

# SERVICE STANDARDS - GUEST RELATIONS

## **Task: Pre-shift Briefing**

- Procedure: 1. Guest Relations Manager conducts a briefing at the beginning of each shift which includes the following information:
- \* Current occupancy level with room number available.
  - \* Name and number of VIP guests in hotel or expected to arrive.
  - \* Name and number of Suite guests.
  - \* Complimentary rooms/guests.
  - \* Number of daily expected FIT and group arrivals and departures
  - \* Register book messages and tasks to be performed.
  - \* Special promotions, theme nights, activities.

Standard: Guest Relations Officers are aware of occupancy levels, special guests and hotel activities and events.

---

## **Task: Meeting and Greeting Guests**

- Procedure: 1. Guest Relations Officers maintain a presence in the lobby and meet and greet all guests and visitors to the hotel.
2. Establish eye contact and greet guest with a friendly smile, **Wai** and Thai verbal greeting: "**Sawasdee Krap / Ka**" and then in English.
3. Offer assistance to guests and assist with the guests requests.
4. If guests require direction, escort them.

Standard: Guest Relations Officers acknowledge and greet all guests in a friendly manner using traditional Thai greeting -'**Wai**' and presenting flower garland and welcome drink (if provided).

---

## **Task: Placing Special VIP Room Amenities**

- Procedure: 1. Selected VIP guests to be extended welcome gift.
2. VIP welcome gift placed in room prior to arrival.
3. Welcome letter, signed by GM, to be placed in VIP room prior to arrival.
4. Final room check conducted by Guest Relations Officer prior to VIP guest arrival.

Standard: Guest Relations Officer to liaise with relevant departments to ensure that gifts are in VIP rooms before arrival.

---

**Task: Assisting VIP Guests**

- Procedure:
1. Half hour prior to expected VIP guest arrival, check registration card and key envelope are ready at front desk.
  2. In case of early arrival, GRO to be stationed in lobby 20 minutes prior to VIP guest arrival.
  3. When VIP guest arrives, establish eye contact, greet with a traditional Thai greeting, "**Sawasdee Krap / Ka**", Wai and smile.
  4. Welcome guest using "**Khun**" before first name and introduce yourself.
  5. Advise guest of registration procedures.
  6. Escort guest to room after check-in.
  7. Offer information regarding hotel, restaurant, and activities.
  8. When guests' floor is reached advise guest of floor number.
  9. When approaching room, advise guest of room number.
  10. Demonstrate room facilities to guest including controls for air conditioning, television, radio, room lights, inhouse video operation and mini-bar facilities.
  11. Advise guest of placement of room key prior to departing room.
  12. Ask if housekeeping service or any requests are required prior to departing room.

Standard: All VIP guests to be met, greeted and given assistance to the assigned room.

---

**Task: Identifying "Return" Guest**

- Procedure:
1. Using expected arrivals list or guest history records note expected arrival of all returning guests.
  2. Greet returning guests and acknowledge with flowers or other special notice.

Standard: Ensure that all return guests are shown special courtesy and gifts are provided according to hotel policy.

---

**Task: Confirming Flight Departures**

- Procedure:
1. Offer flight confirmation service to guests on arrival.
  2. If service is requested, obtain airline ticket from guest.
  3. Confirm flight confirmation details with airline immediately.
  4. Place airline ticket and confirmation notice in envelope and contact guest to determine convenient delivery.
  5. Give envelope to porters for immediate delivery - if guest is not available, keep tickets in safety deposit box and contact later.
  6. Confirmations requested after airline office closes, airline tickets to be secured and relevant information logged in GRO register book for morning GRO to complete confirmation action.
  7. Advise guest of action taken regarding confirmation of flight.

Standard: All flight confirmations handled promptly, ticket and confirmation notice delivered to guest room as soon as convenient to guest