

Assignment-3 portfolio

by Md Nazrul Islam

Submission date: 05-Dec-2021 12:38PM (UTC+0000)

Submission ID: 164966066

File name: 29279_Md_Nazrul_Islam_Assignment-3_portfolio_365136_1591498004.docx (30.68K)

Word count: 1447

Character count: 7089

Hotel Administration and Front Office Operations (BMIH4004)

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Introduction

Hotel industry is a diversified industry. Here, providing service is dealing with different customers and satisfying their needs. Service operation may differ from time to time as it is human to human connection for variety of reasons. The problem arises in service operation and resolving those will be discussed in this report. In this report, invitation letter, customer positive and negative complain and review issues will be discussed.

Element 1

309-323 Hedon Rd,

Hull HU9 1NU,

United Kingdom.

3RD December, 2021.

Dear Mr & Mrs Jones,

Hope this letter finds you in well condition. I would like to inform you that, we are open again for service. It would be an honor for my organisation and myself, if you join us again.

Due to the pandemic restrictions and lockdown we had to cancel your booking (reservation number-001539). But we are back in operation again, with proper precautions and safety measure for Covid-19. We ensure safety and hygiene in our operation and also got certification for maintaining safety procedures. We are ready again to welcome you with renovated room and added modern facilities and gadgets to offer you smooth and hassle free experience. We have a new rooftop view restaurant with swimming pool for your service. Our restaurants, banquet hall, rooms, suites are ready to satisfy your needs again. We would be looking forward to your visit for business, leisure, recreation purpose.

We would appreciate your visit and consider it a great honor if a loyal customer like you visit us again.

Best personal Regards,

Guest relation Manager,

Hotel Trinity.

Element 2

Customer negative review

Smyrna Tn,

I visited the hotel for a 1 night stay on a business trip, first impressions were good, lovely reception, kind staff and very helpful. Checked in smoothly and settled into our room which was nice too! Decided to book into the hotel restaurant on the 1st floor - Market Brasserie - enjoyed an evening meal and drinks at the cost of £240 - as we were looking over the dessert menu a rather large MOUSE ran across the restaurant floor and under our table (on the 1st floor on the hotel) I notified a staff member who found it rather funny and proceeded to inform other staff members of the issue raised, he came back to the table very apologetic and stated that there was nothing he could do as they had all the measures in place to tackle the issue but informed me he will put more traps and poison down (must be an ongoing issue) around the 5 star restaurant. We were rather put off so decided not to go for a dessert (as anyone would after seeing a mouse within the restaurant) and the staff insisted the full amount for the meal was due and even left the service charge on the bill. (Hotel good, breakfast immense! - Review of InterContinental London - The O2, London, England - TripAdvisor, 2021)

Response

Dear Smyrna Tn,

First of all, Smyrna Tn (Reservation number: 001394) thank you so much for taking the time to review it. We appreciate your response. Your response makes us to rectify ourselves.

You liked the reception and check in service, we are delighted to hear that. We try our best to provide our standard service. Our priority is to serve our guest with outmost care. We apologise for the incident that took place at the restaurant. The incident that took place at the restaurant was much unexpected. We have informed the pest control team and our staff members to take proper measure. We would like to inform you that we maintain proper hygiene and safety measure in the kitchen and restaurant. That's not the service level you have encountered we try to provide our guest. My humble apology to you for that incident.

We would appreciate if you give us another chance to serve you again.

Sincerely Yours,
General Manager,

Element 3

Customer positive review

Sylvaine R

We stayed at the InterContinental London - The O2 for 2 nights. Arriving quite late we received a very warm welcome at Reception. We were lucky to have (I guess an upgrade) this fantastic Deluxe Canary Wharf corner room with huge windows on each side of the corner with fantastic views over the Thames and Canary Wharf.

Wanting something light to eat and drink, we went to the Clipper Bar on the 1st floor. It is a quiet and stylish bar, with again fantastic views. We have to thank Tamara for are warm welcome and attentive service, which made the end of our 1st day of travel very pleasant and relaxing. Before we went back to our room we checked the Eighteen Sky Bar which also has fabulous views but we found too busy and we much preferred the Clipper Bar.

The room was very comfortable, the bed to dream of, but I really have to find out where they get their pillow. Never slept so well.

We also have to say thank you to our concierge Vida's, who got us a private room for drinks at Gaucho at the O2 on our second day. We had only asked to reserve a table for drinks as there were several of us meeting up but he went the extra mile and despite the concert got us the best which was much appreciated. (Hotel good, breakfast immense! - Review of InterContinental London - The O2, London, England - Tripadvisor, 2021)

Feedback

Dear Sylvaine R,

Sylvaine R, (Reservation number: 001509) First of all, thank you so much for taking the time to write a review.

We are delighted to hear that you had a great experience at our hotel. We are glad that Our warm reception had met your expectation. Our team always tries their best to satisfy your

needs. Yes, we provide Deluxe Canary Wharf corner room with fantastic views which can provide you amazing experience. We are glad that you liked our Clipper Bar and the team's service.

We work very hard to make your travel and sleep well that's why we ensure your comfort. We have liked our room and bad that means a lot.

Our concierge is also dedicated to provide your best service. We are honored that you like the effort that our concierge put for your service. We would like to inform you that, our team will work on every little comfort for your service.

We would be looking forward to see you again in the upcoming future and serve you again.

Best regards,

General Manager,

Element 4

83 Princes Street

Roadwater

TA23 0UA

United Kingdom

3rd December, 2021.

Dear Damian Cloake.

Thank you for your feedback. Thanks for taking up the time to write us about the issues you have faced.

I am really sorry that you had faced issues staying at our hotel. This is not the standard service we would like to provide. Due to the shortage of staff it took more than usual time for you to check in. we apologies for that. We had fixed that problem. And increased the manpower. We are also sorry that you didn't had enough bed set up. We have informed our service team about your complain and they have start to solve the issue.

We are really sorry that our restaurant service failed to provide you the outmost service. We have informed our chefs and the team about the issue. Our chef and their team tries their best to provide you a pleasant service and meal. However, your complaint about the food is taken into consideration and we are working our best to resolve the issue.

We will give your compliments to Ben. I hope he will be glad after hearing your compliments. And your advice is very valuable to us. Your every advice will be taken into consideration.

We appreciate your feedback and hope you would give us another chance to serve you in the future as a guest.

Best regards,

General manager,

Conclusion

Hospitality industry requires communicating with its customer. Successful hospitality operation requires addressing the customer complaints and working on it. In the report, this issues like customer review, complaints have been addressed and resolved.

Reference

Tripadvisor.com. 2021. Hotel good, breakfast immense! - Review of InterContinental London - The O2, London, England - Tripadvisor. [online] Available at: <https://www.tripadvisor.com/ShowUserReviews-g186338-d8147345-r376298650-InterContinental_London_The_O2-London_England.html> [Accessed 3 December 2021].

2021. [online] Available at: <https://www.tripadvisor.com/ShowUserReviews-g186338-d8147345-r376298650-InterContinental_London_The_O2-London_England.html> [Accessed 3 December 2021].

Assignment-3 portfolio

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

Moderated by MJ

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GRADING FORM: HAFO PORTFOLIO

MD NAZRUL ISLAM

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KNOWLEDGE & UNDERSTANDING /60

Available Marks 60 - Responses should be empathetic, realistic and personal. Problems should be acknowledged, and necessary measures addressed. Offer an official name and point-of-contact for further references. Recognise staff where appropriate. Offer realistic solutions. Make useful recommendations. Do not offer compensation in a public response. Recognise the effect of the Covid19 pandemic and use initiative when inviting guests back to Hotel Trinity



Letter: You have not included details of the Hotelier reservation for the guests which would have informed the tone of your letter to be more empathetic, and you also could have included an appropriate goodwill gesture. You briefly acknowledged the impact of the pandemic and hotel safety procedures. Negative Review: It is unclear whether this is a 1* review because you have copied and pasted rather than screenshot. I would have advised you to choose another. However, you have apologised and reassured future guests that measures are in place. You could also add your details for the guest to contact you to discuss further. Positive Review: It is unclear if this is a 5* review. You have included much of the advice we discussed in lectures. Ensure you leave your name at the end as a point of contact. Formal Complaint Letter: You have apologised, but the guest is still unaware of the solutions. You have recognised Ben's contribution. Compensatory action should have been considered.

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PROFESSIONAL PRACTICE /30

Marks available 30 - Letters must look professional, with a logo, contact details, date etc. Font must be appropriate (Arial, 12) and look professional. Make sure that your text is justified. All correspondence should have accurate spelling & grammar. Pay attention to detail of specific instructions provided for each element of the portfolio that can be found in the task description.



There is no need for an introduction or conclusion in this assignment as it has taken up your wordcount unnecessarily. No need for a border in your assignments unless specified. Take care to use consistent paragraphs. You also have not included a hotel logo, or clear addresses for each of the letters. However, you have followed the guidelines on Arial 12, justifying the text and 1.5 line spacing.

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RESEARCH & LITERATURE /10

Marks available 10 - You must reference your chosen reviews accurately.



Although you have referenced both your reviews, you do need to work on the finer detail of the reference. Refer to the Module Handbook and look at the examples given to support you with this.

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