



MANAGING FOOD & BEVERAGE OPERATIONS

MANAGING GUEST SERVICE

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Learning log

Guest service

I got my internship opportunity in the reputed (The Gate) Premiere Inn & at my desired department the guest service. In hospitality business this is the most fascinating department as the guest service is the exceptional factor for what the guest comes in the property which will decorate their experience with pleasing flawless service. I always wanted to understand the wow factors of guest service which make them dedicated loyal guests of the property. On my first day I got a joining orientation from the HR department & later I was introduced with my department manager Mrs. Rachel the front office manager my direct reporting boss who took me to my department then introduced me to the whole team of front office- the GSA (Guest Service Agent) team, the bellman team, the concierge team, the stewarding team. Later Mrs. Rachel instructed me that I'll be working with GSA team initially & will be transferred to other teams like- restaurant reception, concierge etc. I will be learning maximum guest service activities by observing their operational procedure.

The GSA in (The Gate) Premiere Inn is essentially on duty at the front office reception desk. The major duty of GSA is assisting guests during arrival, check-in & out, assistance during their stay & booking procedure for the walk-in guests. There need to maintain the perfect grooming standard & appearance on duty with smooth communication skills. They also need to know the sales tactics & problem-solving strategies. (John Wiley & Sons, 2013)

The bellman basically assists the guest with their luggage handling & guiding them to their rooms. They need to have welcoming gesture, communication skills with proper internal external knowledge of property & physical fitness.

The concierge also assists guests in arranging transportation, making external reservations of restaurants, events, attractions, flight bookings etc. They also must have smooth communication & networking skill with physical fitness.

The stewarding team is responsible to maintain the cleanliness & sanitation of kitchen equipment, washing dishes, pots & pans, arranging dining set up, managing inventory & storage with safety precautions of the colleagues & guests. (John Wiley & Sons, 2013)

As I learned during my academic period their activities & responsibilities match the theoretical description but in term or property practice & demand depending on their operation range can vary & it is modifiable to some extent.

In (The Gate) Premiere Inn I have been a part of multiple guest service training programs that are organized by the standard of hospitality industry so that the employees get more efficient in providing guest service & make their experience more pleasing, for example;

(The Gate) Premiere Inn way of cleanliness- this is the compliance training of all departments in this property specially for housekeeping. It briefs the service & cleanliness standards of guest rooms, public areas.

Taking care of the business- this training is focused on problem solving, business case analysing, communication skills & resolving guest complaints is crucial for the reception desk.

Premiere academy of WHITEBREAD- this briefed the details & history of (The Gate) Premiere Inn hotel offering over 184 rooms, also giving a direction to career development & new opportunities by enhancing skills.

Guest love- this session helped to understand how to anticipate the guest needs, demands & preferences to provide guest service beyond their expectation.

As whenever the guest arrives at hotel for any query, they reach the reception, so a training of reception policies & procedures was given that briefed about reception finance procedure, payment options, data protection for guest security & privacy, manual check-in process & miscellaneous reception process. It included comprehensive communication training that helped to understand the HEART model- Hear, Empathize, Apologize, Respond & Thank with proper body language, voice tone, appropriate words & eye contact.

Guest service is directly served by reception desk, housekeeping, restaurant outlets, concierge, that's why the employee & guest interaction of these departments are truly crucial in creating guest experience. That's why a comprehensive personalized & effective guest interaction training was given to all these departments & specially the guest service agents where all the internal & external information that can help to answer guest queries are given. This training briefed how to be updated with all the latest information about external attractions like theme parks, shopping malls, restaurants, events like concerts booking procedure & sources so that whenever guest asks for assistance help can be provided like (The Gate) Premiere Inn offers Good Night Guarantee service for ensuring comfortable stay of guests in hotel that's also a form of guest service. Mostly hotels focus on creating loyal guests & try to retain them by providing personalized offers or delighting services that can be done by giving attention to guest details. In a professional manner this attention to details can only be given by maintain guest profiles that can be created by using various software systems that will mainly record the guest data & feedback like- recording guest experience survey results in database so a data record & management training was also given. The guest feedback result of this property is mostly satisfactory. Most of the guests review positively about the guest service of this hotel in travel websites like- tripadvisor.com or booking.com. If, A guest complaints about the guest service or other hotel issues during the stay at hotel then immediately the issue is dealt by the front office manager. He takes needed reconciliation process to make the guest less dissatisfied by offering compensation or complimentary services or offering alternative solutions to create a win-win situation that will also create a brand image that we care about the guest opinions. During my internship one of

these situations emerged & reconciled in-front of me & my supervisor said to observe the communication process so that I get to understand how to deal dissatisfied guests & try to have a diplomatic solution. This was a fascinating experience to me that helped me to recall the academic term win-win negotiation skill. (Abuelhassan, et al., 2022)

I realized after my internship period my communication & networking skill improved a lot with a wider network with the hoteliers which helped to boost my confidence. In terms of software knowledge. I also got to learn the Opera PMS (Property Management System) it helps to monitor the room reservations, check-ins & outs, billing activities etc.

The staff here is very much friendly & supportive but there are some issues in management. The Premiere Inn does not have job security system that's why during pandemic a wide range of staff was suddenly laid off including some of the executive members that created huge job insecurity among the employees. There are issues with the performance evaluation & overtime payment of the staff. There is a software used in (The Gate) Premiere Inn HR team called Premiere Inn my talent a human resource management & evaluation software that tracks & evaluates the employee performance, achieving target, trainings attended in hours that help to generate APR (Annual Performance Review) report. According to this report there should be employee recognition, increment & promotion but this process is not running smoothly after pandemic. Not a single person is promoted during these years & most of the staff think their APR is not considered properly. Employees are internally demotivated & dissatisfied after the pandemic opening of this property. Besides the payment of overtime is getting delayed by the finance team for their slow processing. According to finance manager they are facing shortage of employees in this department. These issues are hampering the smooth operation & stability of this property. The higher authority needs to take initiative to solve these issues as early as possible to maintain the organizational culture & higher productivity.

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