

Front Office Service **Level – I** **Based on June, 2021 curriculum version 1**



Module Title: Providing Concierge and Bell Service

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Acronyms

B: - Bell boy

DND: - Do Not Disturb

E-C: - Electronic commerce

ETA: - Estimated Time of Arrival

ETD: - Estimated Time of departure

G: - Guest

GRA: - Guest relation agent

GR: - Guest room

OHS: - Occupational Health and safety;

PMS: - Property Management System

VIP: - Very Important Persons. Guests who are regulars, high ranking Government or industry officials, foreign dignitaries or titled guest, famous celebrities or royalty

Introduction to the Module

This module describes the knowledge, skills and attitude required in providing bell and concierge services required for handling guest arrival and departures, handling guest luggage and responding to requests for bell desk services.

This module is designed to meet the industry requirement under the Front Office Service occupational standard, particularly for the unit of competency: Providing Concierge and Bell Service.

This module covers the units:

- Managing guest arrivals and departures
- Handling guest luggage and concierge services
- Accessing, updating and responding to visitor's requests and enquiries
- Providing information
- Seeking feedback on services

Learning objectives of the Module

At the end of this session, the students will be able to:

- Manage guest arrivals and departures
- Handle guest luggage and provide concierge services
- Access, update and respond to request for visitor information
- Provide information
- Seek feedback on services

Module Learning Instructions:

For effective use these modules trainees are expected to follow the following module instruction:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the information Sheets

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3. Accomplish the Self-checks at the end of each unit
4. Perform Operation Sheets
5. Read the identified reference book for Examples and exercise

Unit one: Handling guest arrivals and departures.

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Managing daily arrival, departure and request
- Welcoming & directing arrivals
- Procedures of luggage handling safety requirements
- Providing information
- Escorting & explaining the room features.

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Manage guest arrivals and departures
- Handle guest luggage and provide concierge services
- Access, update and respond to request for visitor information
- Provide information
- Seek feedback on services

1.1.Managing daily arrivals, departure and request

Introduction to bell boy/porter service

Bell boy or Porter services are a main feature of a luxury hotel or resort, and a requirement for five stars or above rating system. In a lesser rated hotel or resort there are still bell boy or porter services but they are mainly to store guests luggage or provide trolleys. The term Concierge is used to describe the supervisor or department head in this area, the concierge is the person in charge of the uniformed staff. Uniformed staff comprises the porter, door person, guest services, chauffeurs, valet parking attendants and messengers. The porter maintains constant contact with guests and must therefore possess certain qualities that are representative of the individual and the venue. The porter must be attentive and courteous to the guests needs and be organised in way they tackle every aspect of their job.

Cyclical duties of a porter in a hotel:

Welcoming guest arrivals → Assist guests with luggage → Escort guests to his/her rooms → - Assist guest with luggage back from his room to front office and out of the hotel during departure.

1.1.1. Porter Service / Bell Service

The concierge or bell desk is usually located in the front foyer or lobby of a hotel or resort in an area close to the driveway and front doors. The porter is usually the first representative of the establishment who meets face-to-face with the guest and this meeting can therefore have a lasting impression. When guests arrive the porter should welcome them warmly, the Establishment may have a protocol for greeting guests

Bell service is primarily responsible for luggage handling of the guest at the time of arrival and departure of the guest. Other than luggage handling various other functions such as newspaper distribution, outside errands, mail handling etc. is also performed by the bell service.

Some items at the Concierge Desk;-

- Reference materials
- Log books,
- Official Airlines guide
- Telephone books
- Hotel Personnel list
- Brochures and handouts & maps
- Street
- City rail
- Bus and tour brochures

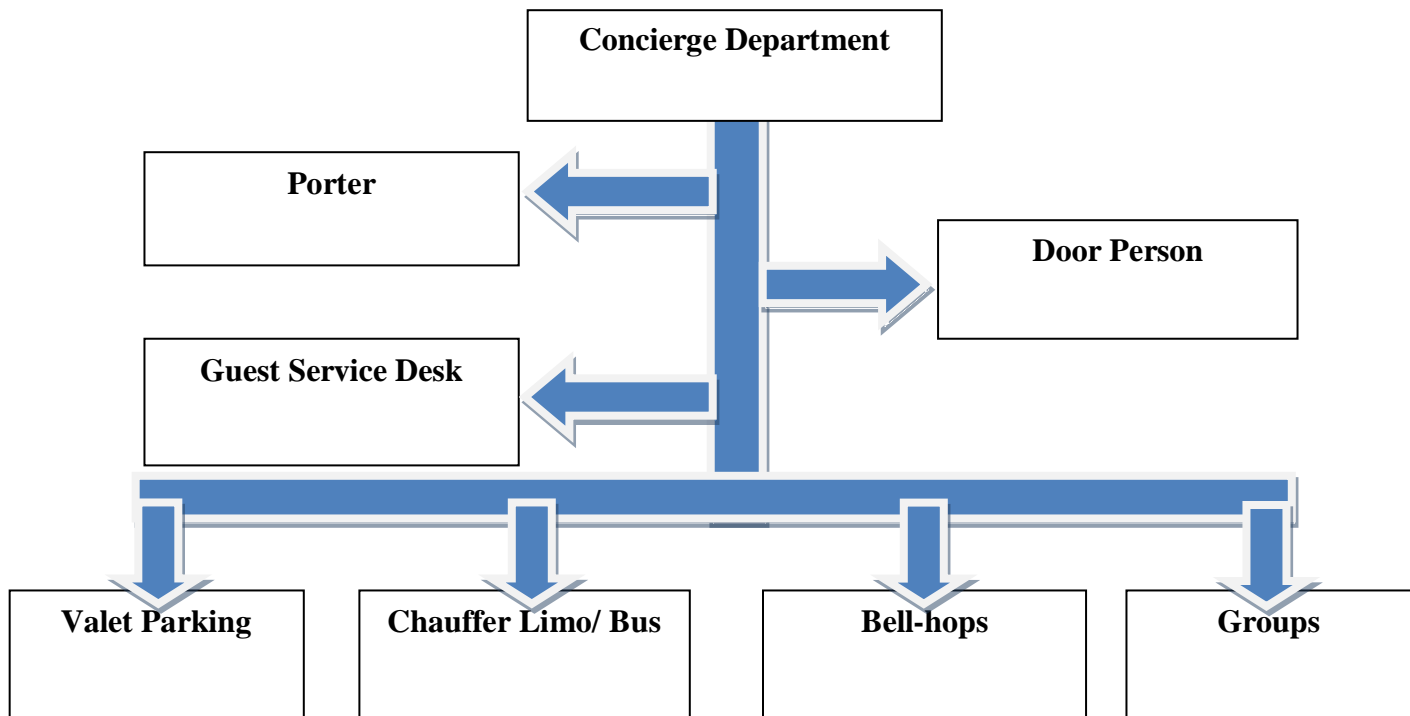


Figure1- Structure of Concierge Department

1.1.2. Bell Service Function that attends the following services:

1. Assisting guest check in & check out
2. Assisting guests during room transfer;
3. Monitoring cleanliness and orderliness of the lobby
4. Observing and reporting all unusual circumstances occurring at the lobby area.
5. Providing escorts and luggage assistance to arriving and checkout.
6. Responding to all service calls of hotel guests, including the delivery of guests' mail, package and Messages.
7. Collection of room key during check out.
8. Handle luggage room.

1.1.3. Expected daily arrival, departure and request

1.1.4. Error! Reference source not found.

In preparation for guests' arrival, Porters will need to check front office reports for Arrivals, expected departures, trace and special reports and any expected VIPs. The Arrivals List provides information to many departments, one of which is uniformed Staff, where it assists the porter in efficiently checking all incoming guest requests and information. In some venues this may include a photo of the guest to aid recognition. Whether the Arrivals List is manually or computer generated, the information found on it must always be treated in the strictest of confidence and should never be left unattended for public viewing. Information found on an Arrivals list may vary from establishment to establishment, but can be expected to include:

- Arrival date and method of travel, the estimated time of arrival (ETA)
- The departure date and estimated time of departure (ETD)
- The guest's name, or the name of the reservation
- The number of guests
- The room type and special requirements for room features
- The market segment
- The room rate and whether the booking was guaranteed or not
- Any special requests that have to be prepared, for example removal of the mini bar or a charger for an iPhone.

The Arrivals List is a necessary tool in the planning undertaken to receive guests. It helps to inform management and staff of details and special requirements.

Table1. The Arrivals List

Staffing Levels	Determining the number of porters required to meet shift demands. If a number of tour group busses are expected then it will take several Porters to assist guests, unload and distribute luggage in a timely manner.
Planning of daily tasks	When not assisting guests Porters may have to collect mail, distribute newspapers or run errands.
Prepare for group arrivals	Such as tours this requires co-ordination with front office staff for room allocation and key dispersal, having a dedicated luggage storage section and checking all information is ready to give to

	the tour members such as breakfast location and time, meeting areas arranged and up to date list of hotel services.
Organising luggage storage areas	Especially for large groups of guests who may be on a tour, or who have all come off a recently landed plane.

1.1.5. Preparing for a guest with a disability

It is important to not only know a guest has a disability but what that disability is, thus allowing you to be better prepared. When preparing for the arrival of a guest with a disability:

- Be aware of the wheelchair access to all areas;
- If an ETA (estimated time of arrival) is known, have a staff member wait at the entrance;
- Be familiar with the set-up of the disabled person's room and the special facilities it has;
- Know the location of the public toilet for disabled persons.

1.1.6. Preparing for group arrivals

Group arrivals can make for an easy cost-effective method of checking people into the hotel if well organised. Groups usually work to a schedule. This means that the hotel will know the group's movements at all times. The porter counts and records the luggage on the group file • Receptionist checks rooming lists and all relevant information for correctness and smooth check-in process • Luggage is tagged by the porter • Porter obtains rooming List and places room numbers on tags •E.g.

- With good communication and follow-up between the reservations department and the group organisers, the following information will be known:
- Estimated time of arrival for the group;
- How the group will be arriving, e.g., by private coach or individually by car;
- How many pieces of luggage each person will have;
- Meal time and where the meals will be taken;
- Times that the group will be out on tours, in session or on free time;
- Areas to leave messages if guests are not in their room;
- Preparing luggage tag.

1.1.7. Guest Departure Procedure

A guest calls the bell desk about his intention to check-out. The Bell Captain asks the guest the number of baggage he/she has to send the right number of bell boys or bell man will take today's departure list from reception. The porter should always remember that the luggage they carry belongs to someone else. All luggage should be handled carefully it may contain breakable or fragile items. Luggage should also be treated as an item of great value and never be left unattended, particularly outside the hotel entrance. On arrival a porter may tag luggage with a hotel tag identifying the number of items and guest name and room number, a luggage tag will also include an expected Date of Departure.

Most accommodation establishments have luggage labels to identify and confirm the ownership of luggage to ensure the security of the luggage. Luggage labels or tags will ensure the luggage is delivered to the owner.

The tag will indicate:

- Whose luggage is it?(guest name)
- Guests room number
- Group name (if appropriate)
- Number of pieces, often expressed as a % 1 item of a total of 4, e.g. 1/4 then 2/4 and so on
- Type of luggage, suitcase, soft pack, sports bag, sporting equipment, make-up bag, briefcase, laptop etc.

The porter should always use luggage labels to write the guest's name and room number on as soon as this is known. The label should then be attached immediately to the guest's luggage. It is most important for the porter to ensure that all luggage's are labelled accurately. Sending the wrong luggage to the wrong room causes annoyance, poor guest relations, and embarrassment and has the potential to lead to theft, and breaches of privacy. Occupational Safety and Health; Luggage can be heavy – sometimes very, very, heavy – and therefore the porter must be aware of some basic occupational safety and health issues regarding handling luggage, including:-

- Test the weight of bags before lifting – give them a test lift
- Adopt the correct posture for lifting
- Keep the back straight
- Bend the knees

- Lift the luggage.

Use an approved trolley if luggage is too heavy to lift comfortably and correctly. If more than one item is to be placed on the trolley, the heaviest bags should be placed on the bottom and the lighter ones near the top. If an item is too heavy to pick up, the vertical trolley should be used as the porter will not have to personally lift the bags. Most trolleys have a number of ‘hooks’, which allows the porter to hang garment bags, handbags and other light items with handles. A porter should ask the guest if they want any personal items or delicate items on the trolley or would they prefer to carry them. In some establishments, specific routes for the trolleyed transportation of guest luggage have been identified these should be adhered to where they apply. In very large hotels there might even be a conveyer belt to get the luggage from the arrivals area to the reception area or even convey the luggage to the required floor or wing of the hotel.

Likewise, some establishments have procedures for where certain luggage should be placed within rooms – articles on hangers may have to be hung up, suitcases to be put onto the appropriate racks, briefcases next to the bed, and so on: these must be adhered to with every guest in every room, unless the guest requests something else.

1.1.8. Handling guest Request

These are also known as ‘Guest Loan Items’. Some of the items which may be requested by the guest are:-

- Hot water bag,
- Iron & Iron board (in case if not already placed in the room),
- Furniture items – like an extra chair,
- Hard bed – a piece of wood placed under the mattress to make a bed firm and reduce back pain
- Extra beds – Chargeable
- Special pillows (cotton, hard pillow, etc.) many people request for foam pillows since they are allergic to feather pillows
- Baby cot,
- Indoor games,
- Umbrella,

- Wheelchair
- Hairdryer,
- Thermometer etc.

Guest request handling technics

1. Once the guest requests for special items it is recorded in the guest's special request register/ guest call register
2. The concerned GRA/ Bell's man is informed so that the particular request is attended to at the earliest. GRA/ guest relation agent/
3. The GRA / Bell man accordingly take appropriate action i.e. the Guest request is fulfilled
4. Once the requirement of the guest is fully filled; the GRA / Bell's man gives a follow-up call to the control desk.
5. The items given on special request are recorded in the floor register/floor logbook
6. The entries are also made on the occupancy board and the logbook. This gives information to the subsequent shift's desk supervisor.
7. In case the guest is checking out the request items are removed from the room and the information is erased from the board.
8. The special request items are handed over by one shift to another shift. After every shift items are counted and handed over to the next shift.

Steps to entering to a guest room

- knock at the door;
- Identify yourself, e.g. Concierge or Bell Attendant;
- wait for a response;
- knock and identify yourself again;
- If no answer, enter the room.

1.2. Welcoming & directing arrivals

This is often the first opportunity for face to face contact – porters need to make it a positive moment of truth. Immediately guests arrive, they begin to form opinions, draw conclusions, etc. about the venue and the service: A first impression of an establishment is based on the warmth and professionalism of their welcome. This welcome may occur:

- When guest pulls up in the car;

- When the guest enters through the front door;
- At the reception desk.

Wherever it occurs, the greeting is very important as it says a lot about the establishment and the staff. A greeting should be:

- Welcoming
- personable
- Sincere offered with a smile while looking at the person.

A welcome or greeting should contain: the guest's name or title (the establishment name)

Procedures of Porter service (with examples)

1.2.1. Welcoming the guest:-

- Stand up straight and Smile
- Wish time of the day and greet
- Introduce your hotel and yourself (name tag is mandatory)

E.g.

- Good morning/afternoon/evening, Mr /Mrs XXXX, sir, madam,
- Welcome to XXX hotel.
- My name is XXX, I am a porter. May I assist you with your luggage / May I handle your luggage?

1.2.2. Escort the guest to the reception for registration

Engage your guest/ have a chat with the guest, about their flight or trip, weather condition, if it is his/her first time, tell him/her will going to love his stay in your hotel and tell him/her that you are happy to welcome him/her.

E.g.

- So how was your trip/flight?
- Are you here for business or pleasure? (depending on his/her reply give appropriate reply too)
- Is this your first time in Addis? If the guest says yes.
- Oh, I hope you will have good time and you'll enjoy it
- Here is the reception, you may check in here.

1.2.3. Receive room key from the guest and escort him/her to his/her room after registration.

Here you should explain the facilities of your hotel and where they are located.

E.g.

- Our hotel is a 4 star hotel with different services like:
- 24 hours high speed internet in your room and every places of the hotel with free of charge.
- We do have a restaurant located on the first floor and you can also have room service at any time
- Also you can enjoy our cozy bar on the top of the building
- If you want to exercise/ workout, our fitness center is also located in the ground floors of this building and swimming pool in the left side of the compound.
- And please enjoy our continental breakfast from 6 am to 10 am etc.

When you get to room:-

Open the door to the guest and switch on the light and let the guest in and follow him. Then put the luggage on the luggage rack and explain about room facilities E.g....

- Safe box usage
- mini bar (chargeable)
- Telephone directory
- Room service menu
- TV channels etc.

Finally give him a chance if he/she has any question, return the key to the guest and wish him a good stay and leave the room.

Remember

Acknowledge the guest first, before he or she speaks to you. If you know the guests name, use it; if not, 'sir' or 'madam', 'ladies' or 'gentlemen' are acceptable. Do not be overly familiar or too casual. Mob serves others in your department greeting guests; develop your own greeting that you are comfortable using and check it with your Trainer.

GUEST ARRIVAL ACTIVITIES

- Direct (or escort) the guest to reception

- Park the guests' car
- Deliver their luggage to their room
- Room the guest
- Offer additional services.

1.3. Procedures of luggage handling safety requirements

1.3.1. Occupational Health and safety;

Luggage can be heavy – sometimes very, very, heavy – and therefore the porter must be aware of some basic occupational health and safety issues regarding handling luggage, including:

- Test the weight of bags before lifting – give them a test lift.
- Adopt the correct posture for lifting
- Keep the back straight
- Bend the knees
- Lift the luggage.
- Use an approved trolley if luggage is too heavy to lift comfortably and correctly. If more than one item is to be placed on the trolley, the heaviest bags should be placed on the bottom and the lighter ones near the top.
- If an item is too heavy to pick up, the vertical trolley should be used as the porter will not have to personally lift the bags. Most trolleys have a number of ‘hooks’, which allows the porter to hang garment bags, handbags and other light items with handles. A porter should ask the guest if they want any personal items or delicate items on the trolley or would they prefer to carry them.

In some establishments, specific routes for the trolley transportation of guest luggage have been identified these should be adhered to where they apply. In very large hotels there might even be a conveyor belt to get the luggage from the arrivals area to the reception area or even convey the luggage to the required floor or wing of the hotel. It is the responsibility of the establishment to compile emergency and evacuation procedures and to train staff in these. Fire drills and fire extinguishing methods should be carried out on a regular basis. In all guest rooms - usually located on the back of the door - there should be a floor plan of the establishment, clearly marking the fire escapes and the closest designated evacuation area.

Likewise, some establishments have procedures for where certain luggage should be placed within rooms – articles on hangers may have to be hung up, suitcases to be put onto the appropriate racks, briefcases next to the bed, and so on: these must be adhered to with every guest in every room, unless the guest requests something else. A porter is often called upon to escort guests to their room. This affords the porter the opportunity to:

- Build rapport
- Respond to queries
- Highlight venue and room features
- Advise guests of emergency procedure

1.3.2. Safety & Security on Luggage Storage Room:

Luggage room should be always organized and neat & divided in 3 areas, arrival, departure, long term storage.

- Each luggage has to be tagged using luggage tag (Guest name, date, room no, guest's signature and time of collection).
- A phone number or email address must be on the long-term storage luggage form.
- Long term luggage storage register has to be completed and signed by the guest.
- Always keep the luggage room closed and dry.
- Do not leave guests alone in the luggage room.
- If long -term storage request reminds the guest to inform to the front desk if
- there is their valuable item with them (Jewelers, phone, wallet, camera,
- I pad etc.) In the luggage before they left to luggage room.

1.3.3. Describing the safety and security facilities

By law, all accommodation establishments must have fire exits that are clearly marked and left unobstructed at all times, well-maintained fire extinguishers and other Fire fighting-equipment, signage outlining the correct equipment to be used on different fires and where equipment is stored, a sprinkler system that automatically releases water when heated, a smoke-activated alarm system. It is the responsibility of the establishment to compile emergency and evacuation procedures and to train staff in these. Fire drills and fire extinguishing methods should be carried out on a regular basis. In all guest rooms - usually located on the back of the door - there should be a floor plan of the establishment, clearly marking the fire escapes and the closest designated evacuation area.

1.4. Escort to room & explain the room features

1.4.1. Escorting guests to their room

Escorting guests to their rooms can be one of the most enjoyable duties in the Front Office. It gives you the opportunity to ask questions and learn more about the guests, thus pre-empting any needs or inquiries that may arise. As well, it offers the opportunity to promote the facilities of the establishment and local area. When check-in is completed, the receptionist should inform you of the guest's name and room number and hand you the room key. Remember, once you know the guest's name use it frequently.

When escorting a guest it is good manners to:-

- Allow the guest to set the walking pace, even though you are leading the way.
- Speak clearly and with the appropriate volume.
- Look at the guest when speaking to them.
- Be courteous and polite.
- Use the guest's name; the more you use it, the greater the chance you will remember it when next you see the guest.
- Keep the conversation on a professional level; do not be too familiar or use slang.
- Keep the conversation on a positive note; do not voice your opinion on any issues.
- Use your intuition to know when to withdraw from a guest or be quiet; sometimes guests. Do not wish to communicate and you should respect this?

1.4.2. Describing the features of the room

It is important you are familiar with each type of room and understand the correct operating procedures for the various facilities. As you are normally by yourself with the guest it will be difficult if you do not know the answer to simple questions. When describing the room and facilities you must vary your presentation depending on:-

- The first-time guest who has plenty of time and wants to know everything about the room;-
- The first-time guest who is showing some interest, but does not want to know everything;
- The first-time guest who is not interested at all, but whom you still must inform about the important issues, such as fire exits;

- The return guest; find out when the guest last stayed at the hotel. There may have been some changes since then.

Arrival of the Guest: B=as bell boy and G= Gust

B: Good Morning Ma'am/Sir! Welcome to Hotel BCSAT, my name is _____, how may I help you?

G: I want to Check IN, Is there any available room?

B: Yes Ma'am/Sir. Let me assist you to the front desk. May I carry your luggage?
This way please.

G: Sure! Thanks. After checking – in carry the guest's luggage and escort to the room

B: Ma'am/Sir, let me assist you to your room. This way please.

G: Yes sure!

B: Before we arrive to your room, allow me to explain our hotel facilities. Breakfast will be available at the Restaurant located at Lobby level from 6:00am to 10:00am. We also have Café and Business Centre at Lobby level, the swimming pool, spa and fitness centre are on the 5th floor.

Let us know if you need to make reservations for our hotel facilities.

G: Yes. Thank you for the information.

Room Familiarization

B: We are in front of your room, Ma'am/Sir. May I have your key for me to open the door for you?

G: Sure. Thanks! Access the room According to Standards, Always Ask permission to enter the GR, after entering the room,

B: Have a sit Ma'am/Sir. (Put the luggage on the luggage rack properly)

B: Ma'am/Sir, allow me to explain the room facilities. You have safety deposit box inside the wardrobe. You also have a mini bar; you have more than 24 channel lists, to make an outgoing call, press 0 for operation assistance, 1 for housekeeping, 2 for laundry, and 3 for room service.

G: Alright. I will ask you again if I forgot.

B: It is my pleasure, Ma'am/Sir. Is there anything else I can do to assist you?

No, I think that's enough. Thank you so much.

B: It's my pleasure Ma'am/Sir, if you need further assistance during your stay with us,

do not hesitate to contact me with speed dial 2323.

G: Okay. Thank you.

B: I wish you a pleasant stay with us!

Check out service

Take check out order from front desk/ concierge desk

Knocking room 3 times and present your self-Bell Service!’’.....guests open his/her door

B: Good Morning Ma’am/Sir. I am here to pack your clothes.

G: Okay.

Start unpacking then after unpacking

B: I am done unpacking your clothes Ma’am/Sir. This way to the front office.

G: Thank you.

Assist the guest to the front desk to check out.

After check out...

B: This way to the parking lot, Ma’am/Sir. Let me carry your luggage.

After putting the luggage to the compartment

B: Thank you for staying with us, Ma’am/Sir. We look forward seeing you to
your next check in. Have a good day!

B: Good Morning Ma’am/Sir..... I am here to escort your luggage.

G: Okay. Take those luggages *then after loading to the trolley*

B: Ma’am/Sir I am done. This way to the front office.

G: Thank you.

Assist the guest to the front desk to check out. Wait the guest until He/she finalize check
out bill.

➤ **After check out done**

B: This way to the parking lot, Ma’am/Sir. Let me carry your luggage.

After putting the luggage to the car

B: Thank you for staying with us, Ma’am/Sir. We look forward seeing you to your next check in.
Have a good day!

Self-check-1	Written question
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Part I – MULTIPLE-CHOICE QUESTIONS

Instruction: Write short answer for the given question. You are provided 2 minute for each question & each point has 2 points.

- Which one of the following is wrong about porter service?
 - Handle luggage to room
 - Assisting guest check in & check out
 - Taking cash from customers
 - providing information
- The basic occupational health and safety issues regarding handling luggage, includes?
 - Test the weight of bags before lifting
 - Adopt the correct posture for lifting.
 - Keep the back straight
 - All
- Which of the ff. the Desirable qualification of a concierge?
 - Honesty
 - Command of foreign languages
 - A warm and friendly personality
 - All
 - A&C

Part II – Short answer writing

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 3 point.

- List the steps entering to a guest room?
- What are the ancillary services given by the porter section?
- What are the desirable qualities of a porter?

Part III Fill in the blank space

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 1.5 point.

- Handling guest Request also known as -----?
- is an important & integral part of the guest experience and satisfaction?
- is located in the lobby close to and visible by the front desk?



Unit Two: Handling Guest Luggage and Providing Concierge Services

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Transporting and delivering guest luggage to the correct location
- Operating Luggage storage system
- Marking and storing luggage for easy retrieval
- Placing Luggage correctly in the storage system
- Providing Concierge service
- Liaising Colleagues and other departments to ensure effective response to concierge service requests

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Transport and deliver guest luggage to the correct location
- Operate Luggage storage system
- Mark and store luggage for easy retrieval
- Place Luggage correctly in the storage system
- Provide Concierge service
- Liaison Colleagues and other departments to ensure effective response to concierge service requests

2.1 Transporting and delivering guest luggage to the correct location

- **General Points to note while directing/escorting guests:-**
 - Be aware of the exact location of the facilities in and around the hotel.
 - Always explain in a clear and simple way.
 - Escort the guest whenever possible or have him/her escorted by another Associate.
 - Also ensure that you are aware of all health and safety procedures, especially in case of an emergency.
 - Know the location of the nearest fire exit, assembly point etc.

2.1.1. Entering & leaving guest room

- Make sure the DND sign is not on.
- Use the villa entry phone to call the guest.
- Ring 3 times & then wait.
- If no response is heard within 30 second ring, second time, still if there is no response ring trice.

• Entering the room

- Greet the guest with a warm smile
- Use the guest name
- Announce your name ,dep't
- The purpose of your visit
- Seek permission whether to enter the room or come back again
- If the guest permits, open the door, smile while approaching the guest & speak clearly asking any necessary questions while completing the task.
- If guest request to come back later, apology for the inconvenience & check with the guest so as to when come back again.

2.1.2. Escorting and directing guest

- Within the hotel:-
 - Be aware the exact location of the facilities in the hotel
 - Explain in clear & simply way
 - Always escort the guest or have him/her escorted by another member of staff
 - Never give just directions.
- Outside the hotel:-
 - Give clear direction s
 - Offer to arrange transportation
 - Give guest a realistic timing
 - Give the guest a realistic pricing if traveling by taxi
 - Consult with your colleagues if any doubts.
- **Rooming the guest:** A porter is often called upon to escort guests to their room. This affords the porter opportunity to:

- Build rapport
- Respond to queries
- Highlight venue and room features
- Advise guests of emergency procedures.

2.1.2. Uploading & loading the luggage

- Handling guest luggage is often:
 - Collected from the guests car
 - Delivered to their room
 - Collected from their room
 - Stored

I. Uploading luggage

- Assist guest with any luggage
 - Carefully unload the luggage from the car .do not throw luggage on the floor
 - Confirm the total number of piece with the guest's & write the number and the guest's name on the luggage tag. Make sure no luggage has been left in the car.
 - In case of any damage observed on the luggage,' marks it in order to inform the guest & log it in the handover log book.
 - Tag luggage & handover the second part of the luggage tag to the guest.

II. Uploading luggage

- Load the guest luggage in the buggy carefully & gently.do not throw the luggage on the floor
- Ensure luggage is kept clean & in good condition
- Never leave luggage unattended
- Block the luggage in the buggy so that it does not move
- Load heavy things at the bottom so that it does not damage the lighter luggage
- Take extra care for fragile luggage.

III. OHS:- Loading the trolley

- Safely – no damage
- Securely – not stolen or misplaced
- To the correct location
- use of an appropriate route
- Within acceptable time frame
- Multi room delivery

IV. Collecting and delivering luggage

- Whether luggage is collected from (or delivered to) cars, coaches or rooms it is done:
- Within designated timeframes
- Safely.

V. Timeframes

- Guests expect their luggage to be delivered to (or collected from) their room in a timely manner.
- Always give an indicative timeframe for luggage collection or delivery.
- Try to keep it within standard times for the venue (e.g. within 15 minutes).

2.1.3. Arranging transportation

Open share drive, front office, bell desk, transportation, daily limousine sheet.

- **Transporting luggage**

- Follow designated routes.
- Never inconvenience a guest.
- Don't take luggage back of house.
- Don't take trolleys into guests rooms.
- Don't take trolleys into restaurants, bars, and poolside.
- Don't leave loaded trolleys unattended.

- **Handling lost & found items**

Upon finding an unattended item;-

- Put a lost & found tag, & write the item, name, date, time, and location where the unattended item had been found.

- Inform the guest immediately once the associate recognized that the belongs to the guest
- If associate does not recognize the belonging is belongs to which guest, it has to be reported to housekeeping..

2.2. Marking & storing luggage

2.2.1. Marking/ labeling luggage

Most establishments provide luggage labels. It is a good idea to use these particularly when you have a lot of luggage to deliver. It helps to avoid the wrong luggage being delivered to the wrong rooms. As soon as you know the details, i.e. name of the guest and the room number, write these on the luggage tag you have already attached to the bag.

- The importance of ‘tagging’ luggage:-
 - Tagging luggage means to place an identifying label on each piece of luggage.
 - The guest is given a corresponding tag which is presented in order to collect their luggage.
 - The tag will indicate:
 - Whose luggage it is (guest name)
 - Guest’s room number
 - Group name (if appropriate).
 - Date luggage placed in storage (and date to be collected)
 - Type of luggage
 - Number of pieces
 - Fee charged (portage).

2.2.2. Operating Luggage storage system.

- **Directing Guest to his/her Room**
 - Present yourself to the guest with a genuine smile.
 - Always offer the guest to carry his/her bags.
 - Always try to walk to the right of the Guest while directing to their room.
 - Walk a short step ahead of the Guest maintaining a distance of 2 feet from him/her.
 - Smile warmly and maintain eye contact when conversing with the Guest.

- On the way, briefly explain the hotel features and facilities which the guest needs to know (e.g., breakfast room, restaurant timings, pool area, spa access, complimentary hi-tea, city drop, boat ride etc.).
- Walk professionally without making any noise.
- Assist the guest to call the lift by pressing the button to get the lift for the guest.
- When the lift door opens gesture with your open palm gesture.
- Explain how to use the room key to activate the elevator if appropriate.
- Once the lift arrives at the floor, gesture the Guest out first and then direct the Guest towards their room as above.
- Once you reach the room, open the door for the Guest.
- Demonstrate how to use the room key.
- Open the door and gesture the Guest to the room.
- Ask Guest permission to enter the room and ask if they wish to have an explanation of the room.
- If the answer is yes, show the room and explain e.g. TV use, mini bar, air-conditioning, lightning etc.
- Offer further assistance.
- Wish the guest a pleasant stay.
- Leave the room and close the room door behind slowly.

2.2.3. Handle luggage store

The luggage room should have the following standard.

- Accessible for locks and Key handling/controlling system
- Availability of baggage tag
- Luggage Racks
- Very secured

Following questions need to be asked while keeping in Items for long storage:

A) Fragile Items

- Ask the guest if there are any fragile items in their suitcase,
- If yes, mark “Fragile” on the luggage tag.

B) Perishable

For items who need to be kept cool (medication, food...) check with Food and beverage kitchen. Record where the items are stored in the luggage register. For long term luggage storage ensure with the guest that there are no perishable items inside the luggage.

2.2.5. Storing luggage

- Many guests request their luggage to be stored.
- A secure area (lockable room) should be designated for this purpose.
- The secure area should have restricted access.
- All items secured in this way should be tagged.

During luggage handling a porter can transport either manual handling techniques to guest room or marking system is used to store in luggage storage area based on the policy of that particular hotel.

2.3. Concierge service

‘Concierge’ is a French term given for someone who works at the hotel providing information and helping and addressing the guest inquiries. A concierge commonly called Guest Relation Manager / Service, as specialized customer service representative. The concierge employees will perform their duty at the lobby area. Some hotels require concierge's presence in lounge & lobby areas. The concierge department is assigned to help the guest during their staying in the hotel and assists them to resolve any sort of problem.

- **Job responsibilities of a Concierge staff:-**

Job responsibilities for these workers vary widely from one employment setting to another.

However, in general, they are expected to provide personal services to consumers/guests served by their employers. Those services may include:

- Greeting guests/customers
- Manage guest/customer complaints
- Taking messages & delivering message
- Managing mail, luggage and deliveries
- Perform basic administrative/secretarial/reception duties
- Running errands/shops to assist guests
- Arranging transportation and excursions upon visitor request



- Provide information and recommendations on local features, attractions, shopping, restaurants, dining, entertainment, nightlife, and recreation
- Arranging tours and activities
- Making dinner/event reservations for guests
- Obtaining tickets for events & arranging special services
- Providing or arranging for general business services for guests
- Managing customer/guest requests for housekeeping and/or maintenance
- Theatre tickets, car hire, baggage and other guest services.

Providing concierge services include:

- Transport
- Hire cars and limousines
- Cycle and animal riding
- Transfers to departing guest's information needed.
- Luggage pick up
- Location etc....

A Guest purchases more than just a room when they stay hotel or resort; they purchase intangible products for example security, comfort, luxury, service, and a feeling of importance. Good service will result in a guest departing happy, content and relaxed.

2.4. Liaising Colleagues and other departments to ensure effective response to Concierge service requests

2.4.1. Communicating with other staff

As a porter, you don't work alone. Here are some reasons you may have to communicate with staff from other departments.

Table 1. Communication linkage with other staff

Department	Reason
Reception	Share information about changes to arrivals and departures
Maintenance	Report anything you or the guests see that needs fixing
Housekeeping	Report any problems guests have reported with the rooms
Security	Report any suspicious items or activity



Food and beverage	If a guest asks you to arrange food or drink for them
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- Make sure your messages are clear.
- Check that people have understood your messages.
- Check that you understand instructions or messages you receive. Ask questions if you don't understand the message or instruction.

Sometimes people are very busy and forget to tell you all the information you need, or *assume* (take it for granted) you know what they are talking about

Self – Check 2

Written Question

Part I – MULTIPLE-CHOICE QUESTIONS

Instruction: Write short answer for the given question. You are provided 2 minute for each question & each point has 2 points.

- Which of the following is luggage room standard?
 - Accessible for locks and Key handling/controlling system
 - Very secured
 - Luggage Racks
 - Availability of baggage tag
 - All
- The member of staff who stands wearing uniform at the entrance?
 - Porter
 - Concierge
 - Doorperson
 - Bell Desk
- The luggage tag will indicate:
 - Guest name & number of pieces
 - Guests room number
 - Group name if appropriate
 - All
 - A&B

Part II: Match column “A” with the appropriate answer under column “B”

“A”

“B”

- | | |
|-------------------------|---|
| ----1. Reception | A. Report any problems guests have reported with the rooms |
| ---2. Security | B. If a guest asks you to arrange dish or cocktail for them |
| ----3. Maintenance | C. Report any suspicious items or activity |
| ---4. Food and beverage | D. Report anything you or the guests see that needs fixing |
| ---5. Housekeeping | E. Share information about changes to arrivals and departures |

Part III – Short answer writing

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 3 point.

- What is concierge service?
- Why is it important to handle luggage safely?
- Explain [3] three factors to consider when placing luggage into a storage room.



Unit Three: Access, Update and Respond to Request for Visitor Information

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Identifying Sources of visitor information.
- Sharing and using visitor information.
- Updating information in house service.
- Updating local and organization knowledge

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify Sources of visitor information.
- Share and use visitor information.
- Update information in house service.
- Update local and organization knowledge

3.1. Identifying Sources of visitor information

We live in an exciting age of technology that not only changes the way we do things but changes the way we think, the way we consume products and the way we receive information. Much business today is conducted on the internet. E-commerce (electronic commerce) or e-business is increasing in popularity. Our customers can search for information, view pictures and videos, read travel blogs (journals and diaries written by consumers about their experiences and posted on their own websites), take a virtual tour and make and change bookings, all on the internet. And because of this freely and readily accessible source of information, our consumers can do without our personal input.

We now have a general idea of the information needed in the hospitality industry to perform effectively in the workplace. But as indicated at the beginning of the chapter, hospitality is a dynamic industry facing daily challenges and shifts in customer preferences, social and economic trends, technology, legislation and business practices. We need to be able to identify and use a range of opportunities to update our knowledge of the tourism industry in order to remain informed.

Marketing plays a significant role in creating and sustaining trends, as does demand by the target market. That is, once a trend is created, it is only sustainable through demand. And demand will only be maintained while expectation is met (or until a new trend begins).

Identifying trends is often a confusing aspect of the industry that can make the difference between success and failure for an enterprise. Keeping in touch with trends, innovation, change and other influences on the industry requires staying in touch with the sources that report on the industry. Working in the industry will give us access to certain information that keeps our knowledge current.

3.1.1. Sources of visitor information

Sources of information about your business associated industries and about your customers – current and potential – will come from a wide range of sources such as:-

- Media Industry Associations
- Internet
- Reference Books
- Personal Observations
- Seminars

- Libraries
- Personal Experiences
- Industry Functions
- Unions
- Market Research
- Industry Journals
- Your customers, colleagues, supervisors and managers

If we now think about this in the workplace and the applications needed to be effective and competitive, technology takes on a whole new level of importance. In the workplace we are likely to have (and need to be able to use):

- Internet/extranet/intranet
- Information technology (such as computer reservation systems)
- Photocopier
- Facsimile machine
- Bar coding devices
- Telecommunication system sees ways in which you could use technology to enable your customer-:

3.2. Sharing and using visitor information.

3.2.1. Using and Sharing the Information

Nobody knows more about how to serve your customers than the people who talk to and listen to them every day – your front line staff. But are they talking to each other, and are you listening to them? We explore how technology can help.

Sharing is caring.

3.3. Updating information of in-house service

3.3.1 Identify and use opportunities to update in-house information

To avoid incorrect information being supplied to guests all information about in-house services needs to be updated and improved. If information is current this may be an added marketing tool demonstrating current facilities and services. Social networking sites are often used to gather feedback from guests and to gauge the need for changes to information.

- **Assess the request for information**

Guests may ask for information from a range of staff. The front office reception and the concierge or guest services desk staff are trained and responsible to meet all the requests made by guests. Using appropriate interpersonal skills staff can identify required information, handling all enquiries for information in a polite, courteous and friendly manner.

Assess the request for information.

The critical aspect to delivering this service is that the staff must undertake to find the answer to a question to which they do not know the answer, with the same good grace as they show when answering a question they do know the answer to. Staff should remember that they are not on their own when it comes to providing any service, information or advice. The establishment and all staff will strive to assist wherever possible. The staffs at the front office reception and the concierge or guest services desk organize for things to get done through the efforts of others, as compared to actually doing those things themselves.

If a guest requests information or has a question, first staff should thank the guest for their enquiry and, by asking questions that will elicit more information about the information required, confirm the source, nature and priority of the request. In response staff should utilize the most effective form of presenting the information. It may be a web link or a printed instruction or quick text message. In dealing with some requests, the request may be redirected to the correct area especially for a request relating to a specialist area; For example, if the guest wished to go horse riding then staff would need to check with a stable staff member or horse master.

All requests need to be processed and record of the request made in accordance with host enterprise requirements, where applicable. There may be situations that require special equipment, or qualifications. Records of requests make it possible to track the progress or status of the request and add information for future planning.

3.3.2. Update information

Updating of information has to conform to a scheduled timeframe, such as every three months, six monthly or annually. Global changes make it important that unscheduled updates can occur to keep up with current trends. Whenever there is a change to the products, services and facilities provided by the establishment, including the introduction of new services and the removal of old services an update should be implemented as soon as possible.

Other changes which may occur outside the timeframe for updating data are changes to prices or the conditions or hours that relate to the provision of in-house services. These changes may occur suddenly due to external influences, economic or weather extremes. For example if there were severe weather conditions such as excessive rain this could affect the price of fruit and vegetables and flow on to menu prices causing an increase in the price of specific dishes.

Information from external organizations and agents will need to be updated too, but frequently third party businesses will be proactive and supply the information for update themselves.

The use of electronic systems can ensure updates, especially from external businesses, are timely and prompt.

3.4.Update local and organization knowledge

3.4.1. Sources for local area information include:

- Local visitor guides/brochures/flyers
- Local publications, such as newspapers
- Consulting with industry colleagues
- Personal visits
- Tour operators.
- National and regional tourism authorities
- Local tour operators
- Guide books and destination publications
- Internet
- Library
- Media
- Events

The more information you have and the more accurate it is, the more confident you will be and the more valuable your service will be to your customers. As hospitality and tourism professional, one has to know the basic information about their local area including: climate, distinctive flora and fauna, population, religion, language, history, government, economy, communication, education. Moreover, a tourism professional should give a much detailed description of a particular destination, as well as giving further information such as:

- Getting there: distance, transportation and time
- Accommodation
- Places to see and how to get to them
- Costs
- Health
- Currency
- Events and festivals

3.4.2. Provide local information may include:

- Supplying local map and set of tourism information brochures and leaflets
- Advising details of transfers from the terminal to the accommodation venue
- Providing details and arrangements regarding sight-seeing tours and side-trips that are included as part of the stop-over at this destination
- Explaining the local time, currency, exchange rates and money changing facilities
- Providing advice on tipping and the accommodation venue
- Advising on the layout of the local area, the accommodation venue and the immediate vicinity
- Providing an overview of destination information
- Providing verbal advice regarding specific needs, wants and preferences
- Advising passengers of options and making suggestions. You will also need to update them on the tour itinerary and some local news and information.
- Terminal Transfer: Provide details on when and how
- Location of washrooms
- Documentation required upon arrival: disembarking card, visas and tour itinerary
- Check of personal belongings and luggage to ensure that all items are accountable

- Meeting points to prepare for boarding coach/car
- Local map and tourism brochures
- Heritage
- Currency Exchanges Rates
- Tipping custom: tipping etiquette
- Name and Location of Hotel
- Hotel Facilities and Amenities

3.4.3. Share updated knowledge with colleagues

Introduction

In most areas of a hotel or resort staff changing shifts allows for a 'handover' session. This is a communication meeting about what is happening in the venue, where information can be shared from one shift to the next. This gives staff a chance to update their information about changed in-house information.

- **Share updated knowledge**

Some changes may require a memo or electronic notification to inform colleagues. For staff that accesses the computer system as part of their duties, an electronic reminder or memo can be used. This will appear as staff log on to the system. If the establishment has intranet information may be posted on electronic bulletin boards or management may sponsor staff Facebook or Twitter sites. Management or supervisors of a work area or department may find it more efficient to inform colleagues at staff meetings or daily briefings. This is efficient for staffs who may work on a casual basis or who are roistered to work at night or at different locations to the main service area, an island or separate location. When new products, services and facilities are installed staff may have familiarization tours to experience first-hand the new services. In some areas staff may be able to take a virtual tour to achieve a similar understanding of the new services.

Updated information may require the revising of the content of orientation and induction documents and staff induction sessions need to reflect these changes. Also there is a need to revise the content of formal in-house training to reflect changes, especially when new equipment or software has been installed. Updated information may cause changes to procedures, for example after natural disasters emergency procedures may need changing to accommodate new information. When staff is involved in new information or updated material they are often provided with hard copy information in relation to the changes to ensure accuracy.



Self – Check-3	Written Question
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Part I – MULTIPLE-CHOICE QUESTIONS

Instruction: Write short answer for the given question. You are provided

2 minute for each question & each point has 2 points.

- Which of the following is a formal research technique?
A. Newspaper articles B. Interviews C. Brochures D.All
- is the questions techniques that require more than a 'yes' or 'no' answer.
A. Closed -ended B. Personal Observations C. Open-ended D.All
- In the hospitality industry the information collected in a number of ways primary used for-----
A. planning future activities, B. shared with customers and colleagues.
C. profit D.A & B

Part II – Fill in the blank space

Instruction: - Write short answer for the given question. You are provided 1 minute for each question each point has 1`.5 point.

- Using appropriate interpersonal skills staff can identify required information, handling all enquiries for information in a -----, ----- and friendly manner.
- Updating of information has to conform to a scheduled timeframe,
Such as -----, ----- or annually.

Part III. Short answer writing

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 3 point.

- Explain the Sources of local area information?
- What is the need of information about in-house services? Explain?



Unit Four: Providing Information

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Identifying information and special needs of different customers
- Providing accurate and unbiased information
- Assisting or instructing visitors in the use of equipment and facilities
- Considering health and safety requirements.
- Promoting internal products and services

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

Identify information and special needs of different customers

- Provide accurate and unbiased information
- Assist or instruct visitors in the use of equipment and facilities
- Consider health and safety requirements.
- Promote internal products and services

4.1. Identifying information and customer`s special needs

4.1.1. Comply with special requests

Special requests are a common occurrence in most accommodation establishments. The front office usually takes these special requests, with the original booking of the room or face-to-face with guests at check in or during their stay. The actual filling of these special requests requires a team effort and frequently it is the porter who is required to assist in ensuring special requests are fulfilled in accordance with requirements and establishment procedure and policies.

Porters need to liaise with staff from other departments to meet and prepare to meet guest`s special requests – which may include items such as preparing for guests with a physical disability, a request for a bottle of wine on arrival in the room, a fruit platter, chocolates, or a cot in the room.

- In an establishment with an electronic Property Management System/PMS/ special requests can be logged as traces. Traces are electronic messages from one department to another identifying by login tag that has processed and accessed the trace. Each department can print their trace or special request report to check all requests have been completed. Sometimes guests have special requests that you may have to organize, particularly if the request comes after hours, such as: different furniture in rooms e.g. a cot for a baby or a rollaway bed – this would be organized by Housekeeping; but you may have to help with the move or organize it if the request is after hours special food or drink e.g. fruit, chocolates or champagne – this would be organized by Food and Beverage unless the request was after hours wake up calls – this would be organized by Reception unless they are very busy. Porters may liaise with housekeeping to provide extra equipment such as printers, play stations or coffee makers a guest may have requested. If a guest is a VIP then there may some standard extras added to the room or suite depending on the level of VIP. Extra furniture may be requested such as a child`s cot or desk chair.

➤ 4.1.2. Provide information to guests

Guests often ask questions about the area. This may ask for information about:

major tourist attractions, how to get there and opening hours

- public transport
- major festivals, sporting events, and theatre productions or concerts
- the weather.

Often there will be maps and tourist information at your desk and beside the reception area to give to guests.

Keep this area tidy as guests can see it.

- ***Deliver mail and messages***

you may be asked to deliver mail and messages to guests' rooms.

- ***Page guests***

you may be asked to *page* guests, or call their name to find them. You could make an announcement in the dining room or other public areas, or you could call their mobile phone if you have the number.

- ***Pick up goods***

you may need to collect luggage from the airport for a guest. You should deliver it to the guest immediately and ask the guest to check that everything is correct.

- ***Valet parking***

In some venues, guests leave their cars at the front and the porter parks the car in the car park. This is called *valet parking*. Of course you must have a driver's license to drive guest cars. Be very careful when driving guests' cars!

- ***Emergency cleaning***

you may have to do some emergency cleaning if something happens to make the reception area and foyer unpleasant for guests. You can clean up quickly before someone from Housekeeping comes to do a more thorough clean.

You will be shown where the cleaning materials and equipment are, and how to use them.

Porters' information

- **Porters often have a reference file of information that guests frequently ask for.**

it may contain: -

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- Frequently called phone numbers such as airlines, taxis and local restaurants emergency numbers
- Information about local restaurants, tourist attractions and transport.
Information must be kept up to date as it can change.
If there is something that you think should be added to this list, talk to your supervisor.
- Provide security

Because you are based near the front door, you play a role in the security of the venue. If you see anything suspicious, you should let your supervisor or Security know immediately.

Some suspicious things you might see are:-

- luggage left unattended
- people loitering (wandering about without any real purpose) who don't appear to be guests.
- People who are drunk or acting strangely

Assist in emergencies

you may need to assist in emergencies e.g. if there is a need to evacuate the venue in case of a fire. You will be shown the emergency evacuation procedures.

4.2. Providing accurate and unbiased information

4.2.1. Provide the required information

A guest may ask a range of questions about services and ask for information about in-house features or services and local tourist destinations, some of which may be supplied by third party providers. Hotel and resort staff should offer an honest recommendation of options available to a guest. However staff is encouraged to recommend the use of in-house services when making recommendations.

A guest may have requested information that presents a range of options and staff have to explain the options, including any recommendations as to the option which will be most suitable and best meet the guest's brief.

By encouraging staff to experience the services offered through site visits or virtual tours. or maybe participating in sampling the dishes in the food and beverage area, some hotel managements may use a familiarization tour as part of a staff service reward scheme. By referring to personal experience and relating an anecdote they may encourage guests to decide

which option to choose. An example could be if a guest asks about a golf course. If there are two courses available then staff may recommend one course to an experienced golfer, having played or visited the course, and could then explain some unique features which would offer a challenging round of golf.

Using selling techniques, by suggesting alternatives and describing features, staff has then created desire in the guest's mind. Upselling is a selling technique starting at the lowest priced product or service in a range and progressively moving up the price and quality levels until the guest chooses the level (of price and quality) of product or service that meets their perceived value. Staff can look for 'service clues' and offer to make a booking on behalf of the guest having completed the discussion of available options. There are benefits in recommending the features of the in-house service, travel and safety are not an issue and billing processes reduce the need for currency exchange.

When providing information about potential third party providers staff should always follow management procedure or protocols. The hotel or resort staff's main responsibility is to ensure their guest is safe and happy and the third party provider delivers the service as agreed. The Hotel or Resort may have contracted with specific providers, for example limousine companies, exotic tours, scuba diving or paragliding,

4.3. Assisting or instructing visitors in the use of equipment and facilities

4.3.1. Assist guest with their special needs

Anticipating guest's needs and assisting guests in fulfilling their special needs are the prime jobs of a hotelier. Though all the guests should be attained with highest possible service, however there are some special guests who are to be treated with extra attention and care due to having some special requirements.

- Here is the list of special guests:
 - Aged or elderly guests
 - Infant and young children
 - Disabled or handicapped guest (e.g. -blind, deaf or wheelchair dependent)
 - Non-native guests or foreign language speaking guests
 - Single or solitary guests
- Guests who have health issues, such as:

- Heart patients
- Allergic to some foods
- Special dietary needs
- Disabled Guest Special Treatment While Check-in or Check-out:
 - The reception or 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.
 - The specially designed disabled room should be blocked for such guests, and a note or trace to be put on 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 and passport, visa details etc.
 - In some hotels, an in-room check-in and check-out facilities are provided for such guests.
 - Ask for the method of wake-up, pick-up of luggage, if help is required when the guest needs to leave the room.
 - While check-in the receptionist calls the General Manager or Resident manager and hand over the keys to the GM or RM, they will guide the guest to the room.
 - 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 9) 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.
 - An In-room check-out option is provided for disabled guests, but the billing process is done like any other check-out.
 - In case any assistance is required, the receptionist will provide this.
 - The front desk team should make sure that such guests are treated with the same respect

as any other guest.

4.3.2. *Assist special guests:-*

Here are some standard procedures to assist guests with their special needs based on their age, physical condition or status:

Serving aged or elderly guests:-

- Escort the guest to the guest table and help him/her to be seated
 - Arrange calm and quiet corner with suitable and comfortable chair for the aged guests
 - Always serve the elderly guests first with great care and respect
 - Ask for any special assistance or requirements
 - Treat guests on the basis of their pace
 - Deal with the guest in a clear, slow and calm voice
 - Anticipate their needs concerning their functional disabilities or difficulties
 - Escort the old guests to the washroom and exit , if necessary
- Assisting infant or young children:
 - Always treat all infant or young guests as V.I.P guests
 - Deal with young guests with a playful mind and special care
 - Be friendly and familiarize with the child
 - Politely ask the parents to determine any special requirements, such as:
 - Required cutlery
 - High chair
 - Any special food recommended
 - Whether allergic to any food or not
 - Provide clean and presentable baby chair or high chair (if required) and set it properly to avoid any accident
 - Offer bread and crackers immediately after the child is being seated
 - Present the children menus (specially made for children)
 - Place the order (serve the children first) after the order is being taken as per requirement
 - While serving the children remember that their meals should be eye catching and appealing
 - Offer to cut the food after the child is seated and the meal arrives

- Always arrange children's cutlery (e.g. teaspoons or espresso spoons) since they find it difficult to eat with adult cutlery
- Keep sharp items and hot items out of child's reach
- Provide extra napkins and Plexiglas glassware (depending on the age)
- Offer the child guest or children guest some coloring books/crayons whilst waiting for their course to keep them busy and quiet
- Always arrange necessary baby chairs, cutlery and service to accommodate all requests whenever required.
- the menu and describe buffet (if required)
- Fill plate at buffet for them
- **Serving guests with health issues:-**
 - Identify whether the guest is allergic to any food or not (e.g. seafood or nuts)
 - Determine from the guest regarding any special dietary needs
 - Before serving the guest, confirm whether the guest has any serious health problems or not (e.g. heart patient or diabetic)
 - Consult with the responsible chef and supervisor before placing the order.
 - Check to ensure the food is prepared according to the requirement before serving it to the guest.
 - Give assurance that all meals are prepared concerning their health issues

4.3.3. Instructions for visitors & colleagues

- **Write a house manual to share info about your space**
 - The house manual tool lets you provide guests with clear, step-by-step instructions and tell them where they can find important things, such as safety devices or the router for the Wi-Fi. Create your manual once, and you won't have to rewrite or resend emails for every booking—a major timesaver. And since guests can access it right from the app, they can check it out anytime, anywhere.
 - Start with the Wi-Fi password

It's one of the first things guests ask for when they arrive; so many hosts put it at the top of their house manual. "They all want the Wi-Fi code, so that is my trick for having them open the house manual and hopefully read it. Easy access to the Wi-Fi password is especially

helpful for remote workers who may need to join a virtual meeting, send an email, or finish typing a report soon after they arrive at your place.

- Include parking information Highlight pet- and family-friendly features
- If you're welcoming pets or children into your space, it can be helpful to point out all the features you've included to accommodate them, especially since you can share your house manual with guests before they arrive so they can plan ahead. You can use your manual to:
 - Describe where bowls for pet food and water are located
 - Designate which towels are for dirty feet and paws
 - Mention any amenities for kids, such as a crib or high chair
 - List which rooms have smoke and carbon monoxide alarms
 - Tell guests where to find amenities (and how to use them)
 - Toilet: Please, nothing but toilet paper should go in the toilet. There's a little trash bin for everything else.
 - Kitchen items: Dishes and cups can be found in the upper cabinets on either side of the microwave. Silverware is in the drawer on the left side of the oven, and pans are in the cabinet. Feel free to use any of this as needed to prepare your delicious meal. When you're done, you can put dirty dishes in the dishwasher. When we have a full load, we'll start the machine."
- Keep it brief and friendly
- Many hosts stress the importance of keeping your house manual short and to the point. "You don't want guests to feel like they have to walk across a minefield to keep the host happy," says host Tina from Nanaimo, Canada. "Find the right balance between your needs and making your guests feel welcome in your home."
- Once you've written your house manual, you might consider placing a laminated, easy-to-clean sign with clear instructions about how to log onto the wifi somewhere in your space. It's just one more way to make information easily accessible to guests. And to help inspire great reviews, each and every time.
- Emergency Evacuation Signs
- Hotel owners are obligated to supply guests with appropriate emergency identification items throughout the facility. Each visitor should be supplied an

evacuation procedure list with a detailed floor map outlining the fastest exit route. Additional items provided might include a list of processes to follow after exiting the building. These items and signs are essential because they enforce safety for fires which are a common reason for evacuating these types of commercial buildings. A Hotel evacuation signs are combined with this information to keep guests well informed of all nearby exits and procedures. Signs include stair, equipment and exit notifications placed on each level of the building. Contacting local officials is the easiest way to learn about what items are needed for your hotel facility to be compliant with building code safety regulations.

4.4. Promoting internal products and services

4.4.1. Promote products and services to customers

Staff may engage in at their workplace to contribute to changes to products, services and service standards to meet customer need. For hospitality staff to capture and maintain product and service knowledge including:-

- Personal experience
- Reading
- Attending product launches
- Attending trade events
- Talking to sales representatives
- Visiting suppliers,
- Distributors and manufacturers
- Talking to others.

Staff in a venue can gain personal experience about different ways:-

- Tasting venue food
- Tasting venue beverages
- Visiting/staying in accommodation/rooms
- Walking around the venue
- Viewing venue activities
- Being a customer in the venue.

- **The five elements of the „5Ps“**

- Product
- Price
- Place
- Promotion
- People

4.4.1. Staff should have high levels of product and service knowledge

Introduction Internal promoting product means promoting the company's objectives, culture, products, and services to internal staff and stakeholders. For this reason, it is also called employee marketing.

A brand advocate reviews a business positively; bringing you new customers and sales opportunities. Happy employees are the best brand advocates.

Companies should promote themselves internally because the cost of not doing so can be enormous. For example, without a good internal culture, a company will have a more challenging time retaining talent and must spend more resources on training the new staff. A high turnover rate also demotivates current staff and further dampens their engagement.

4.4.2. Internal products and services marketing: / Product marketing/

Product marketing is the activity of making the employees familiar with the company's products and services. This activity might seem redundant, but according to a study, at least 20% of employees don't think their company's product contributes positively to the consumers' lives.¹ If the employees don't love the product in the first place, how can they persuade customers to love it? This is where product marketing comes in internal Marketing:-

- **Internal communications**

Internal communications refer to the communication flow and collaboration among people within an organization. It is the tool that connects the top manager with employees so that everyone is on par with the business's mission and goals. Open communications can lead to higher work productivity and employee engagement, which improves the company's economic performance.

Companies can employ a variety of channels and techniques to foster internal communications.

For example, they can:

Hold workshops and knowledge-sharing sessions,

Create an intranet for business news and updates,

Compose short, easy-to-consume messages via emails and videos, Use storytelling and visual aids to deliver messages in a more engaging way.

4.4.3. Internal Marketing: Project branding

Branding means creating a value proposition to win the support of the target group. In internal projects, companies target branding toward internal stakeholders and staff. Effective project branding can generate recognition for the project, help the company secure investment, and engage employees to drive the best results for the project. Simply put, it is the process of making the internal group "loyal and supportive" of your project.

Internal marketing has many benefits, such as employee engagement, retention, brand awareness, and company culture development. Staff activities may engage in at their workplace to contribute to changes to products, services and service standards to meet customer need.

Suggesting evidence based reasons for change

Preparing presentations to support personal recommendations for change

Participating in group activities designed to identify the need for change

Participating in group activities to develop change.

• Ways of Promote products/services:-

- Newspapers
- Radio
- Television
- Workplace website
- Social media.

Self – Check 4	Written Questions
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Test I – MULTIPLE-CHOICE QUESTIONS

Instruction: Write short answer for the given question. You are provided

2 minute for each question & each point has 2 points.

- is a guests leave their cars at the front and the porter parks the car in the car park.
A. lobby area B. Valet parking C. Tagging D. Page guests
- The additional services during the final stage of check-out process is called-----?.
A. Special request B. Offering additional services C. Room service D. All
- is a label associated with something for the purpose of identification?
A. Uploading luggage B. Moving trolley C. Tag D.B & C

Part II: Match column “A” with the appropriate answer under column “B”

“A”

“B”

- | | |
|--|-------------------------------|
| -----1. Concierge service | A. Marking & tagging |
| -----2. Luggage | B. Mail/ Messages |
| -----3. Perform work place 7 safety practice | C. Observe & monitor |
| -----4. Bell service | D. Handle guest luggage |
| -----5. Update industry knowledge | E. Formal & informal research |

Part III – Short answer writing

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 3 point.

- List the five elements of the „5Ps“?
- Give three reasons why sales staff should have high levels of product and service knowledge?
- Identify three opportunities for hospitality staff to capture and maintain product and service knowledge?



Unit Five: Seeking Feedback on Services

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Getting feedback
- Customer Evaluation
- Sharing the feedback with colleagues

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Gain feedback
- Evaluate Customer satisfaction
- Disseminate information on visitor feedback.

5.1. Seek feedback on services

Business also need to constantly collect, analyze and evaluate customer feedback including complaints. This is the mechanism by which a business can work out what it is doing well and what needs to be improved.

All business must have, as their ultimate goal, high level of customer satisfaction. If your customers are not satisfied they will purchase from your competitors. They will also tell their friends, family and associates to purchase elsewhere. If you do not have customers you have no income, therefore no business. You must constantly seek to identify and meet customer needs and constantly find new methods of contributing to continuous improvement processes.

5.1.1. Product or service feedback

- Measuring Feedback it is Critical:-
 - First, measuring guest feedback through customer satisfaction surveys is critical to help you improve the service you deliver on a daily basis. Guests know firsthand the quality of the experience they expect from a hotel – so gaining insight from them can help you understand areas of improvement that you might have overlooked. In addition, guest feedback can provide an opportunity for new and exciting enhancements. Whether it is offering complimentary sparkling water versus simply flat or an extra set of towels in

each room, your guests know better than anyone what defines the best experience possible to encourage their future loyalty.

- Secondly, feedback from guests can help you gain a deeper understanding of your hotel's operations. Say, for example, a guest waits over 30 minutes at your hotel for their room service order. If they provide feedback through a customer satisfaction survey, you can recognize that the time to serve was too long and fix the issue before it happens to anyone else. What's more, if your feedback process is real-time, you can resolve the issue immediately – deterring the guest from leaving the premises upset and spreading negativity on review sites.
- Lastly, obtaining feedback from your guests can help you create a better strategy for the future focused on customer satisfaction. Knowing what is working and what is not directly from the guest's perspective, can help you navigate what to tweak in your current strategy. For instance, if you're a hotel and your guests aren't responding to your post-visit emails, it might be time to look at the messaging you are using and test out a few options. Or, determine an alternative method or timing of delivery.

5.1.2. The ways of customer evaluation/feedback process

The feedback process

The feedback process involves four stages:

Stage 1 – Collecting feedback

Stage 2 – Recording feedback

Stage 3 – Analyzing feedback

Stage 4 – Responding to feedback

It is important that you remain continually aware of customer feedback as any response or reaction from them can assist the organization and yourself in improving services provided and ensuring customer satisfaction. By understanding how your customers feel about the services they are being provided, you will be able to modify these services to better suit their needs.

5.1.3. Formally gaining feedback

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This involves asking customers if they can be verbally surveyed, giving out a questionnaire to fill in or encouraging them to give verbal or written feedback. Surveys or questionnaires would need to include questions like whether the customer:

- Was happy with the performance of the product or the quality of the service
- Thought the price of the product/service was worth what it cost
- Believed that the product/service lived up to the expectations advertised in promotional materials
- Bought or did not buy the product/service based on the advertising of the product/service.

5.1.4. Informal gaining feedback

Informal feedback does not provide any hard evidence to refer back to. It is listening to comments made by visitors about whether or not they enjoyed the various aspects of their tour and the products and services supplied and reporting that back to management. Informal feedback can give you an indication that you are generally making people happy or alternatively that there is sufficient indifferent or negative comment to warrant formal feedback procedures to be implemented to find out where the issues are that need addressing.

5.1.4. Feedback may be solicited to:

- Gauge satisfaction levels
- Identify changes in customer wants and needs
- Identify promotional opportunities
- Monitor the effectiveness of service providers
- Assess the capability of tour guides.
- Feedback may be obtained in a variety of ways.

5.2. Customer evaluation

5.2.1. Feedback from departing guests on products and services

Feedback from departing guests may include:

- a) Verbal or written feedback
- b) Formal and informal feedback
- c) Notifying passengers of post tour options for providing feedback.

- Your visitors are the driving force of your business so it is important to realize that there may be times where what you think is best for the visitors may not be what they think is best for them.
- You need constant feedback to ensure that you continue to meet their wants and needs.
- When you collect feedback, be prepared that it is likely to be both positive and negative and that it is all valuable and to be taken seriously.

Your customers give you implicit feedback- by asking questions about your products or services, by asking questions about certain features, by wondering aloud about how something might work better...of which is raw material for improving your customer care and service. You need to make sure that surveys or questionnaires are short and quick to complete. They should be easy to understand, not be repetitive and not lead or manipulate the respondent. You need to ask your customers politely if they could spare a minute to fill in a questionnaire or feedback form or answer your questions. You don't want to inconvenience your customers – they are doing you a favor by giving you feedback.

5.2.2. The top seven essential reasons customer feedback in business:-

- Customer feedback helps improve products and services.
- Customer feedback helps you measure customer satisfaction.
- Collecting customer feedback shows you value their opinions
- Customer feedback helps to improve customer retention
- Customer feedback helps you create the best customer experience
- Customer feedback is a reliable source of information to other consumers
- Customer feedback is a reliable source of information to other consumers.

There is no place for business decisions based on loose guesses on a highly competitive market. Successful business owners gather and manage distinct kind of data that helps them develop future strategies. Only in this way they are able to adjust their products and services to perfectly fit customer needs.

Customer feedback is one of the most reliable sources of tangible data that can further be used in taking business decisions. Customer insights will help you understand clients and their needs more profoundly. Take their suggestions into consideration, and thanks to that, find out where you should allocate your money to get the highest return on investment. You might discover that,

for instance, further product development is not necessary in your case; but instead, you should focus on promoting your brand to get bigger exposure. Customer feedback is a valuable source of such data, but you must learn how to listen to it and how to translate it into actionable takeaways for your business.

If you want to stay on top of things, you should put your customers in the center of your business and treat their feedback as the most valuable source for information in your company. They are the ones who use your products and services, so they know best what could be improved to make them even happier.

5.3. Sharing the feedback with colleagues

Once you have obtained feedback from customers, it is important that you share the information you have learned with your colleagues. Any piece of information on making a successful sale is useful for your colleagues. You are in the business of selling products and/or services and your organization will only benefit from colleagues sharing this sort of information with one another.

What does your organization do with this customer information? Does it make it beyond the ear of the front-line staff member? If so, how is it gathered? Where is it gathered? Who sees it? Most importantly – how is it being used to improve your customer care and benefit your business? This information can assist in the planning of future tours to the region, the prices charged, how long each tour will be, frequency of departure, accommodation options, staffing levels, market segments to target and a number of other factors. By contrast, an enterprise failing to monitor trends and changes or use the information they researched that can affect their workplace are likely to be reactive (take action only after a trend or change has emerged) to those changes and therefore risk potential loss of business. At the individual level, our skills and knowledge about the tourism and hospitality industries is most useful when we have an opportunity to share it and use it positively to achieve our career goals. In hospitality, our customers and guests are seeking as much information about services and facilities as possible in order to make informed decisions about the destinations and attractions they visit the types of accommodation venues they stay in and the types of activity they are likely to participate in. Our role is to provide the knowledge and information to help them with these decisions.

5.3.2. Provide the required information

A guest may ask a range of questions about services and ask for information about in-house features or services and local tourist destinations, some of which may be supplied by third party providers. Hotel and resort staff should offer an honest recommendation of options available to a guest. However staffs are encouraged to recommend the use of in-house services when making

recommendations. A guest may have requested information that presents a range of options and staffs have to explain the options, including any recommendations as to the option which will be most suitable and best meet the guest's brief.

By encouraging staff to experience the services offered through site visits or virtual tours. or maybe participating in sampling the dishes in the food and beverage area, some hotel managements may use a familiarization tour as part of a staff service reward scheme. By referring to personal experience and relating an anecdote they may encourage guests to decide which option to choose. An example could be if a guest asks about a golf course. If there are two courses available then staff may recommend one course to an experienced golfer, having played or visited the course, and could then explain some unique features which would offer a challenging round of golf.

Self – Check- 5	Written Question
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Part I: Match column “A” with the appropriate answer under column “B”

Directions: Answer all the questions listed below.

“A”	“B”
-----1. Business tools & technology	A. modes of greeting & conversation
-----2. Inter personal skills	B. Internet/e-mail
-----3. Cultural & social differences	C. Standard letters & format
-----4. Complaint	D. Good working attitudes
-----5. Customer details	E. Full name & title
	F. Level of service

Part II. Fill in the blank space

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 3 point.

- 1 ----- Feedback is information clients provide about whether they are satisfied or dissatisfied with a product or service?
- 2 In most areas of a hotel or resort staff changing shifts allows for ----- session?

Part III Short answer writing

Instruction: - Write short answer for the given question. You are provided 3 minute for each question each point has 5 point.

1. List the top seven reasons why customer feedback is essential in business.
2. Write three media options avenue/business may use to promote Products/services.

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