FRONT OFFICE
RESPONSIBILITIES
Communication is the process of sending and receiving information among people...
All messages do not reach the receiver due to “distortion”

Sender

Feedback

Receiver

Distortion

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What are the most common ways we communicate?

- Spoken Word
- Visual Images
- Written Word
- Body Language
IMPORTANCE OF COMMUNICATION

- Communication is important because it is about how information is sent and received within firms.

- The way information is communicated is often governed by how firms are structured.

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CHANNELS OF COMMUNICATION

- Communication in organizations follows paths or channels.
- Communication between managers and subordinates is known as vertical communication.
- This is because the information flows up or down the hierarchy.
CHANNELS OF COMMUNICATION

- Channels between departments or functions involve lateral communication.

- As well as formal channels of communication, information also passes through an organization informally.

- Communication is not complete until feedback has been received.
| **DIFFERENCES** |
|---|---|
| **FORMAL** | **INFORMAL** |
| Used in a Professional Setting | Usually used with friends and family |
| No Slang | Contains shortened version of words |
| Pronounce words correctly | Contains slang words |
FORMAL / INFORMAL COMMUNICATION

- **Formal** — letters, plans/reports, formal meetings (with high ranking “officials”)
- **Informal** — telephone conversations, informal meetings, email
- Important to have frequent informal communication to discuss various issues/items associated with project
- Formal communication—used to confirm or record decisions/information
WHAT IS RELATIONSHIP MARKETING?

- "Relationship marketing is attracting, main in multi-service organizations - - enhancing customer relationships"
- Relationship marketing concerns attracting, developing, and retaining customer relationships.
- "Relationship marketing refers to all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges.”
CUSTOMER EVALUATIONS

4 PE’S

- Promise + Performance Experiences
- People Experiences
- Process Experiences
- Personal Experiences

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7 CS OF CUSTOMER RETENTION

- Caring Attitude
- Customized Practices
- Competent
- Call/Visit Once
- Convenient Access
- Compressed Cycle Times
- Committed Follow Through
INTERNAL MARKETING

Treating employees as customers and developing systems and benefits that satisfy their needs.
INTERNAL MARKETING ACTIVITIES

- Competing for Talent
- Offering a Vision
- Training Employees
- Stressing Teamwork

- Empowerment
- Rewarding Performance
- Knowing Employees’ Needs

Internal Marketing Activities

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INTERNAL MARKETING

- Ensures that all employees understand the activities and business of the firm.
- All employees are prepared and motivated to act in a service-oriented manner.
TWO ASPECTS OF INTERNAL MARKETING

- Attitude Management
  - Employees attitudes, motivation and service
  - Ongoing process

- Communications Management
  - Information flow inside the Company
  - Often a discrete process
OBJECTIVES OF INTERNAL MARKETING

- To ensure that employees fulfill their duties as part-time marketers
- To attract and retain good employees
- To ensure that internal services are provided in a customer oriented manner
- To provide part-time marketers with adequate support
COMMUNICATION WITHIN THE FRONT OFFICE

- The front desk may keep a logbook so that all front office employees are aware of important events and decisions that occurred during previous work shifts.

- Front desk agents may need to access rather obscure information to answer certain questions.
COMMUNICATION WITHIN THE FRONT OFFICE

A typical front office logbook is a journal, which chronicles unusual events, guest complaints or requests, and other relevant information. Before beginning their shift, front desk agents should review and initial the logbook, noting any current activities, situation that require follow-up, or potential problems. The log should detail what happened, why, and when.
COMMUNICATION WITHIN THE FRONT OFFICE

- Some hotels have installed computer information terminals in public area.

- Many hotels provide a printed schedule of daily events or display a daily event board through a closed-circuit television system. Printed itineraries may be placed at the front desk, in elevators, and throughout the lobby area.
COMMUNICATION WITHIN THE FRONT OFFICE

- The front office information directory may include simplified maps of the area; taxi and airline company telephone numbers; bank, theater, church, and special event schedules.
HOTEL MARKETING & SALES

- Provide data on guest histories to marketing and sales
- Process requests for reservations for sleeping rooms from marketing and sales
- Offer good first impression to the public
- Relay messages to marketing and sales
- Meet information requests of guests for meetings, seminars, and banquets

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HOUSEKEEPING

- Receive housekeeping room status from each other
- Report potential house count to each other
- Relay guest requests for amenities and supplies to housekeeping
- Report room sales projections
- Relay accurate housekeeping status
- Relay security concerns to front office

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FOOD AND BEVERAGE SERVICE

- Relaying messages to food and beverage
- Record accurate information on vouchers and subsequent postings
- Reporting predicted house counts to food and beverage
- Processing requests for paid-outs from food and beverage personnel
- Interface with point-of-sale terminals
BANQUETS

- Relay information to guests about scheduled events for banquet department
- Process payment of guest charges for scheduled events for banquet department
- Prepare daily announcement board and marquee for banquet department
CONTROLLER

- Provide a daily summary of financial transactions through a well-prepared night audit for the controller.
- Provide information for billing and maintenance of credit card ledgers via the PMS to each other.
CONTROLLER

- Verbally communicates between the front office and controller departments as they share a common concern of guest hospitality and when there are finances concerned.
SECURITY DEPARTMENT

- Maintain guest security, fire safety, emergency communication systems, and routine investigation of guest security
- Alert for people who don’t belong in the lobby and impel front office staff to report inconsistencies with
HUMAN RESOURCE MANAGEMENT

➢ Rely upon front office staff to do initial screening of candidates

➢ a. Distribute application forms
   b. Directions to personnel office
Relationship Marketing

➢ It is the process by which a hotel build up a personal relationship between the guest.

➢ Tools used for relationship marketing.
   
a. Guest History Card
b. Loyalty Programme
EMERGENCY SITUATIONS

- Theft
  1) By employees of the hotel
  2) Damage of hotel property by guest
  3) Theft of hotel property by guest
  4) Theft by outside Thieves
- Handling a drunk guest
EMERGENCY SITUATIONS

- Handling accident situations (Spilling of water on the guest, Slipping of a guest)
- Handling a situation of vandalism
- Handling Illness and Epidemics
- Handling Fire
SECURITY

Security refers to the protection of guest, his belongings, employee and Hotel property.
Internal Security

- Room Security – Key Control
- Alarm System.
- Proper Lighting up of Corridors
- Closed Circuit Televisions (CCTV)
- Peepholes & Security Chains
- Fire Exit Systems
- Leg Petrolling
External Security

- Property Lighting up of Boundaries
- Proper Fencing up of Hotel building
- Fencing up of Pool Area
- Manning of Service Gates and Main Gate
- CCTV, Leg Patrolling & Metal Detector
- X-ray machines for Luggage
Security of Personnel

- Adherence to Management Policy of Security
- Locker Inspection
- Training
- Red Tag System (Gate Pass)
- First Aid
- Strict Inspection of Employees at the gate
Death of a Guest

- Inform FOM, GM & Security In charge
- Double Lock the Room till Police comes
- GM to Call Police
- FOM to find out Personal details of the deceased & informed the concerned relatives
- Covered Body to be taken out from back area after police formalities
Death of a Guest

- Team Consisting of FOM, EHK, Security Manager & FC should make a report concerning to personal belongings & Valuables
- Deposit Money with the Accounts & Luggage in Cloak Rooms
- After Police Clearance, we can operate the rooms again.
Fire

- The last 2 columns are for the subsequent years to come.
- The information is transferred to the Whitney slips from the reservation form.
Causes of Fire

The causes of Fire are as Follows :-

- Short Circuit
- Cheap & Faulty Equipments
- Burned Cigarette Buds
How to control Fire

- Fire Extinguishers
- Fire Hydrant
- Water Sprinklers
- Smoke Detectors
- Fire Alarm System
FO Procedure to eradicate Fire

- Don’t get Panic
- Informed the concerned Dept urgently
- Closed the A/C’s & Elevators
- Close Doors & Windows
- Take out 6 In house Reports for various departments.
Drunken Guest

- Embarrassment for the Hotel
- Politely isolate him or take him to room
- If Guest Unruly, Called the Security
- Stay Calm & Never Panic in Front of Guest
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