

HOTEL ADMINISTRATION FRONT OFFICE OPERATIONS

NAME: CLAUDIA ZAHARIA

STUDENT ID:2246452

MODULE: BMIH4004

TUTOR: KA PO CHONG

Table of content:

1. JOURNAL 750 WORDS

2.REVIEW RESPONCE 155 WORDS

3.LETTER OF COMPLAIN RESPONCE 505 WORDS

4.PORTOFOLIO 1100 WORDS

Journal

My journey in the front desk area at Premier Inn Hotel, started with academic online learning platform. After i have done all online trainings i received the permission to start the practice in reception. For this step i had to change the shift pattern for few days. For seeing the working process in the morning, afternoon and evening shift, so one day i started at 9.30 AM and the other day, at 3 PM. First day i find out how to do the housekeeping personal registration, how to follow the cleaning process, the check-out procedure, the shifts need it to do correct and in time all tasks, the reservation steps and the check-out procedure. The second day i saw the cash procedure, the check in, the cancelation of a reservation. Lesley helps me to understand some steps learned from Academy Online, as the company platform was recently changed. She was a real support and i thank to she verry much, also to Ashley Bates who offered me all support and understanding need it!

In hotel lobbies at Premier Inn, we can find one device, where the new guests can book the number of them car to NOT pay for parking. Also, they can read on the screen situated in reception lobby news about traffic, weather, etc. During the late shift Lesley was confronted with an unusual situation and i was happy to be there. Around 6 a clock PM, when guest start coming one after one, show up to the reception one guest, who had reservation made by the Ashford Council for 6 nights, without being paid. I must tell you about that situation was weird more than usual, because the poor man didn't have money, the Council put on the reservation the guest card details and plus, the man had a lot of luggage, expecting to be moved to another house from Council. Lesley explained to the guest about the situation and about the hotel rules, that she cannot give to him any room until he or Council will not pay and recommend that he call the person who was in charge with his case to help him to fix the problem. The guest was stuck in his ways, telling all the time that he cannot do that, because the Council office programme is ended at 4 pm and is nobody there now who can help him or us, but he had two papers, one with reservation and one with indications about how and where and when he must present himself. But he didn't have any other phone number or contract details. He starts speaking about his sick daughter (the second person on reservation as i understood) and how he was applying recently because of this to Universal Credit and how he is homeless for the moment and have no place to go and he must stay there because the Council send them there! Then miracle happened! Lesley took a deep

breath, ask him to move the luggage somewhere out of the guest's way, finished the check ins, took the phone and called the Council at emergency number find it on google. There was Matt, who, after he took all details of the guest and his situation, promised to call back with details. After 10 minutes, Lesley received a phone call from Rebeca, who confirm the guest story and decide to pay at that moment as they speak. But surprise! Because of another rule of the Company, Lesley couldn't take the money by the phone, because they are not allowed to take card details of the guests on the phone calls. But if you want to help, you always will find a way to do this, even if is not part of your job description. As my grandmother used to say:” There is no problem in the world without at least one solution!”, Lesley find THAT solution: she asked to Rebeca to send one email with the announcement of the guest arrival and with specification of HER intention to do the payment ,the money came and the guest could go in his room, which, by the way, was allocated at ground floor, because of the amount of luggage who has to be carried in the room. More than that, Lesley opens the ground floor door and put one door stop to make it easy. And both, guest and receptionist, felt relieved and happy to have the problem solved. And i received the most beautiful practice lesson ever and i am verry grateful for that!

Task 2, part 1

**George C**
wrote a review Aug 2023
5 contributions • 2 helpful votes

First Time at this hotel and NOT disappointed.

I stay at Premier Inn when travelling because it provides excellent value for money, we are looking for a clean, relaxing, no fuss hotel. This was my first stay at Premier Inn Ashford Central, and will most certainly not be my last. My usual hotel choice was quickly disregarded due to price. I therefore opted for this hotel and had one of the best stays at a hotel in this price range.

... There was, for me, absolutely nothing to complain about. From the helpful reception staff both at chek-in ab check-out, to the quiet, spotlessly clean rooms, leaving nothing to be desired. An outstanding hotel, ideal for your journey via the Channel Tunnel, being a very easy, 15 minute motorway drive from the hotel. this stay, I did not have the time to use the hotel restaurant facilities, which were easily accessible, and, from knowledge, offer very attractive meals of good quality and excellent prices. A really excellent choice of hotel !.

Read less ▲

Read less ▲

Date of stay: August 2023

Value

Rooms

Location

Cleanliness

Service

Sleep Quality

Review collected in partnership with this hotel

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

Dear George C.,

Thank you for taking time to leave these wonderful comments on TripAdvisor app. I hope this will be a heavy element in the future decisions of our existing and future guests. At Premier Inn Ashford Central Hotel, we go beyond meeting our guests' expectations and I am glad that you capture in this review most of our team efforts results. We also notice that your review covered all aspects of your experience in our hotel, and we thank you for evaluating all sectors who take part in making your stay memorable. Our front desk, restaurant and housekeeping team want to express their appreciation for the beautiful words about their happy efforts, and we hope that you will subscribe to our "Benefits and Reward Card" to can enjoy our membership discounts as soon as possible.

Kind regards,

Miss Claudia Zaharia,

Premier Inn-Deputy Hotel Manager Ashford Central/Ashford North/Ashford Eureka Park

Task 2, part2

Mrs Joanna Blake,
558 Longford Road,
Swansea
SA1 2AR

January 10th, 2024

Subject : Complaint

Dear Sir/Madam,

I am writing to express my disappointment and dissatisfaction with my recent stay in room 330 at your hotel. Unfortunately, my experience fell far short of the standards I had expected, and I believe it is important to bring these concerns to your attention.

Firstly, I was extremely disappointed with the cleanliness of my room. The floors were dirty, there were stains on the bedding, and the bathroom had not been properly cleaned.

Secondly, the Wi-Fi service provided during my stay was unreliable and slow. It was frustrating to experience constant disruptions and slow speeds, which hindered my ability to work and stay connected for my work calls.

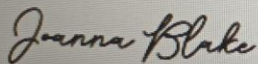
Additionally, the noise levels in the hotel were excessive. I was disturbed by loud conversations and noise from neighbouring rooms throughout the night, making it difficult for me to get a restful night's sleep.

The customer service I received during my stay was terrible. The staff members were unresponsive and unhelpful to my requests and inquiries.

I hope that my feedback will be taken seriously, and I look forward to hearing from you soon regarding the steps you plan to take to address these concerns.

Thank you for your attention to this matter.

Sincerely,



Joanna Blake

Dear Mrs. Joanna Blake,

First i want to thank you for taking your time to bring in my attention your concerns and let me express my regrets regarding to your dissatisfaction have it during your stay in our hotel. I perfectly agree and understand that it can be frustrating to not have a good sleep or the tools necessary to carry out your work in time. I do not have all the details about this unpleasant experience that you described but let me assure you that i will investigate all departments mentioned by you like been involved in this situation. We, at the Premier Inn Hotel, have a full system with regulations and procedures about how to supply a memorable stay in a satisfactory manner for our guests. I must confess that i never confronted myself with this kind of situation before in our hotel. As i know, our team is going beyond supplying satisfaction at an elevated level for our guests. I regret that you didn't raise at that moment your concerns to our friendly front desk team, who are always happy to help, trained and able to find solutions for the benefit of all. The reception could offer you another room, clean and quiet as you wish, and they could remind the guests from the next room to respect the "Good Night Sleep" time. Will be a real help for our investigation if you can supply names and proves connected to the staff and cleanliness. Regarding to the wi-fi service i must thank you again for bring in my attention this inconvenient and i apologies for the troubles caused because of that. I will contact ASAP our provider to re-do the technical verification, which is made at specific period, just to make sure about this inconvenient will not obstruct the ability to work for our existing and future guests. We have, indeed, one refund procedure for the guests who didn't had that "Good Night Guarantee", who can be claim even after the guest leave the hotel, to our customer service department, but i am desolate to announce you about that cannot be applied in your case, not because you did not raise this unhappy events during your stay in our hotel, but because are more than seven days since you did check-out. You can find more details about this on our site. I will keep you up to date about our investigation results and i hope that next time when you come to one of our hotels, you will see our customer service in a different light. As a peace offer and gratitude you will find attached to this letter one Gift Card who can be used to buy one of our pillows, duvets, mattresses and other products who can offer you or a loved one a deep and relaxing sleep. Please be aware that the eGift cards cannot be used to buy hotel stays. You can find more details about these products on our website.

Kind Regards,

Claudia Zaharia, Premier Inn-Hotel Manager

Task3, Portfolio

It is well known that the Front Office Department in hospitality is the link between business and guest satisfaction. Receptionists are the first people the customer engages, so they should be able to help the guests with all their needs. The first impression does matter all the time, but we do not have to forget that the customer's needs are changing with the market trends. "Technology has created visitor management software tools to automate the process and make the job efficient." (PACKAGEX). But receptionists are still needed for hospitality, even the job requirements are changing at times. The receptionists' basic skills (soft or hard), and qualities needed are still the same, just the job nature is changing. Customer service, communication, organizational and problem-solving are still the basics required skills and one of the most particularly important in the hospitality area. Why? Because supplying good services which make and keep the guests happy has a positive impact on the company's bottom line.

With this in mind, I am thinking that the quality service starts with online training platforms adopted by hotel management to educate and keep the Front Office staff updated according to customers' preferences and expectations. Good customer service can be offered only by supplying employees the backup support and giving them resources to use if they cannot handle a guest alone. "Monitoring customer service involves identifying key metrics and measuring their trends over time to determine whether things are improving or deteriorating" (LinkedIn, 8 Feb 2024). "Hotel customer service is the care hotels provide to guests before, during and after their stay, like booking reservation, last-minute cancellations" (Zendesk, 30 Aug 2023), online platforms for reviews, identifying opportunities to go beyond for the customers' satisfaction. Creating a nice environment with free Wi-Fi, making the guests' visit productive, keeping the reception area clean and sanitized, making the waiting comfortable, by offering coffee and snacks are other ways to deliver exceptional customer service. Even using technologies like CCTV, register vehicle tablets or safe and safety regulations and fire alarms are other examples of customer services.

As part of the front office desk department, the receptionist is the face of the business, the gatekeeper of the brand and the gateway to a building. Dealing with guests, whether in person, online or on the phone, beyond basic principles like looking presentable, greeting customers with a friendly and warm manner using their names, communication is one of the most important skills needed. The voice tone, the smile, the clarity and conciseness of the message, the self-confidence and honesty, the positive approach to the guest's needs with active listening are the key elements of communication.

This skill is needed with guests and with the other hospitality departments to carry out guest satisfaction. The golden rule of communication is HEART:

H-Hear

E-Empathies

A-Apologies

R-React

T-Tell

I found it on the Academic Online Learning platform during my placement in Premier Inn hotel. Somehow i knew before this rule, but i never looked at this information in this way. Indeed, communication is an ART, but it is necessary to speak with HEART.

Organizational skills are a significant part of front desk professionalism. Juggling between so many tasks, front desk staff need to be very strategic: knowing how to divide the time between calls, check-ins, check-outs, completing data in computers and other jobs specific tasks, prioritizing essential tasks and put them on top of the list. A good example of the organizational skill is the operational routine seen in the Premier Inn Hotel front desk department: The morning starts with preparation of the housekeeping team and shifts, allocation of leaves according to housekeeping staff. Before 11 AM, the reception will check the free rooms available. Between 11 AM and 11.30 AM the cash needs to be sent in the Restaurant safe. The next task is checking the fire exists, followed by organizing papers to not be lost and reception cleaning. At 12 AM, the rooms must be empty, so it is necessary to check if all guests are leaving the hotel and clear the rooms in computer system, by checking the balance at the same time. When the cleaning process is finished, and when Housekeeping comes with the clean and ready room list, the reception starts the process of allocation, based on booking list. They prepare the keys for each room who is on the arrivals list, to simplify the check-in process and avoid, in this way, the guests' dissatisfaction caused by waiting when most of them are tired after a long journey. When guests arrive, they just need to say their name or their reservation number, take the key already prepared with the cutting system key, sign, register their vehicle for free parking and start enjoying their stay.

All day long, including the check in time the front office team is dealing with phone calls, table reservations for breakfast or dinner for existing or new arrivals guests and all kind

of “special situations” who need them problem-solving skill. Some guests need an extra bed, towels, cleaning, bedding, consumables. Some of them need information about an area or a specific destination. The reception must be up to date with all information, need to prioritize the requests, without offending and delegate, if necessary. The phone calls, for example, should be left behind if you have guests at the front desk. But it is necessary to fix a specific number of rings after that to be redirected to another line who can deal in the same way with the situation. We are not all Ritz-Carlton managers, but at least we can try! One good lesson of five starts level problem-solving skill i received at three starts hotel Premier Inn, where one of the reception team had to do check-in for a family send it by Council without been payee. Rather than leave the people outside and blame the guilty one, or find excuses like “is not my business, is not my job,” she tried to find the solution and the family was happy to receive the room in less than half hour.

All these skills are necessary but not enough; for obtaining excellence recognition, the front office team need to stay update with the latest technology, market trends and practices, to gain more knowledge, understanding and anticipate guest's psychologic types and needs with the purpose of constantly satisfaction for both sides: company and guests.

References:

1. Raghda Elmahadi, “Costumer service operations on social media. What tools can help you to do it right?” Febr 8,2024, LinkedIn, www.linkedin.com
2. “The Future of Receptionist Jobs,” PACKAGEX, <http://packagex.io/blog/best-receptionist-skills>
3. Zendesk, “Hotel customer service for the best customer experience”, 30 Aug 2023, <http://zendesk.co.uk>service>