

MODULE – 4 GUEST SERVICES

Guest history card – Role and Importance of GHC, Blacklisted persons– procedure adopted. Walking the guest, Guest services – Handling guest mail and messages, Guest paging, Guest room change procedure, Left-luggage handling, Guest Complaints– Types, guidelines to handle guest complaints. Forms and formats used in guest service.

GUEST HISTORYCARD

Guest History card records details of a hotel guest's stay. Room Preferences, rates paid, outlet and ancillary uses and other details are tracked for future marketing and guest service uses. Guest History positively impact service levels, as hotels anticipate requests/ preferences prior to arrival of repeat guest.

The purpose of GHC:

- It serves as an important tool of information for front office and helps them to draft a profile of the guest.
- A knowledge of the guest's personal likes and dislikes help in serving the guests better.
- The information in GHC reveals the frequency of a guest's visits. If the guest is a frequent user of the hotel his / her name may be entered in the frequent user's list and promotional offers and special rates may be offered to his/her.
- Guest history records are collections of personal & financial data about guests who have stayed at the hotel.
- Maintaining guest history records helps the hotel better understand its clientele and determine guest trends when they develop.
- Moreover, these very records might serve as a source of mailing list or to identify guest characteristics that are important to strategic marketing.
- In addition, they serve as to develop and place advertisements that appeal to the types of clientele the hotel attempts to attract.
- Finally, guest history records point out the need for a new, supplementary, or enhanced services.
- Moreover, even though guest history records are stored in the front office department, they are handed to marketing department, whenever needed. In fact, marketing department might get use of guest history records as to create a program to reward frequent guests with a free stay after a certain number of visits, or as an indicator to watch out for future repeat guest reservations in order to increase the hotel's repeat business market share.

Guest History Card

Sl. no. 000786

Name:.....

Company:.....

Designation:.....

Address:.....

Credit:.....

Date of Birth:.....

Marriage Anniversary:.....

S.No	Arrived	Room	Rate	Departed	Amount	Special Instructions	Remarks
1.							
2.							
3.							
4.							
5.							

BLACK LISTED GUEST – PROCEDURE ADOPTED

There are certain guests who have defaulted the payment, misbehaved during their stay in the hotel or behaved unruly with the hotel staff or are criminals / most wanted persons by the police. Such guests are black listed and a list of all these guest names are prepared and circulated to all the chain hotels and also to the other hotels of the city are alarmed of such guest. When any staff comes across such black listed guest the front office manager should immediately be informed and care should be taken that such guest is not checked in. This is strictly controlled by the Front Office Manager and should not be publicly displayed.

WALKING THE GUEST

Walking a guest is something that happens when a hotel oversells their rooms meaning they have more people arriving than they have rooms for. In this case hotels will select a pool of candidates (one night guests, third party reservations and non-rewards members) to walk. The hotel that is over sold will then make accommodations at another hotel for the person who gets walked. These accommodations are usually fully paid for by the hotel that is walking the guest. Essentially, if a guest is walked, it's a free night stay.

Because of the highly competitive markets, it should be the goal of the front office department to have zero room vacant in order to maximize revenue generated from room and also to achieve full occupancy.

Rooms are like perishable items because if the opportunity to earn revenue from that room is gone forever every time it goes vacant.

In many instances, Front desk and sales team requires very aggressive selling tactics to

compensate for no-shows, cancellations and early departures. That means that hotel should accept more reservations / overbook than the hotel can accommodate, based on historical no-show, cancellation and early departure statistics.

When an unanticipated number guest stayovers occur and the hotel is not able to accommodate all the guest expected to arrival that day then that result in a walk situation. And those guest who had been shifted to other hotels is known as 'Walking the guest' / 'Walked Guests'.

When a walk situation occurs, the following procedure is to be followed:

- The Front Office Manager, Reservation Manager, Director of Hotel Sales should review all arrivals and decide which guests should be protected from a potential walk situation (i.e., Frequent Guests, VVIP guests, meeting planners and Secretaries' Club reservations).
- All Group / conference guest arrivals should be reviewed. Many groups guarantee payment. In addition, individuals attending group meetings being held at the hotel, as well as those transient guests representing major corporate producers and group guests who have called to confirm their reservation should also be given preferential treatment.
- Review room availability at competitors where "walk rates" have been established. Consider reserving a block of rooms depending on the severity of the situation.
- Ensure that a senior member of the Front Office management team and Duty Manager / lobby manger is aware of the situation and readily available to personally handle relations with all guests to be walked.
- When the guest who is supposed to be walked arrives at the hotel, the situation and the alternate arrangement which is done should be carefully explained. As the situation is explained, the guest should receive a sincere apology on behalf of the hotel.
- Once the guest understands the situation, they should be asked if they have a preference in alternate hotels in that area. If so, make arrangements for the guest at that hotel, if available. As stated above, local room availability should be determined before the "walked guest" arrives.
- If the guest has no preference, secure a reservation at the nearest hotel of similar standard.
- According to the [hotel management policy] Hotel will pay for room and tax at the alternate hotel for one night, one long distance phone call, and local phone calls if it is necessary for the guest to notify home and/or business associates of his new location.
- If the guest does not have transportation, the hotel should arrange transportation to and from the alternate hotel, using the hotel vehicle, or taxi, if necessary hotel should also pay for these transportation costs.
- The Telephone operator and the front office staff should be briefed about the details of the 'walked guest' and the hotel where these guest has been relocated this will later be helpful in case any calls or messages received for the guest.
- The Front Office Manager or Night Manager must complete a relocation list and distribute to the General Manager and Rooms Director/Director of Operations by 8:00 AM the following morning.
- If the guest had planned to stay for more than one night, the hotel should offer to bring the guest back the next day regardless of hotel occupancy. If the guest elects to stay at the alternate hotel, it must be understood that the hotel are responsible only for the first night's room and tax and the same to be briefed to the guest.
- Upon the return of the guest, they should be pre-registered and upgraded to the best

accommodations available. A gift or VIP package should be sent to the guest with a note of apology from the General Manager / Hotel Manager. If the guest was booked for only one night or elects not to return to our hotel after the first night, the General Manager is to send a letter of apology the next day.

- The Rooms Director/Director of Operations or Front Office Manager must contact the guest and extend every possible courtesy.
- A guest who has been walked must have their reservation cancelled with the appropriate cancellation code 'Walked' and also a notation made in his/her guest history in order to prevent a second occurrence.
- When walking a guest whose reservation is commissionable to a travel agent, full payment of the commission must be made as if the guest had stayed at the hotel.
- A "Walked Guest Log" should be maintained, including the guest's name, where they were walked to, and the guest's attitude to be updated on to the guest profile.
- All walked guests should be also marked as a "VIP Guest" with auto-popup remarks to ensure acknowledgement and apology for the previous walk situation and this will also ensure VIP treatment on the next stay.

GUEST SERVICES

GUEST MESSAGE HANDLING

When there is a telephone call or visitor for a resident guest and the guest is not present in the hotel, the front desk agent takes the message for the guest and delivers the same as soon as the guest comes back. The process of receiving and delivering messages to resident guest is known as message handling.

MESSAGE HANDLING PROCEDURE

1. When there is a visitor or a telephone call for a guest, the front desk assistant should look at the information rack /computer to see whether the guest is a resident guest, future guest or checked-out guest.
2. In case of a resident guest, the agent should check whether the guest is present in the room or not. If the guest is not present in the room, the agent must check the key rack for the location form. If the same is found act according to the instructions of the guest.
3. If the guest has not left any location form, the front desk assistant should take down the message for the guest on a message slip.
4. The message slip is prepared in duplicate. One copy is placed in the key rack and the second copy is placed in a message slip envelope and slipped through the door of the guest room by the Bell Boy.
5. If there is a visitor or a call for the guest who has checked-out of the hotel, then the front office agent should give information as per the instructions left by the guest.
6. If there is a call for a future guest, then the agent should send the message slip to the back office, where it will be placed along with the reservation record. On the date of arrival of the guest the message slip would be attached to the GRC .so that it can be delivered to the guest at the time of check-in.
7. In some hotels the telephone in the guest room has a message indicator which is switched on to inform the guest that there is a message for him. In some hotels the guest can read the message on the TV in the room.

Message Slip	
Date:.....	Time:.....
Name of Guest:.....	
Room No:.....	
In your absence	
Mr./Ms.....	
From:.....	
Came in person	• Will call again
Telephoned	• Please call back
	• Waiting for you
	• Please meet him/her
Message: _____	

Signature of Information Assistant	

PAGING OF GUEST

Paging a guest means to locate a guest within the hotel. During their stay guest may be expecting a visitor or an important phone call while he is not in the room. So, in this situation while leaving the guest fills up a form called location form and hand it over to the reception staff. The reception staff should inform the same to the telephone operator. Such that any call for the guest or any visitor for the guest comes we can contact him based On the information on the location form.

Paging is generally done in three methods: -

- **By Page board system:** - In front office assistant writes the name of the guest on both sides of the page board and ask the bell boy to locate the guest in the place mentioned on the location form and once the guest is located the message is conveyed to the guest.

PAGING BOARD



By Public Address System: - in this case the name of the guest is announced and the guest is requested to contact the front desk for his message.

PUBLIC ADDRESS SYSTEM (P.A)



PAGER/BEEPER



By Pager/Beeper System: - In this system the generally the guest is provided with a pager / a beeper and when there is a call or a visitor arrives for the guest the information is sent by the pager at information section and thus guest can contact to the reception. This is generally used in resort hotels where the public area is large.

HANDLING GUEST MAIL

When guests are away from their home, they may receive letters, faxes, parcels and packets at the hotel address. Mail handling procedure is a very important function which the Front Office staff has to handle in a hotel .

Incoming mail is of two types: Ordinary mail and Registered mail

All mails received at the front desk are recorded in the mail log book. However, for a registered mail the guest's signature is taken at the time of delivery.



PROCEDURE OF HANDLING MAIL RECEIVED AT THE HOTEL:

- 1) Stamp date and time on the mails received and enter the details in the mail log book.
- 2) The mails are sorted as guest mails or hotel mails and then they are arranged in alphabetical order.
- 3) The hotel mails are further divided into official mails and employee mails.
- 4) The hotel mails are delivered to the concerned department and the employee mails are sent to the time office for delivering to the concerned employees.
- 5) The mails of the resident guests are delivered in the guest rooms by the bell boy, if the guests are present in the rooms. If they are out of the hotel, the mails are placed in the key rack and delivered when they come back.
- 6) The mails of checked-out guests are sent to the back office, from where the mail forwarding address is taken and the mails are re-directed to that address.
- 7) The mails of future guests are sent to the reservation section, where they are placed along with the reservation record. On the date of arrival of the guest, the mails are attached with the pre-filled registration card and delivered to the guest at the time of check-in.

Outgoing Mails:

If a guest wants to send any personal mails the hotel provides the service of collecting the mail and posting them. The charges for the service are added to the guest account

through a miscellaneous charge voucher. Generally, the bell desk keeps stamps and letter and parcels scale. The letter and parcel scale is used to weigh the mail to ensure that correct amount of postage is affixed.

Some hotels use a book called postage book to keep the record of postage used. The procedure of sending ordinary mail for guest is simple. The guest leaves his mail (to be posted) at the Bell Desk where it is weighed and then the necessary stamps are affixed and posted. In case of Registered mail, the mail is sent to post office, which issue a special official receipt. These receipts are retained as they are required to be produced in case of claim for clarification from the guest.



HOTEL XYZ						
INCOMING MAIL LOG						
S.No.	Date & Time of Receipt	Name of the addressee	Type of Mail	Delivered to	Signature	Remarks

HANDLING GUEST ROOM CHANGE

Guest rooms are the most important commodity of a hotel. They form a large component of the guests over all experience at a hotel. In case a room doesn't match the guest's expectations, the guest may want to change room. There are times when the hotel may wish to change the room of a resident guest.

A guest may want to change his room for the following reasons:

- If the room assigned is not as per his choice.
- If one or more equipment's in the room are not working satisfactorily.
- If the number of occupants in the room changes.

The hotel may wish to change the guest's room for the following reasons:

- If the requested category of room is not available.
- If the guest overstays and the hotel does not have a room of the same type to allot to the next guest.
- If the room requires maintenance work.

PROCEDURE FOR CHANGING THE GUEST ROOM

- Any change in guest room, the front office agent should seek authorization from the Lobby Manager.
- Front office informs the guest about the room change in advance so that the guest packs his luggage properly.

- The front office agent fills six copies of room change slip-for reception, bell captain, front desk cashier, telephone exchange, housekeeping and room service-and takes authorization.
- A bell boy is called and given the keys of the new room. He proceeds to the guest room to shift the guest's luggage.
- If the change of room is done in the presence of the guest, it is called **live move**, and if it is carried out in the absence of the guest it is known as **dead move**.
- The bellboy collects the room key of the old room and deposits it at the front desk.

Hotel ABC	
Room Change Slip	
	S.No: _____
	Date: _____
	Time: _____
From Room No: _____ Rate: _____	To Room No: _____ Rate: _____
Name of the Guest: _____	
Reason for change: _____	
Authorized by	Signature
Copy to: Reception, Bell Captain, Front Desk Cashier, Telephone, Housekeeping and Room Service	

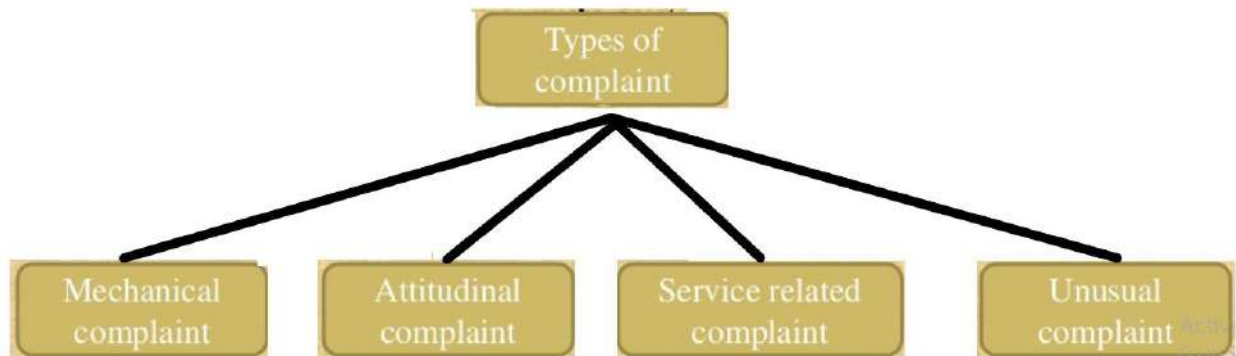
ROOMCHANGESLIP

GUESTCOMPLAINTS

Guest Complaints

When guests are not satisfied with some services and express their discontent to hotel employees, most often to the front desk staff, their grievances are recorded as guest complaints. The guests' complaints can be grouped into four major categories:

- Mechanical
- Attitudinal
- Service-related
- Unusual complaints.



- **Mechanical Complaint:** Mechanical complaints are related to the malfunctioning or non-functioning of systems and equipment's installed in guest rooms, like television, mini-bar, weather control, channelled music, geyser, and so on.
- **Attitudinal Complaint:** When a guest feels insulted by the rude or tactless hotel staff and lodges a complaint, it is referred to as attitudinal complaint. A guest may also make attitudinal complaints when the hotel staff bothers him with their problems.
- **Service-related Complaint:** Service-related complaints are about the problems in services provided by the hotel, like delay in the room service of lunch, or delay in the clearance of soiled crockery from the room after meals, etc.
- **Unusual Complaint:** Unusual complaints are those over which the hotel does not have any control. For example, a guest may complain about the lack of golf course in the hotel, or the lack of central heating facility, etc.

The front office should handle guests' complaints tactfully, exercising patience, empathy, and decision-making skills. As hospitality is a service-oriented industry, the hotel staff should always try to resolve the customer's problems immediately and thus appease him. If a front office agent is unable to handle a guest's complaint, she should call her superior before the situation gets out of control or becomes worse.

The following guidelines may be followed while handling guest complaints:

- Listen silently without interruption, with empathy.
- Show concern and take complaints seriously.
- Never argue. Remember the guest is always right.
- Never try to win an argument you may win the argument but lose the guest forever.
- If possible, isolate the guest so that other guests may not overhear.
- Offer choices and never make a false promise.
- Monitor the corrective measures.
- Follow up and inform the guest about the solution.
- If unable to resolve the guest problem, consult your superiors.
- Address guests by name all communication should be in the first person. Use "I am sorry" not "we"



- Don't be defensive. Be composed at all times. Don't take criticisms personally
- Offer an apology even if the dis-service is not your fault
- Show empathy by using such phrases as: "I can understand how you feel", "I appreciate what you're saying."
- Tell them what you can do...not what you can't do
- Find out what it will take to turn their dissatisfaction into satisfaction. If they agree to that solution, act quickly before they change their mind
- Follow-up and inform the guest about the solution.
- Never argue with a customer
- If unable to resolve the guest problem, consult your superiors.

LAST Approach to handling complaints:

L – Listen Attentively,

A – Apologize & Empathizes

S – Solve the issue on hand (Solution provided)

T – Thank the Guest

HANDLING GUEST WAKE-UP CALL

These are reminders given to the guest by the mode of telephone on request by the guest. Wakeup call time need to be registered by the guest with the receptionist or the telephone operator. Wakeup call can be manual or automatic.

Manual: - It means call made to the guest manually by the telephone operator to wake up the guest.

Automatic: - In this method the request time and room no. is recorded in the telephone instrument and as the clock strikes the recorded time the telephone in the room rings and as soon as the receiver is picked the wake-up is announced.

Wake-up calls are requested by the guest mostly during the night to wake them up early in the morning. The wake-up calls request are recorded by the concerned person of front office along with any order for Tea/Coffee on a printed form at called wake-up call list or in the computer

Sample format of a wake-up call sheet

Wake – up call list for the date of _____								
S. No.	Room No.	Guest Name	Wake-up Call time	Reminder call time	Tea/Coffee	Given at	Given by	Remarks

LEFT LUGGAGE

The term "Left luggage" is attributed to luggage left by a guest who checks out of the hotel but wishes to collect the luggage later. Guest who wants to visit other cities in a country on a short tour may find it convenient to carry their entire package with them or may find it once economical to retain room in the hotel where they can keep their luggage. Hotel provided the left luggage facilities to guest who are likely to check out to the hotel after they return from the tour. This is not strictly necessary. Their might be guests who check out but ended to depend much later in the day the occupied they time sight-seeing he would find inconvenient cart their luggage with them. Leave their luggage in the hotel premises under the guarantee by the management luggage would be safe. Some may be charge fees for the facilities. But most of the hotels don't charge the facility.

Guest baggage kept in custody of the hotel after the guest has checked out which will be later collected by the guest. The left luggage room is in close proximity to the bell desk where it has racks along the wall where the luggage is deposited. The procedure for handling left luggage is done by the Bell Captain who enters the details in the Left Luggage Register.

HOTEL AB INTERNATIONAL							
LEFT LUGGAGE REGISTER							
DATE	ROOM NO	NAME OF THE GUEST	BAGGAGE BILL NO	LUGGAGE TAG NO	DESCRIPTION OF LUGGAGE	DATE OF DELIVERY	REMARKS

Procedure for Left Luggage Handling:

- Hotels normally follow the following procedure while accepting the luggage to be stored in the left luggage room:
- The agent makes sure that the guest wishing to keep his luggage in the left luggage room has cleared his bills.
- The luggage tag is filled and tied to each luggage.
- The details of the luggage are entered in the left luggage register
- The counterfoil of the luggage tag is torn and handed over to the guest. The guest is required to present the same for the collection of his luggage.
- The luggage is kept in the left luggage room.

While delivering the luggage to the guest, the following procedure is followed:

- The front office agent requests the guest is to show the luggage tag counterfoil.
- The front office agent tallies the counterfoil with the tag attached to the baggage.
- The front office agent makes an entry in the left luggage register and requests the guest to sign for the delivery of the luggage.
- The front office agent hands over the luggage to the guest.

LUGGAGE TICKET	
HOTEL XYZ	
DATE:	REGISTER No.:
#Suit case #Suit box #Umbrella #Package #other	#Brief case #Golf bag #over coat
No.:1204	
Not responsible for goods left over 30 days (Over)	

FORMATS USED IN FRONT OFFICE

RESERVATION FORM- Any Reservation Request is recorded first on this form.

CANCELLATION / AMMENDMENT FORM: This form is used by the reservationist to record any change or cancellation of reservation by the guest

ADVANCE LETTING CHART, DENSITY CONTROL CHART: In the manual system of reservation, these charts are used by the reservationist to check the room availability.
Expected

Arrival & Departure List: A list of all the arrivals and departures for that day. **GUEST**

REGISTRATIONCARD: It is used by the Front Office Assistant at the time of check-in. The guest has to fill the GRC and in-case of a guest with Reservation, he should sign the GRC.

C Form: All the details of the foreign national staying in the hotel are recorded in the C Form.

Rooming List: A list of all the group members and their details are mentioned on this. It is prepared by the Front Office Assistant.

ARRIVAL / DEPARTURE NOTIFICATION SLIP: A slip which is used to notify the arrival/departure of a guest to other departments by front office.

GUEST HISTORY CARD: Are cord of the guest's previous stay including his likes and dislikes are recorded in this card.

MESSAGE SLIP: A slip used to take down any messages for the guest in his absence.

MAIL REGISTER: All mails received by the Front Desk are recorded in this register.

LOCATION FORM: A form in which the guest gives information about his whereabouts and provides instructions to follow if someone visits or calls in his absence.

WAKE-UP CALL SHEET: It is used to record wakeup call request of the guest.

ROOM CHANGE SLIP: This slip is filled up by Front Office Assistant to communicate to the other departments in-case a guest room is changed for any reason.

AMMENITY VOUCHER: This is prepared by the Front Office assistant to inform about the amenities to be placed in the rooms for VIP guest.

FOLIO: A statement showing the financial transactions between the hotel and the guest.

FRONT OFFICE CASH SHEET: All transactions of Front office during a particular shift are recorded in cash sheet by the cashier.

VOUCHER: A written statement of a financial transaction based on which a folio is prepared.

FOREIGN CURRENCY ENCASHMENT CERTIFICATE: This is filled up by the cashier when a foreign guest staying in the hotel pays foreign currency or exchanges his foreign currency.

ERRAND CARD: A record of the work done by the Bell Boy in his shift.

BELL CAPTAIN CONTROL SHEET: This sheet is used the bell captain to control the movement of bell boys in his shift.

LEFT LUGGAGE REGISTER: It is used to record the details of the baggage left by the guest at the hotel after check-out.

SCANTY BAGGAGE REGISTER: The details of Scanty baggage guest are recorded by the bellboy in this register.

LOGBOOK: All messages and instructions are communicated by the staff of one shift to the other shift by writing in the Log Book.

KEY WORDS

1. GHC

Most hotels maintain a record of their guests, with details like previous arrival and departure dates, type of room and rate charged, likes and dislikes of guests, the amount spent by them, any special requests. This record is known as Guest History Card or GHC.

2. LEFT LUGGAGE

Its Guest baggage kept in custody of the hotel after the guest has checked out which will be later collected by the guest.

3. GUEST COMPLAINTS

The guests' complaints can be grouped into four major categories:

- Mechanical
- Attitudinal
- Service-related
- Unusual complaints.

4. PAGING OF GUEST

Paging a guest means to locate a guest within the hotel.

5. LIVE MOVE, DEAD MOVE

If the change of room is done in the presence of the guest, it is called **live move**, and if it is carried out in the absence of the guest it is known as **dead move**.