

Assignment 3

by Ali Asgar Dewan

Submission date: 08-Dec-2021 07:21PM (UTC+0000)

Submission ID: 165452382

File name: 29855_Ali_Asgar_Dewan_Assignment_3_365136_1406920456.docx (189.49K)

Word count: 1135

Character count: 5546



225 Edgeware Road
London, W2 1JU
020 7402 4141
Reservation Number: 001310

Clive Jones
25 Leyton Avenue
Morrison
Swansea, SA1 3AL

5 December 2021

Dear Mr. Jones

After a long lockdown, we're delighted to announce that the Hotel Trinity is up and running again following the easing of the lockdown restrictions. We would like to reassure all our customers that safety is our highest priority and we are closely following the government guidelines to ensure your peace of mind. This includes thorough cleans of our communal areas throughout the day, social distancing and sanitisation products throughout the hotel.

We wanted to reiterate our sincere regret that your reservation for two nights in June 2021 was cancelled due to the Covid-19 pandemic. We understand that the cancellation will have been disappointing at the time, as it was for us. The pandemic has had very significant impacts on the hotel industry but as mentioned we are on a road back to normality and hopefully even greater heights. We truly hope that this cancellation and the pandemic did not completely mar your 2nd Wedding anniversary, which of course is a time for great celebration.

As a loyal customer of many years, we would love to welcome you back to the Hotel Trinity to celebrate a belated anniversary. As a token of our commitment to service and our appreciation of your loyalty, we offer you a 10% discount on your next booking with the inclusion of a complimentary bottle of champagne.

We hope that you will consider staying with us again and we wish you all the best.

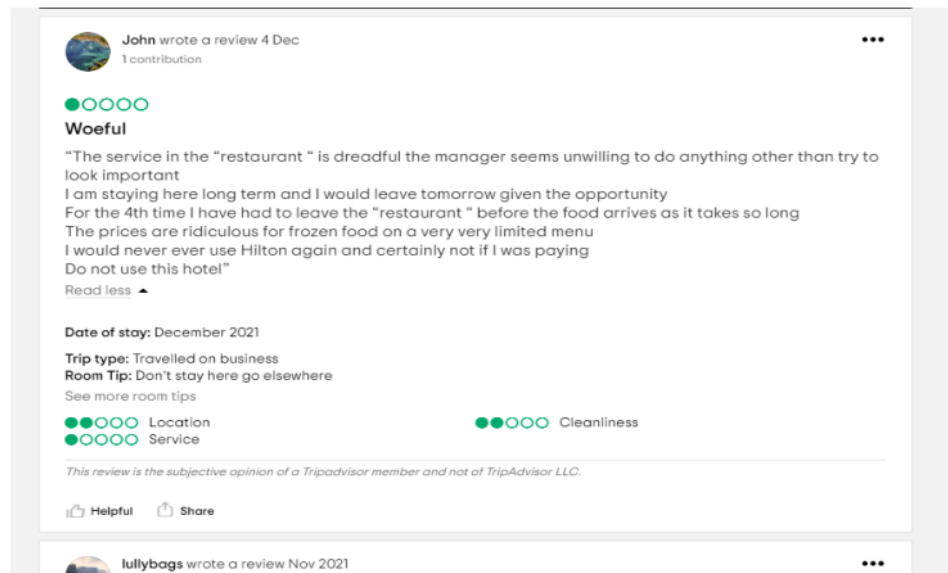
Warm Regards,
Ali Dewan

General Manager

1-Star negative review-

tripadvisor.co.uk. (n.d.). *Woeful - Review of DoubleTree By Hilton Hotel Coventry by John - Tripadvisor*. [online] Available at: [https://www.tripadvisor.co.uk/ShowUserReviews-g186403-d209381-r820959516-DoubleTree by Hilton Coventry-Coventry West Midlands England.html?m=19905](https://www.tripadvisor.co.uk/ShowUserReviews-g186403-d209381-r820959516-DoubleTree_by_Hilton_Coventry_Coventry_West_Midlands_England.html?m=19905). [Accessed 5 Dec. 2021].

As at the time of writing this assignment there has been no response from the hotel.



Dear John

Thank you very much for taking the time to share your feedback from your recent stay. We are of course saddened to hear how disappointed you are in your stay but it is feedback like this that we can build from and improve.

I would like to apologise on behalf of our team, we work hard on providing a fantastic guest experience but it's clear that we have not met that on this occasion. I will ensure to pass your comments on to the relevant team so that we can do our best to make the remainder of your stay a pleasant experience. We also offer the opportunity to pre-order your meal so that it will be ready at an appropriate time.

Please do get in touch at Ali@hilton.co.uk and I can do my best to work with you on an ideal outcome and hopefully turn your experience around.

Kind Regards

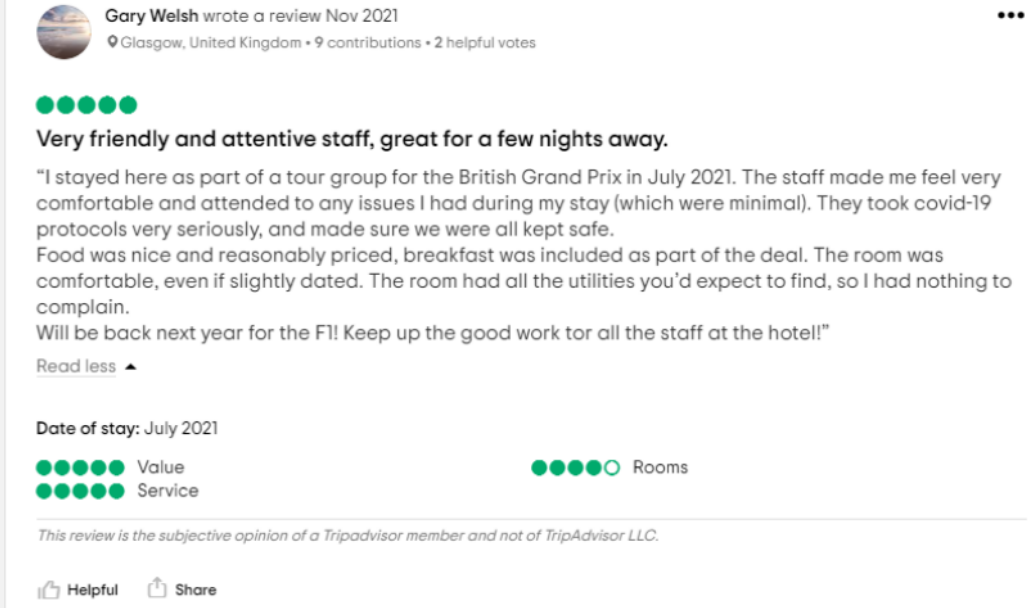
Ali Dewan

General Manager

5-Star Positive review

 tripadvisor.co.uk. (n.d.). *Very friendly and attentive staff, great for a few nights away.* - Review of Citrus Hotel Coventry by Gary Welsh, Glasgow - Tripadvisor. [online] Available at: https://www.tripadvisor.co.uk/ShowUserReviews-g186403-d192813-r818123541-Citrus_Hotel_Coventry_by_Compass_Hospitality-Coventry_West_Midlands_England.html?m=19905 [Accessed 5 Dec. 2021].

As at the time of writing this assignment there has been no response from the hotel.



 Gary Welsh wrote a review Nov 2021
Glasgow, United Kingdom • 9 contributions • 2 helpful votes

★★★★★

Very friendly and attentive staff, great for a few nights away.

"I stayed here as part of a tour group for the British Grand Prix in July 2021. The staff made me feel very comfortable and attended to any issues I had during my stay (which were minimal). They took covid-19 protocols very seriously, and made sure we were all kept safe. Food was nice and reasonably priced, breakfast was included as part of the deal. The room was comfortable, even if slightly dated. The room had all the utilities you'd expect to find, so I had nothing to complain. Will be back next year for the F1! Keep up the good work for all the staff at the hotel!"

[Read less](#) ▲

Date of stay: July 2021

★★★★★ Value ★★★★★ Rooms
★★★★★ Service

This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

 Helpful  Share

Dear Gary

Thank you so much for taking the time to leave such a wonderful review. It's a genuine pleasure to see that we were able to meet all your expectations and leave you with a hopefully memorable experience.

Your positive comments will of course be shared and celebrated with the team. The aim of any hotel is to make guests feel comfortable and safe (especially during this pandemic) and we are so glad that we managed to do this for you.

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We look forward to welcoming you and the rest of the tour group again for next year's Grand Prix!

Best wishes

Ali Dewan

General Manager

Damian Cloake
6 Honecombe Way
Swansea, SA1 2AR

5 December 2021

Dear Mr Cloake

Thank you for your recent visit to the Hotel Trinity, we value your custom and would like to assure you we take all customer feedback very seriously. On behalf of the team, I would like to formally apologise for the service you received while staying with us and that ultimately it was an unpleasant experience.

I understand your frustration at the long waiting time for checking in. As a result of the pandemic, we have fewer staff members working due to many needing to isolate, especially since safety is our highest priority. We want to ensure that our visitors do not need to fear contracting Covid-19 while staying with us. This was only exacerbated by the travelling boom that occurred during the summer as a result of lockdown restrictions easing. I hope this goes some way to explain the staffing problem Ben has highlighted though I understand that this does not change the experience you endured. We are in the process of hiring more staff members to ensure this does not happen in the future.

I can only apologise for your room being set up incorrectly and that you had to come and queue again. We are working hard to ensure these kinds of mistakes do not occur. Rooms are also set up with phones that provide a direct line to reception so that any problems can be dealt with from the comfort of your room.

I am truly sorry to hear about your experience at our restaurant and I can assure you that the service you received is not our norm. It was an extremely busy Sunday evening and our staff were aiming to do their best but, on this occasion, have fallen short. This will be fed back to the team and we will look to bring in more staff during these busier times so that we can avoid this happening in the future. We appreciate your comments on the breakfast and are glad that this was delivered well.

Your lovely comments about Ben will definitely be shared and celebrated and I'm sure he would thank you for the recognition.

7 would love the opportunity to be given another chance at proving that our reputation is as good as it is for a reason. We would like to extend to you this voucher for 20% off your next visit at the Hotel Trinity and a complimentary dinner voucher of £50. We cannot change your past experience but we can assure you that we will do our best to make your next stay a much more pleasant visit.

We truly value your feedback and will use it to improve our service.

We trust that you will find this a satisfactory response to your complaint. However, should you wish to discuss this matter further, please let us know how best to contact you.

With kind regards,

Ali Dewan

General manager

Assignment 3

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

76/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ.

PAGE 1



Comment 1

Warm and reassuring introduction.



Comment 2

Empathetic and personalised

PAGE 2

PAGE 3



Comment 3

Full Harvard reference list should be in your reference list at the end of the assignment.



Restructure sentence

PAGE 4

PAGE 5



Comment 4

Please see comments for referencing reviews above.



Comment 5

Good promotion!

**Comment 6**

Addressed issues and suggested alternatives.

**Comment 7**

Compensatory measures carefully managed.

GRADING FORM: HAFO PORTFOLIO

ALI ASGAR DEWAN

76

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 to Mr. & Mrs. Jones: Some lovely detail and reassurance. Complimentary gift to recognise loyalty. I would have provided instructions of how to book. Response to a negative review: I like the way you have invited them to contact you directly to rectify issues. This is a good advertisement for

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guest relations (thinking of prospective guests). I think you also highlighted that this incident could have been avoided with the services you provide (pre-order). You were aware this is a public platform and were careful with your reply. Response to positive review: Warm and sincere. Acknowledged the team. Subtle promotion for future guests repeated in response. You could have added some positive comments in response to the breakfast and used this opportunity to promote your restaurant. Response to complaint letter: Appropriate response. Addressed issues and suggested alternatives. Empathetic and apologetic. Well done!

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.



Presented in the correct format with minimal errors.

25

RESEARCH & LITERATURE /10

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



Please see comments on Harvard referencing.

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