

Portfolio

by Abul Lutfor Kalam

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Assignment 3 Portfolio

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Module code: BMIH4004

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Invitation Letter

11th November, 2021

Hotel Trinity

Kingston-upon-Hull HU9 1NU

309-323 Hedon Road, England.



Mr & Mrs Jones

101 Cottage Rise, Sunnyville, Swansea, SA1 8PL.

Subject: Invitation letter to the cancelled room.

Dear Mr. & Mrs. Jones,

Hope you and your family are well in this covid-19 period. Trinity hotel always admires good relationships with our special guests like you. You and your family are an integral part of Trinity hotel since 1972. As a guest relations manager, I would like to convey our apology to cancel your room previously due to the covid-19 lockdown on behalf of Hotel Trinity. However, this letter aims to let you know that you are very welcome to visit your favourite hotel again and we will offer you some exquisite service if we have the chance again.

As more than 50 million British citizens have taken at least one dose of vaccine, the government of the United Kingdom decided to reopen all the sectors and back to normal life with proper precautions. We all know how awful the time was, especially for the hospitality and hotel industry.

As previously, your (Reservation number: 001559) was cancelled for covid-19 restriction, and we refunded half of the advanced payment. We also made a promise that you will get one day and one night free stay in our hotel and a special dinner to celebrate your golden anniversary. We are happy to inform you that we will keep our promise. As you celebrate many of your anniversaries with the Trinity hotel family, your wedding

anniversary has now become a Trinity hotel family function. Our many staff have grown up by celebrating this program with your family. Our housekeeping managers Joe, Benn and Jhony are very excited to serve you and your family again. Our hotel make a promise to you that we will make your golden anniversary special.

If any member of your family hasn't vaccinated yet, please take the vaccine and maintain social distance. You have our best wishes and love. We hope we will get the chance again to serve the most loyal and lovable member of our fraternity.

If you have any queries, do not hesitate to call us or send an email. Please use +44 1482 222600 for call and info@trinityhull.co.uk for email.

Your Sincerely,

Abul Lutfor Kalam

Guest relation manager

Signature

Response to a Complaint



●●●●● Reviewed June 14, 2014 via mobile

Got to the spot at 16.50 Saturday 14 June for the World War 2 walk and waited for 20 mins for the guide to arrive. No one came so we left. They Advertise "we go in rain or shine". They should add "if we can be bothered to show". Avoid!!!!!!

Figure 1: Negative Review

Source: (Tripadvisor.com, 2021)

Dear sir,

Trinity Hotel wants to thank you for considering this fantastic hotel and sharing your experience with us.

As a guest relations manager, I want to convey my most profound apology to you on behalf of Trinity Hotel. We can understand your frustration, and you have our apology for that.

For your kind information, sir, we would like to inform you that we always promise to guide our guests to explore all the unique places around us. To serve the customer in every possible way is our brand philosophy. We never compromise in guest service. If you asked people about Trinity Hotel, one common thing you may notice is that we provide the best service in the world. We can assure you that.

But sometimes miscommunication or something unexpected things happen. To have a guide, you need to be in the right place at a suitable time. As many guests want to visit this place, we combine a few guests into a group and provide an experienced guide. We always send them a specific place and time to manage all the guests and help them explore some historical places. The walk took place with just twelve people. If you have called in, we may send staff to help you and join us. You may have been in the wrong

place or at the wrong time. That's why this rare incident happened. We can assure you that we walked has never been cancelled. We always have adequate staff to support all our precious guests.

However, we always believe that customer is king. So, we feel sorry for you that you have been in some trouble. I want to tell you that, if you face any issue or have any doubt, please make a call to our call center. We are open 24/7 to assist our precious guests. We believe, our every staff is bound to serve you whenever you are in some problem.

For any further query, please call us on +44 1482 222600 or email at info@trinityhull.co.uk.

Kind Regards,

Abul Lutfor Kalam

General Manager,

Trinity Hotel.

Response Letter for Positive Review

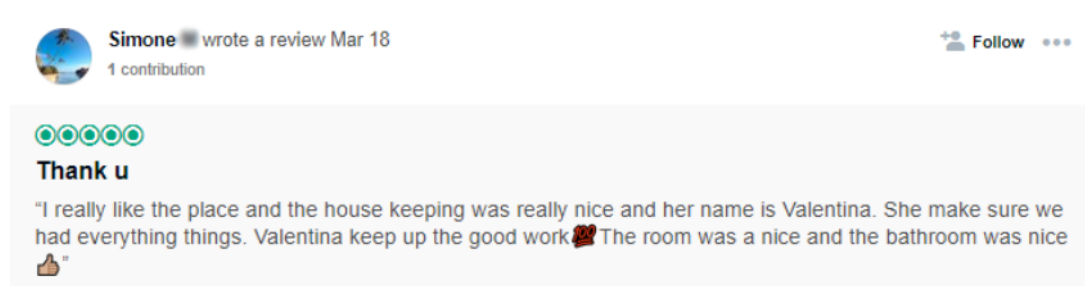


Figure 2: Response to a positive review

Source: (Booking Holdings, 2021)

Dear Simone,

At the outset, please accept our heartiest gratitude for considering hotel Trinity. The whole family of Trinity hotel is delighted that you have shared some amazing things about our staff. It will motivate our hardworking employees for sure. Valentina is a very proactive and friendly person. She worked hard and provided 100% effort all the time to make our valuable customers happy. Your positive compliment about her will boost her morale and encourage her to do well in the future. We are glad that you have a wonderful time with us.

Hotel trinity has more than 400 years of glory and pride. This brand has been witnessing multiple generations happiness and some fantastic experience. Time may fly, but one thing remains constant for us: the love and positivity towards us from people. People have been changing, technology comes, many different things emerge to satisfy customers, but Trinity hotels service standards never drop. We believe that a satisfied employee will result in a satisfied consumer as part of the agreement. Given this theory, we are zealous in our enforcement of our standards across the whole employment process. Regardless of position, every employee is capable of multitasking and displaying emotional intelligence. The fact that our guest has these two abilities means that you do not have to ask for anything before asking him to supply. It is apparent from

the positive comments we get from guests such as yourself that Hotel Trinity fosters a happy environment.

As a thank you for your business, we will credit your account with 20 reward points. A complementary lunch or supper for three persons will be provided during a future visit. When you arrive at the hotel, please remember to bring your email with you.

Please stay safe and healthy and have vaccine. Share your positive experience with friends and family.

If you have any more questions or concerns, you may contact us by phone at +44 1482 222600 or by email at info@trinityhull.co.uk.

Kind Regards,

Abul Lutfor Kalam

General Manager,

Trinity Hotel.

Response to a complaint Letter



15th November 2021

Hotel Trinity

Kingston-upon-Hull HU9 1NU

309-323 Hedon Road, England.

Mr. Damain Cloake

6 Honeycombe Way, Swansea, SA 1 2AR.

Subject: Apology Letter for Poor Service.

Dear Damain Cloake,

Hope you and your family are well and healthy. This letter is being sent to you in accordance with your Reservation number: TRI016724, dated the 15th of August, 2021.

The substandard treatment you experienced while staying at our hotel is very unacceptable. We have no intention of providing any justification for such substandard services. First and foremost, please accept our apologies. The Trinity Hotel has more than 400 years of history and is known for providing unmatched services. We consistently get positive feedback from consumers by exceeding their service expectations. As you said, it is uncommon for this kind of service to fail, and I agree with you. We had no room for mistake, therefore we made sure to strictly stick to our service policy at all times. You should be aware, though, that an unforeseen snag might come out of nowhere.

Our bottom floor caught fire the day before due to a small electrical short circuit, and we had to evacuate the floor. For us, it was a day to remember forever. This is the floor where we keep all of our supplies and food products. The fire situation has escalated into a major concern for us. We were well aware that the situation needed to be brought under control as soon as possible. As a result, our majority of staff were called in to assist in putting out the fire and minimizing the

damage. Our hotel is experiencing a severe staff shortage as a result of this. This occurrence has caused damage to all of our raw food items, and due to a lack of power, our preserved food has been harmed and its quality has suffered. It is for this reason that you have such a disappointing meal.

As you indicated, the following morning you locate your chosen breakfast as well as the appropriate guest services. The Trinity family worked really hard that day, and we were able to back our regular service again on the next day. A team of investigators is assembled to determine the cause of the electrical short circuit that occurred. Our goal is to determine the underlying cause of the incident and to take the necessary actions to avoid a similar occurrence from occurring in the future.

In conclusion, we apologies for the poor quality of our service. As an expression of our apologies, we will provide you with one day and one night at no charge. We will ship some of our complementing items directly to your location. We hope you will love our items and that you will return to our hotel in the future.

Please contact us by phone at +4458038582 or by email at info@trinityhull.co.uk if you have any questions.

Kind Regards,

Abul Lutfor Kalam

General Manager, Trinity Hotel.

Reference

Booking Holdings. 2021. Home. [online] Available at: <<https://www.bookingholdings.com/>> [Accessed 18 November 2021].

Tripadvisor.com. 2021. THE 10 BEST Hotels in Paris for 2021 (from \$62) - Tripadvisor. [online] Available at: <https://www.tripadvisor.com/Hotels-g187147-Paris_Ile_de_France-Hotels.html> [Accessed 18 November 2021].

2021. [online] Available at: <<https://www.expedia.com/Hotel-Search?adults=2&d1=2021-12-02&d2=2021-12-03&destination=London%2C%20United%20Kingdom%20%28LON-All%20Airports%29&endDate=2021-12-03&latLong=51.54783319395783%2C0.021250695442023404®ionId=6139104&rooms=1&semdtl=&sort=RECOMMENDED&startDate=2021-12-02&theme=&useRewards=false&userIntent=>>> [Accessed 18 November 2021].

Chen, Y.F., Law, R. and Yan, K.K., 2021. Negative eWOM Management: How Do Hotels Turn Challenges into Opportunities?. *Journal of Quality Assurance in Hospitality & Tourism*, pp.1-24.

Roozen, I. and Raedts, M., 2021. The Effects of Language Errors in Service Recovery Communication on Customers' Hotel Perceptions and Booking Intentions. *Journal of Quality Assurance in Hospitality & Tourism*, pp.1-24.

Portfolio

GRADEMARK REPORT

FINAL GRADE

57 /100

GENERAL COMMENTS

Instructor

Please see Rubric for a detailed breakdown of your grade.

moderated by MJ.

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GRADING FORM: HAFO PORTFOLIO

ABUL LUTFOR KALAM

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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 used a real hotel logo and address rather than designing your own. You have been empathetic and personal, however, I would have liked to have seen a goodwill gesture included. You have also acknowledged Covid. Negative Review: You have chosen a tourism review for a walking tour, although you have written from a hotel point of view. You have also inadvertently accused the guest of being wrong which isn't a good representation of the hotel management for future guests reading the review. Positive Review: The review you have chosen is rather short. You have recognised the staff and promoted the hotel to future guests, however you have written too much for a response.. You have offered individual promotions in the response which creates a culture of complaints. Formal Complaint Letter: You have used professional language. However,, a fire seems a bit far-fetched and you should have also included compensation.

28

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.



You have followed the guidelines for this assignment (Arial 12, justified text), but there is no need for a border on the pages of your assignment in future.

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RESEARCH & LITERATURE /10

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



You included the references for the reviews. Take care to reference the specific post and post date in your reference too.

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