

Portfolio 4 elements

by Md Taslim Olid

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Module: Hotel Administration & front Office Operations

Module Code: BMIH 4004

Assignment: Portfolio 4 Elements

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Student ID: 2027984

Element 1 – letter to loyal guest inviting them to Hotel Trinity after the pandemic



In a letter format the logo would be placed on the right and the address details would go to the left

91 Winson Street

Swansea

SA7 2JJ

Tel: 0161 555 4785

info@hoteltrinity.co.uk

7th December 2021

Mr Clive Jones
25 Leyton Avenue
Morriston
Swansea
SA1 3AL

RE: Invitation to our loyal guest

Dear Mr & Mrs Jones,



We are writing to invite you to visit our hotel as you are one of our loyal customers. I understand previously your booking was cancelled due to the pandemic, Covid-19.

Your reservation number was 001555 in which you booked a double room for 2 nights to celebrate your Golden Wedding Anniversary on 19th June 2021. It has been overall a stressful time for our customers because of the restrictions. The pandemic is slowly easing and we are now back in with the hospitality sector. With much cleaner and safer environment which we can assure. Due to the pandemic, we are much more focused on our hygiene regime and with more regular intervals of cleanliness.



Our staff will be always wearing masks for their and our customers safety. Also, a hand sanitiser station is placed inside our main entrance doorway and at reception. In every room there is a sanitiser for our customers to use. We also request every customer to keep a 2-metre distance and towels will be changed on a regular basis.

Our gym and swimming are opened for customers only and there is sanitiser station located in the entrances of these facilities. With the swimming pool we require advance booking, so we don't get too many people in the pool for health and safety reasons. Also, we request customers to do a Covid test 24 hours before their check in time. If the results come positive, we are happy to re-arrange the booking, but this will be valid for 12 weeks.

As you are of the loyal customers and have been in this hotel since 1972. You and your wife are valuable members for us, and we would be pleased if you can rebook with us again. Your previous booking stated a champagne bottle in the room, which we will keep as the original booking of the same cost of £220 for double bed, 2 nights. As it's a special occasion for you and your wife we will upgrade the rooms and provide you with free 3 course meal in your whole stay. Please note the menu has changed and many exciting dishes for both of you to try.

The credit card which you used was Mastercard, card number 5555 5555 5555 4444, expiry date 03/26 CVC number 146. Your details have been stored in our database and we just need a confirmation from you. Please can you confirm a date and time which you would like to come, you can call us on 0161 555 4785. You can alternatively speak to our receptionist Caroline or ask for myself, Md Taslim.

Please do not worry about giving your payment details as the above information is held with us securely. If any changes to the card, then please let us know.

We really hope to hear from you and would be happy if you celebrated your golden anniversary in our hotel just as previously planned.

I eagerly await to hear from you.

Thank you for your time.

Yours sincerely

Well done, this is a great letter but contains minor errors as highlighted



Is this a signature?

Md Taslim Olid

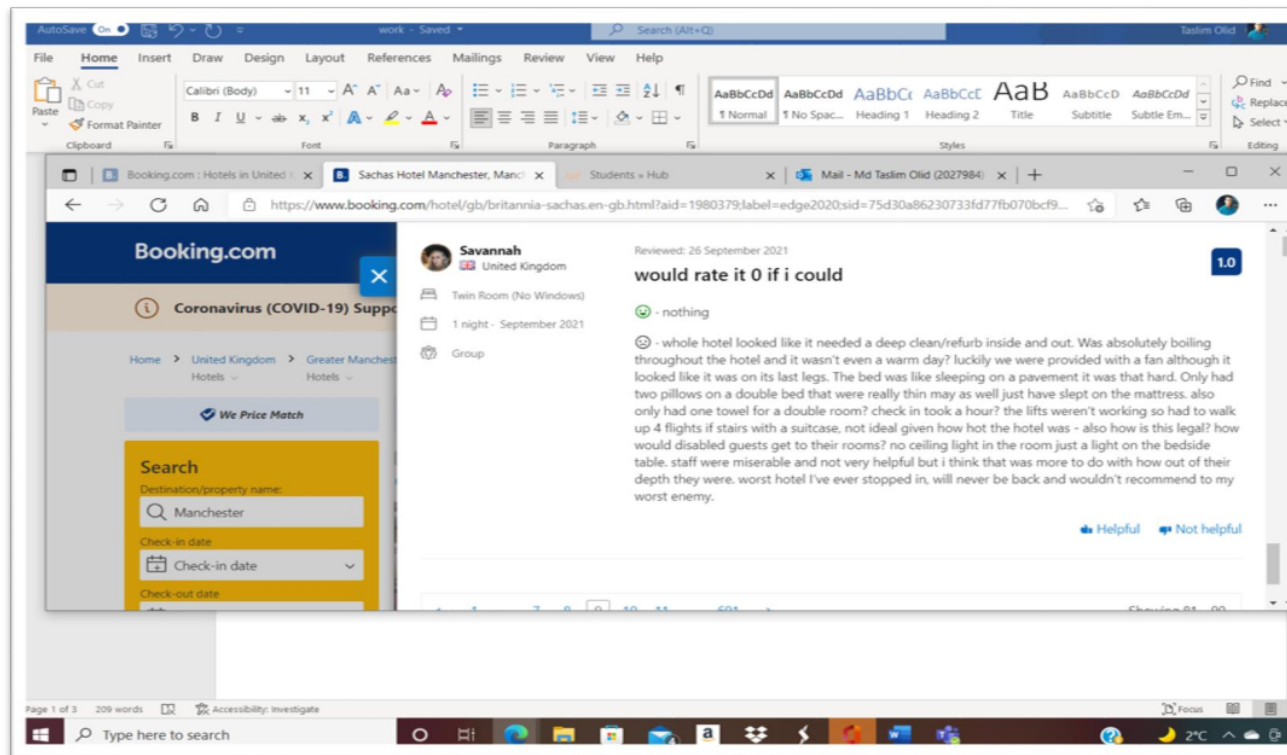
Guest Relations Manager

Element 2 – Response to complaint

Website – Booking.com

Sachas Hotel Manchester

Use the Harvard referencing guidelines to reference accurately.



My response (Manager)

Dear Savannah

Thank you for taking your time and making a comment. I am sorry to hear about your inconvenience it has caused you by our hotel. As you are aware that our hotel was undergoing a refurbishment hence why we couldn't manage to maintain all the cleanliness on point. The temperature was set to room temperature but may have caused disturbance due to work been carried out. We were trying to improve our hotel to meet all guests expectation including workable lifts and well décor. Since the refurbishment completed hotel has improved in very high standard and our recent guest really enjoying their stay.

We are disappointed that you were not happy with your stay and our service. Our staff must have accidentally made an error to provide a towel in a double room, I apologise for this and in future these matters would be looked at seriously. I would request you

Word

to revisit our hotel again once the refurbishment has been completed and I will be looking into this matter personally over your stay.

Do accept my apologise and please feel free to contact me if you have any queries.

Kind regards,

How can they contact you directly.

Md Taslim Olid

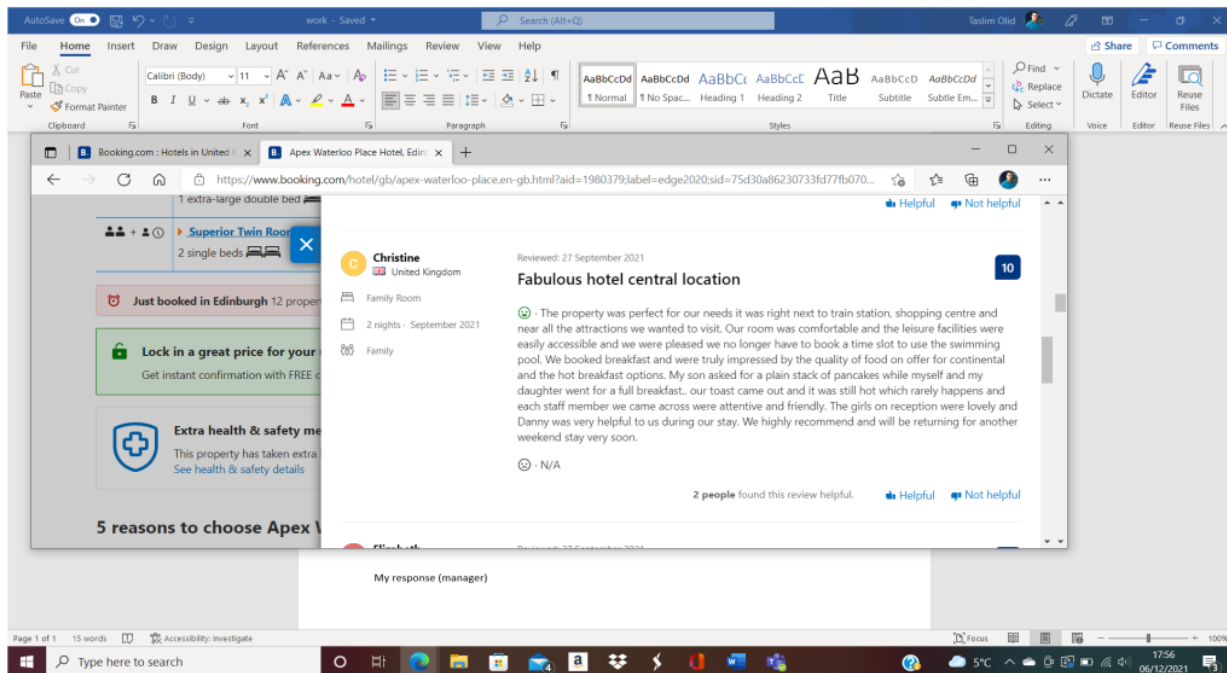
Would you provide any compensation?

Hotel Manager

Element 3- Response to Compliment

Website - Booking.com *Nor referenced accurately*

Apex Waterloo Place Hotel, 23-27 Waterloo Place, Edinburgh



My response (manager)

Dear Christine

Thank you for taking time and leaving feedback about Apex Waterloo hotel. We are glad for you choosing Apex Waterloo Place Hotel for your weekend stay. We are delighted that you have enjoyed your stay and taken full advantage of our central location with your family. We take great pride in working towards ensuring our guests create memorable moments, in which this instance you had. It is very pleasing to hear that you have used our hotel facilities and enjoyed the food in our restaurant. We have the pleasure in serving our customers warm food. We are happy to know that you really were satisfied with our customer service and you will visit our hotel again. Thank you very much for sharing your experience and the positive feedback. The feedback will be passed on to our customer service team. We look forward to seeing you again and sharing more thoughts to our future customers.

Warm regards, *Very good answer with messages targeted to future guests, Well done*

Md Taslim Olid
Hotel Manager

Element 4 -Formal complaint response



91 Winson Street
Swansea
SA7 2JJ
Tel: 0161 555 4785
info@hoteltrinity.co.uk

7th December 2021

Mr Damian Cloake
6 Honeycombe Way
Swansea
SA1 2AR

In a letter format the logo would be placed on the right and the address details would go to the left

Dear Mr Cloake

RE: Complaint, Reservation number TRI016724

Thank you for your letter dated 19th August 2021.

I am sorry to hear about how disappointed you were on your stay 15th to 17th August 2021 in our hotel.

It really must have been very frustrating, and I would like to apologise for the way you were treated and the service which was given to you.

Our priority is to provide excellent customer service and I am very disappointed that you had to wait for an hour to get a room. I understand you had been travelling the whole day and wanted to rest once you checked in the hotel. In this instance it did not happen according to your plan.

As you were notified by our receptionist that we were short of staff hence why the rooms were delayed. It has been very challenging for our business in this pandemic period and to get a replacement was quite difficult on that day. It still leaves with no excuse for us but we should have been more organised and prepared to get the rooms ready before your check in time.

I am little surprised to the food served in our hotel been cold and considering you were waiting for 40 minutes. I will raise this matter with our chef and find out further. Again I apologise this should have not happened and you end up buying food elsewhere and not in our hotel for the further meals.

We recently recruited new kitchen staff and an experienced chef. In recent visits from our customers, we have been receiving many positive feedbacks for the new menu and our food service.

I am happy to hear that our receptionist helped you a lot and tried his level best to solve many of your problems during the stay. I am thankful to Ben in helping you out and taken care of you. I will pass your positive feedback to our very hard-working staff member Ben.

Our staff are trained to be customer focused and I am pleased Ben has been successful in this instance. I am terribly sorry that you did not get the service as per our hotel expectations and I will be arranging a better planned protocols for our staff in reception and in the restaurant, so this incident does not repeat again in future.

Word

I would like to request you to come to our hotel again in a weekend for 2 nights with your family free of charge as a sincere compensation and apology. Also you and your family can treat to a free 3 course meals of your choice for lunch only.

Thank you for bringing the above points to my attention and I would appreciate if you can call our reception team to confirm a date on 0161 555 4785. You can alternatively request to speak to me direct and I will personally accommodate you when you arrive in our hotel to stay.

I look forward to hearing from you and I hope to get better feedback after your stay next time.

Yours sincerely,

Very good letter, it includes solutions, empathy and an appropriate offer of compensation. Well done



Md Taslim Olid

Manager

Portfolio 4 elements

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

79/100

Instructor

Moderated by MJ

PAGE 1

PAGE 2

Text Comment. In a letter format the logo would be placed on the right and the address details would go to the left



Comment 1

Good start



Comment 2

Good use of given information

PAGE 3



Comment 3

No S



Comment 4

You would never disclose such confidential information within a letter



Comment 5

Maybe attach a copy or provide a link to access

Text Comment. Well done, this is a great letter but contains minor errors as highlighted

Text Comment. Is this a signature?

PAGE 4

Text Comment. Use the Harvard referencing guidelines to reference accurately.



Word

You need to choose your words carefully in order for them to say what you want them to. Here a better words could have been used.

PAGE 5

Text Comment. How can they contact you directly.

Text Comment. Would you provide any compensation?

PAGE 6

Text Comment. Not referenced accurately

Text Comment. Very good answer with messages targeted to future guests, Well done

PAGE 7

Text Comment. In a letter format the logo would be placed on the right and the address details would go to the left



Comment 6

Good to recognise this

PAGE 8



Word

You need to choose your words carefully in order for them to say what you want them to. Here a better words could have been used.

Text Comment. Very good letter, it includes solutions, empathy and an appropriate offer of compensation. Well done

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



You demonstrated great knowledge and understanding of the task. You offered appropriate solutions and compensations. You have used good initiative throughout.

49**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.



Your work is presented to a very high standard and looks professional - well done. Some minor errors throughout.

25**RESEARCH & LITERATURE /10**

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



You are including a source but have not referenced according to the UWTSD Harvard Referencing Guide.

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