Guest Services SOP for Rajhi Hotel – Madinah

Contents

Index 1
Scope & Objectives 2
Organizational Chart 3
Grooming Standards 4-5
Etiquettes 6-7
Telephone Standards 8-9
 Escorting Guest 10
Salesmanship 11
Welcoming Guest (Lobby) 12
Welcome Drinks & Cold Towel 13
Escorting Guest to the Room 14-15
Restaurant Reservations 16
Taking Messages 17
Tour Booking 18
Booking Deep Sea Fishing Trips 19
Group Arrivals 20
Arranging amenity for VIP guest and special Occasion 21
PR Calls 22
Scope & Objective

Scope:

This document applies to the function of Guest Relations that describes all necessary service offers to the entire guest as per brand standards.

Objective:

Ensure Associates have up to date knowledge of hotel products, services, pricing and policies as well as a good knowledge of the local area.

Maintain good communication and working relationships with all other department.
Uniforms

GOAL: To present the right company image

PROCEDURE
GENTLEMEN

The only acceptable uniform is the one issued by the Hotel.

Uniforms are cleaned by only the Hotel Uniform Department.

Problems with Uniforms must be reported immediately to Uniform Attendant. No Jewellery should be worn except for wedding bands, engagement rings, and wristwatches.

Shoes should be black laced, which is recommended by the Hotel. Shoes should be well polished every day.

Men should wear dark colored socks.

Hair should be well groomed and cut in a conservative style. Moustaches must also be well kept.

Fingernails must be short and clean.

A bath or shower must be taken daily and deodorant should be applied. Hands must be kept clean.
Greeting Guest

GOAL

To have right attitude and a professional approach towards all our guests

PROCEDURE

Attitude
- Greet guest and colleagues with a smile and maintain a friendly facial expression.
- Do not fold your arms in front of a guest.
- Keep your hands out of your pockets.
- Do not lean on rail or wall at any time.
- Do not play with hair and jewelry.

Speech
- Be tactful and courteous, do not argue with guests
- Be humored and even mannered, do not become over friendly with guests
- Look at a guest when addressing him/her
- Look and act professional
- Always appear confident
- Listen carefully to guest when talking to him/her
- Be positive
- Use the guest’s name at least twice once known
- Ask the right question to identify needs.
- Talk clearly and maintain a good tone of voice at all times.
- Do not criticize one guest to another.
- Do not refer guest as “he/she to they” in their presence
- Do not weary the guest with your troubles.
- Do not discuss religion or politics with guests.
- Be specific in your explanations.
- Consult your colleagues if any doubt arises.
Establishing Contact
- Make eye contact while speaking to guest
- Give guest a warm and friendly welcome, “good morning Mr.... how may I help you”
- Make the guest feel comfortable and safe
- Refer to the guest twice by correct title and name if known
- Identify the guest’s needs
- Be discreet
- How guest as sympathetic interest
- Take your time for the guest
- Always recommend our service to the guest
- Appear neat and tidy

Product knowledge
- Know the different facilities available in the hotel.
- Be able to describe each product.
- Know who is who.
- Know the layout of the hotel.
- Know the location, timings, promotions and theme nights of the outlets.
- Have a good general knowledge of Madinah and the KSA.
- Be aware of any special promotions going on in the hotel.
- Know which function are taking place and where.
- Location of restaurants in the city.
- Locations of banks.
- Locations of conference centers.
- Locations of sport facilities.
- Location of main events happening in Madinah
- Location of main shopping centers
- Location of specific shopping areas (Gold Souk/Spice Souk/Electronics).

Giving directions
- Within the hotel grounds.
- Be aware of the exact location of the facilities in the hotel.
- Explain in a clear and simple way.
- Escort the guest whenever possible (or have him escorted by another member of staff)

Salesmanship
- Find out the guest’s needs
- Recommend items in accordance with the guest’s needs
- Always offer an alternative
- Have a perfect knowledge of the product
- Ask open end questions
- Use the 5 W’s words + How, in the questioning technique
- Avoid using negative terms and phrases.
- Promote the hotel ‘s Food & Beverage Outlets
GOAL

To provide prompt, efficient and professional service for guest over the phone, making sure of meeting guest’s requirement

PROCEDURE

Attending Calls
    Answering the calls
    Answer the calls within three rings
    A welcoming and friendly while answering the calls
    Using clear diction/ language and pronunciation while answering the calls
    Personalize the call,
    Answer the calls with a smile and clear voice
    Say “Thank you for calling Madinah Hotel. This is __ name__. How may I be of service?” (External calls) and “Good morning/ afternoon/ evening operator. This is __ name__. How may I assist you?” (internal calls)
    Ask, listen and respond in an effective manner to customers, both internal and external, consistently
    Let the caller hang-up the phone first
    Make note of necessary information and inform the same to the respective department/ person
    When speaking to the guest, find out the name and use at least twice during conversation
    To clarify the guest name (as the spelling if necessary), use the Opera system for help

Calls on Hold
    Answer the calls within three rings
Smile while answering the calls, the caller will hear it in your voice
Introduce yourself “Thank you for calling Madinah Hotel. This is __name__. How may I be of service”
Let the caller speak before you place him/her on hold.
Ask permission before place the caller on hold and wait for an answer “May I put you on hold Sir/ Madam/ name?”
Offer the caller a choice i.e. if a call is on hold, the operator have to check with the caller after every 20 seconds and ask if he/she would like to continue waiting or leave a message
If the guest has to hold for more than a minute, give him/her approximate time he/she would have to hold
If the guest does not agree to be kept on hold, obtain his/her name and contact number and get back to the guest.
When going off hold, say “Thank you for waiting”
Always use “on hold” facility

Transferring Calls
Make sure you are familiar with all extensions
While speaking to the guest, transfer the call in the following situations;
  if he/she wishes to speak to the guest/administration
  when making reservations
Procedure of transferring calls:
  listen to the guests requirements clearly
  if the caller want to speak with hotel’s guest, get the name and room number. (do not connect any calls if the caller can not mentioned the name of the guest)
If the caller want to be connected to administration, get the name
Never disclose any room number to the caller
When transferring the call, say “Connecting you, Mr/Mrs __name__”
When connecting to administration/outlets, say “Connecting you to __name of the outlets/administration office__”
Before releasing the line, give information to whom the line will be connected

Handling Multiple Calls
All calls must be answered within three rings
Remain calm and courteous at all the time
Be prepared and organized. Have adequate supplies handy, such as message pads, pen, and directories
When the telephone rings while you are between a call, politely excuse yourself so you may promptly answer the second phone call
Always inform the caller before putting them on hold
When going off hold, say “Thank you for waiting”
Remember the priority of each call if you have several callers on hold
If a caller needs help that will take time, take their name & telephone number and offer to return the call within a certain amount of time, such as a half an hour. Remember to contact the caller within the specified time
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<th>ESCORTING GUEST</th>
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**GOAL:**

Deliver our guest's expectation for consistent service by giving clear and appropriate directions.

**PROCEDURE:**

**Within the hotel grounds**

- Be aware of the exact location of the facilities in the hotel
- Explain in a clear and simple way
- Always escort the guest or have him/her escorted by another associate.
- NEVER GIVE DIRECTIONS.

**Outside the hotel**

- Give clear directions
- Offer to arrange transportation
- Give the guest a realistic timing
- Give the guest a realistic pricing if traveling by taxi
- Consult your colleagues if any doubts
- Provide a map of Madinah whenever possible
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GOAL

Ensure that all staff is able to assist, ascertain guest requirements and offer suggestions

PROCEDURE:

- Find out the guest’s requirements
- Recommend items in accordance with the guest’s needs
- Promote the hotel’s products and services
- Offer alternatives at our sister hotels
- Offer choices where possible
- Have a good knowledge of the product
- Avoid using negative terms and phrases
- Take all outlets reservation details and pass them on.
GOAL

All associates should show positive attitude – welcome, escorting and building rapport with the guest.

PROCEDURE:

Position to be taken at the entrance
Greet guests with a smile & welcome them to the hotel (“Welcome to Madinah Hotel”)

If guest is a return guest and you are aware of this welcome them back to the hotel. (“Welcome back to The Madinah Hotel)

Introduce yourself with your first name and offer assistance. (Good Morning / Afternoon / Evening) My name is XXXX. How may I help you?

If the guest is a day visitor escort the guest to the relevant location (Conference Rooms, Caracalla, Restaurants, etc.). Build rapport with the guest and explain a bit about hotel’s facilities, restaurants.

If it's arrival guest, on the way to the reception desk build rapport with the guest.

Identify the guest name prior to the arrival at the Reception Desk.
Introduce the Receptionist to the arriving guests. (“Mr. / Ms. XXXX. this is XXXX who will now check you in.”)

Ensure that your other associates is informed to take the position at the Lobby entrance.
Task: WELCOME DRINKS AND COLD TOWEL

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GOAL

Serve welcome drinks and cold towel to make the guest feel welcome and comfortable.

PROCEDURE

On arrival, escort guest to the reception counter for registration. Seat them where possible.

Ensure that the tray & tongs are clean. The towels should be fresh, clean and not much smell of cologne.

Always use tongs to serve the cold towel.

Once the guest has freshened up collect the towels. Again tongs and a tray must be used.

Serve welcome drinks and Arabic dates.

Ensure that the drinks are fresh & glasses are clean.

The tray should be held in the left hand resting it on the palm. Drinks should be served with the right hand.

A tray should be used while clearing the dirty glasses.
Task | ESCORTING GUEST TO THE ROOM
---|---
Revised Date | 01/10/2012
SOP Author | Eglal
SOP Owner | Madinah Hotel
SOP Approver | Sam Saker

GOAL

To provide assistance and information and to escort to the room

PROCEDURE

Introduce yourself to the guest (“Good ........ Mr. / Mrs. / Ms. XYZ, my name is ABC and I will escort you to your room”.)

Double check the guest name, key, room number and the packages the guest is entitled to during their stay.

Ask the guest to identify their luggage and place a luggage tag with the guest’s name on it.

Escort guest to the room.

If Islamic guests then male guests always have to be escorted by male Associate members. If female guests then they always have to be escorted by female Associate members.

If the guest arrives very late or very early, please check with the guest if he would like the full escort. (Mr/ Ms. XX may I now explain all hotel facilities to you or would you prefer to see us tomorrow at the Guest Relations Desk?)

You always have to explain the Fire and Safety procedures for guest even if the guest asks you not to (Mr/ Ms. XXXX I am obliged to explain our Fire and Safety procedures since this is mandatory and for your own safety).

On the way inform the guest about breakfast- location and timings. Also explain about room service breakfast.

Inform the guest about the locations of the Guest Relations Desk, Health Club and the Restaurant Reservations Desk

Explain the towel cards.

Make polite conversation and inform them of any specials in our two hotels. Show the guest the nearest fire exit to the room.
On reaching the room, show them the working of the Key cards.
Mention about the UNLOCK ART

Once in the room, point out the locations of the refreshment centre, Room Safe, Hair dryer and the fire exit plan.

Show them the safety manual.

Inform them that the balcony door has to be kept closed to prevent the humidity from activating the fire alarms.

Offer INTERNET CARD in case guest has his own laptop.

Wish the guest a pleasant stay and invite them to contact the Guest Relations for further assistance (“If you should have any further questions, please contact us by dialing the Guest Services button on your telephone.)

Inform the guest that the “Do Not Disturb” (DND) card will be placed on their bed at turndown and can be hung on the door.

and show the DND sign behind the door or on the control panel for the tower rooms

Close the door gently

GUEST RELATION SOP / Madinah Hotel - Rajhi
Task | RESTAURANT RESERVATION
--- | ---
Revised Date | : 01/10/2012
SOP Author | : Eglal
SOP Owner | : Madinah Hotel
SOP Approver | : Sam Saker

GOAL

To provide assistance, offered help and give necessary information and make reservation as per the guest requirements.

PROCEDURE

When a guest enquires about restaurant, offer him a choice in his as per his liking. Always promote the hotel's restaurant first.
Inform him of special promotion in the hotel's restaurant.
Once the guest has decided on the restaurant take down the necessary details.

   Name of the restaurant
   Name of the guest
   Date and time to be booked
   No. of person
   Smoking/ Non-smoking preference.

Call the restaurant and make the reservation.
Take down relevant information such as name of the person confirming the booking, confirmation number, dress code, special promotions, etc.
Write the details for the guest neatly
In case the reservation cannot be made immediately, confirm the booking at the earliest and send a confirmation letter to the guest room.
Task: TAKING MESSAGES

Revised Date: 01/10/2012

SOP Author: Eglal

SOP Owner: Madinah Hotel

SOP Approver: Sam Saker

GOAL

To receive messages promptly and message to be legible and accurate

PROCEDURE

Answer the Telephone within 3 rings.
Greet the caller as per the standards. ("We thank you for calling Guest Relations, XXX speaking. How may I assist you?")
Listen carefully and take down the message
Ensure that the following details are taken
   * Name of the guest
   * Room Number
   * Name of the caller and contact number
   * Time and date when the message is taken
Repeat the message to the caller confirming the details and ensure to use the caller's name at least three times.
Type the message in the system. Ensure the spelling is correct.
Put the message in a sealed envelope with the guest's surname and room number clearly indicated.
Send the message to the room as soon as possible.
If a package or envelope is received in the guest's absence, send a message to the guest to inform where he can collect it.
Valuable packages and envelopes should be kept with the Duty Manager.
Messages received prior to arrival should be attached to the registration card.
Task : TOUR BOOKING
Revised Date : 01/10/2012
SOP Author : Eglal
SOP Owner : Madinah Hotel
SOP Approver : Sam Saker

GOAL

To be provided with the correct information and to be able to choose the most entertaining and informative tour as per guest’s liking and to give the relevant information and make the booking.

PROCEDURE

Give the relevant information and make the booking.
Give the guest brochures of the various tour operators approved by the hotel.
Outline the most popular tours for the guest.
Inform the guest that private tours can be arranged if they do not wish to join another group of people.
Take down important guest details such as * Tour Date * No. of People * Room No. Method of Payment * Special Requests
Fill in the tour booking form and get the guests signature. The cancellation policy should be pointed out to the guest.
Call the tour operator and make the booking.
Check on the mode of payment. If credit card or room charge advise the guest of the 3.5% commission charge.
Fill in the miscellaneous slip including the voucher numbers and details of the tour.
Hand this together with the cash over to Front Office to be posted.
Task : GROUP ARRIVALS
Date : 01/10/2012
SOP Author : Eglal
SOP Owner : Madinah Hotel
SOP Approver : Sam Saker

GOAL
To be registered as soon as possible and to be assisted with a friendly and helpful attitude and to arrangements prior to arrival. And to ensure organize staff to ensure a smooth check in.

PROCEDURE
Prior to a group arrival ensure that the amenities are placed in the room. Take a copy of the rooming list and coordinate with reception to ensure that the registration cards and key cards are ready.

Arrange the welcome drinks and cold towels in separate trays at the check-in area. Keep sufficient No. of tongs and clearance trays ready.

On arrival greet the group at the entrance and direct them to the check in desk. Assist the Reception to get the necessary information from the guests and get the registration cards signed.

Hand over the keys.

Identify their luggage and tag them. Direct the guests to the rooms.
Goal:
To be recognized and identify VIPs and leave an alert on all bookings.

Procedure:
Go through arrivals for the next day.
Check for VIPs, Regular Guests, Long Staying guests, birthdays, honeymoonsers and anniversaries. Also check for guests with previous complaints.

Enter traces for amenities to be given.

Make a list of amenities to be placed on a complementary order form. Mention name of the guests, ETA (expected time of arrival), amenities to be placed and card to be sent along with the amenities.

For cake and flowers make the necessary requisition form.

Send a copy of the amenity order to the respective department. (Room Service/Housekeeping)

In case of guest with special request traces are raised for respective department. Leave a copy of the amenities form/requisition in the urgent file for follow up on the day of arrival.
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**GOAL**

To be able to give positive/ negative feedback about guest’s stay call the room and check for satisfaction and offer assistance in regards to tour or dinner bookings.

**PROCEDURE**

Print PR- Call list prepared by Telephones.

Ensure that you call all the rooms listed during your shift.

Follow the instructions on the PR Call sheet and use the guest name at least twice.

Ensure that all feedback is passed on to the Guest Services Manager and Front Office Manager.
GOAL

To collate data on our guests to enhance the guests experience.

PROCEDURE

Update the Accompanying guest in the system

Update any amenities that have been sent to the guest during their stay by “creating a new amenity”