowers or any special requests to be arranged within the hotel or the city
- Technology concierge takes care of the guests' needs for laptop, internet, or other such query
- Airline tickets reconfirmation and amendments
CONCIERGE/ INFORMATION ASSISTANTS

4. Maintaining log book, for guest
5. Close contact with housekeeping, lobby, food & beverage and others
6. Arrangement of welcome drinks for the various arrivals

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RESERVATION CLERK

The reservations clerk has to handle and process reservation requests and maintain reservation records.

1. Keep a record of guests’ arrivals, day and time of check-in, length of stay, and their special needs and preferences;
RESERVATION CLERK

2. Liaise with other departments such as housekeeping, restaurants and security, regarding VIP and group check-ins.

3. Manage the booking of rooms.
The cashier has to maintain accurate account balances for hotel expenses and collect payment from guests. Hotel expenses include room charges, overseas telephone calls, meals and laundry.

Should be able to:-

1. Maintain safe deposit boxes.
CASHIER

2. Transact foreign exchange, for example, converting foreign currencies and travelers cheques into local currency;

3. Settle bill payments and expenses quickly and accurately for guests who are checking out;
NIGHT AUDITOR

To approve invoices, write the day’s statistical and accounting report for the management team and prepare the documents required by the morning team.

1. To take responsibility for the hotel after the daytime management team has left.
NIGHT AUDITOR

2. To manage the till and bill payments as well as closing the day’s Front Office transactions

3. To ensure the safety of guests: he or she takes all urgent decisions (walks, fire procedures, etc.)

4. To ensure that guests receive high quality service
DOOR ATTENDANTS

1. Opening hotel door, unload luggage from vehicles.

2. Escorting the guest

3. Controlling vehicular traffic at the hotel entrance.
DOOR ATTENDANTS

4. Calling Taxis, announcing the drivers
5. Keeps the keys of incoming guest car orderly
6. Responsible for cleanliness and orderliness of the front area of the hotel
GUEST RELATION EXECUTIVE

1. Check all the arrangements for VIP and DG.

2. Check arrangements for guests with special requests.

3. Escort VIP and regular guests from the front desk to their rooms.
GUEST RELATION EXECUTIVE

4. Handle guest complaints when assistant manager is unavailable.

5. Attend any social gathering or promotional gathering the manager may hold.
6. Provide Clerical services wherever required (sending guest faxes if the business centre has closed.

7. Provide information on hotels business and retail outlets.

8. Check all the in house guest are being well linked.
Rooming the Guest

– Build rapport with the guest
– Answering the guest questions
– Highlighting the facilities and services available in the hotel
– Discuss upcoming events in the town
– Pointing out room features
– Advise the guest of the hotel’s emergency evacuation procedure
SCANTY BAGGAGE PROCEDURE

- A guest who arrives at the hotel without luggage or only with brief case or hand bag.
- At the time of arrival mark on the luggage tag as “SB” for scanty baggage.
- Inform the Front Desk Officer regarding it so that precautionary measures can be taken.
- Log it down on the control sheet, registration card and also the scanty baggage register.
- The manager on duty to informed.
Black Listed Guest

- Definition: It is a record authorized by the management of those persons who are not welcomed in the hotel for various reasons.

1. People who have a criminal background which is in police list nor black list.
2. A skipper
3. Person’s who have miss behaved with the management or staff.
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