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Scope & Objective

Scope:

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

Objective:

All guests should be served and treated in a courteous manner at all times, as they are the most important persons in the hotel. All associates should strive to fulfill guest needs whenever possible, in order to make their stay a most enjoyable one and this document describe all the functions carried out to deliver the best service in the hotel.
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**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.
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**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 Dubai and the UAE.
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 Dubai
Location of main shopping centers
Location of specific shopping areas

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
Task: TAKING OVER A SHIFT FOLLOWING THE CHECK LIST - MORNING

Revised Date: Dec 2012
SOP Author: Susanne
SOP Owner: Madinah Hotel
SOP Approver: Sam Saker

GOAL:

To be ready before your shift and provide professional efficient and excellent service.

PROCEDURE:

Read and sign the logbook.
Take handover from the night shift.
Print reports:
  Guests in house
  Expected arrivals
  Expected departures
  V.I.P. in house
  V.I.P. reservations
  No Show's
Check profile of all expected arrival guests
  Remarks of the guest
  If the guest is a repeat guest
  Any special requests from the guest at the time of reservation.
Be familiar with F&B activities, outlets opening and closing timings.
Prepare the handover for the next shift.
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**GOAL:**

To be ready before your shift and provide professional efficient and excellent service.

**PROCEDURE:**

- Read and sign the logbook.
- Take handover from the night shift.
- Print reports:
  - Guests in house
  - Expected arrivals
  - Expected departures
  - V.I.P. in house
  - V.I.P. reservations

- Follow up all the handovers received from early shift.
- Check cold towels and welcome drinks for arrivals.
- Place amenities (fruits & nuts) for the expected arrival rooms, in house, DND rooms which has been handed over by the fruit boy.
- DND report to be given to the tower reception as well as to be filed in the butler’s pantry (NEED TO DELETE THIS TWO LINES)
- Be familiar with F&B activities, outlets opening and closing timings.
- Prepare cold towels for the next day’s arrival.
- Prepare the handover for the next shift.
Task: TAKING OVER A SHIFT
   FOLLOWING THE CHECK LIST - NIGHT

Revised Date: Dec 2012
SOP Author: Susanne
SOP Owner: Madinah Hotel
SOP Approver: Sam Saker

GOAL:

To be ready before your shift and provide professional efficient and excellent service.

PROCEDURE:

Read and sign the logbook
Take handover from the morning shift
Print reports:
   Guest’s in house
   Expected arrival
   Expected departures
   V.I.P. in house
   V.I.P. reservations.
Follow up all the hand over received from the evening shift.
Check cold towels and welcome drinks for arrivals.
Re-check all the arrival rooms and place the amenities.
C.D/ D.V.D inventory to be taken on weekly basis.
Cleanliness of the pantry to be checked.
Check all the early morning arrivals for the next day and place amenities accordingly.
Prepare the handover for the next shift.
Task: WAKE UP CALL REQUEST

Revised Date: Dec 2012

SOP Author: Susanne

SOP Owner: Madinah Hotel

SOP Approver: Sam Saker

GOAL:

To make sure that all wake-up call request information is accurate and the guest will receive a timely wake-up call in a professional manner.

PROCEDURE:

Take down the name of the guest, room number, requested time and date for the wake up call.
Check with the guests if they would like to order tea / coffee / breakfast along with the wake up call (chargeable, except Tower guests)
Offer to arrange a reminder call for the guest.
Offer to book transport if departure guest.
Repeat all information to the guest to ensure clear understanding.
Log down the information in the reception wake call book.
Call the operator to inform the above details and take the name of the operator.
All wake up call book will be collected by Concierge to be given to Operator at 01.00AM and to be returned at 07.00AM in the briefing time (for the meantime all areas will call directly to the Operator for any wake up call requests and temporarily noted in the shift check list to be recorded in the wake up call book)
Wake up call is given by the operator.
GOAL:

To ensure the privacy of a guest and provide a security.

PROCEDURE:

In case Of DND (Do Not Disturb)
Check with the guest if he/she requires a DND sign on his phone/room
Check if he is expecting any particular call during his stay inform him/her that messages will be taken.
Get the correct information and details regarding the expected call.
Keep everybody at the - reception & operators informed and write it in the log book.
When there comes a call/visitor checks the log book and performs the action mentioned by the guest.

In case of Incognito
On receiving information from the Reception that a guest in a particular room is an INCOGNITO guest the butlers to mention the same on the log book.
On receiving any calls for the concerned guest, the butler to say “We do with not have any guest with this name staying us.”
If caller still insists on the same page the Duty Manager informing him the whole incident.
## Task
CHECKING ROOMS

## Revised Date
Dec 2012

## SOP Author
Susanne

## SOP Owner
Madinah Hotel

## SOP Approver
Sam Saker

### GOAL:
To ensure the room is ready to be occupied by checking the room as per standard checklist.

### PROCEDURE:

- Have present with you the room checklist.
- Knock thrice and wait a few seconds. Announce yourself as you enter.
- Check the room as per the checklist, ensuring that all the equipment is working and the room is free of odor and smoke.
- The TV should be tuned to dubai TV.
- The amenities should be in place along with clean cutlery.
- Check the Fruits to see if they are fresh.
- Lift the telephone receiver and check for the dial tone or any disturbances.
- The carpet, curtains, furniture and linen should be checked for tears. They should be clean and free from stains.
- The bathroom should be clean and all the amenities must be in place. The Bath mat and Towels should be fresh and clean and be placed neatly.
- The bathroom should be free of any smell.
- There should be a bottle of water and glasses on the counter. A flower should be in place with a clean bud vase.
- The checklist should be completed. Any defects should be informed to the respective department.
- The completed checklist should be signed and filed.
Task : WELCOME DRINKS AND COLD TOWELS

Revised Date : Dec 2012
SOP Author : Susanne
SOP Owner : Madinah Hotel
SOP Approver : Sam Saker

GOAL:

Every arrival guest must be serve welcome drinks and cold towels for them to feel that they are 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 and clean.
Do not put too much of cologne.
Always use a tong 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.
Coasters should be placed on tables, where applicable.
A tray should be used while clearing the dirty glasses.
GOAL:

To identify VIP’s and to place amenities in room prior guest arrival.

PROCEDURE:

Go through arrivals for the next day. Check for VIPs, Regular Guests, Long Staying guests, Birthdays, Honeymooners 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 complimentary order form. Mention name of the guest, ETA (expected time of arrival), amenities to be placed and card to be sent along with the amenity. Also check for guests who would get fruit replenishment everyday. Enter traces and make a separate amenity form for fruit replenishments. For cakes and flowers make the necessary requisition form. Send a copy of the amenity order to the respective department. (Room Service/ House keeping) In case of guests with special requests such as Tea/ Coffee making facility, feather pillows, iron & ironing board, make the necessary request and send to the respective department.
GOAL:

Entering the guest room to check presentable of the room and attending to any guest request by knocking and announce yourself before entering.

PROCEDURE:

Approach the door of the room.
Knock on the door three times using your index finger or ring the doorbell.
Wait for a reply for ten seconds & announce your self “Butler Service ”.
Wait 15 seconds for a reply.
If there is no answer knock on the door a second time open the door gently with your master key.
If the guest opens the door say “Good Morning Sir/Madam/ Mr./s X” How can I help you”? If the guest is in the room exchange pleasantries. (Are you enjoying your stay?) If there is no one in the room proceed.
Keep the door open while you’re finish the work.
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 for during their stay.

Identify the luggage to the guest.

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 the 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.

If guests have children, explain the use of the Penguin Club coins

Inform the guest about the locations of the Guest Relations Desk, Caracalla Health Club & Spa, the Pool and the Restaurant Reservations Desk

Mention “Art is Life” Program

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.

Offer INTERNET CARD in case guest has his own laptop.
Inform them that the balcony door has to be kept closed to prevent the humidity from activating the fire alarms.
Should the Welcome Card to be given while escorting before leaving the room place the WELCOME/WELCOME BACK CARD on the coffee table beside the fruit of the day/fruit basket.
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 Ext. XX and ask for XX own name”).
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.
Offer the DND and show the DND sign behind the door or on the control panel for the tower rooms.
Close the door gently.
GOAL

To collect a copy of the ticket from the guest and reconfirm flight details with airline.

PROCEDURE

Take a copy of the airline ticket.
Reconfirm the flight details with the guest.
Check for any special request such as seating, meals, Wheelchair, etc.
In case of a first or business class passenger with emirates, check if a limousine pick up needs to be arranged.
Call the airline. If the reference no. is available, quote it to the airline agent and take down the flight details.
If the reference no. is not available, give the flight details to the agent. Flight details needed by the agent are the flight no., date of travel & last name of the guest.
Once the staff reconfirms the flight ensure that the staff repeats the reconfirmed flight details and also take down the PNR and the name of the airline agent.
Fill out the reconfirmation slip and send a copy to the guest.
Update the guest departure details in the system and File the copy of the reconfirmation and the ticket.
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GOAL

To provide a professional shoe cleaning services.

PROCEDURE

Shoe shining service available 24 hours a day.
Knock on door using your index finger or ring doorbell once. Identify service. Wait 15 second before knocking on the door a second time and entering
Greet the guest warmly by name, “Good morning/ afternoon/ evening, Mr. Michael may I collect your shoes for cleaning?”
Clean the shoe within 1 hour and ensure you wear disposable gloves
Cleaning the soles of the shoes with a wet cotton swab.
Polish the shoes by applying the appropriate color wax polish with the assigned shoe polish brush. Brush the polish after it has dried.
Provide the glossy finish to the shoes with the velvet cloth (NEED TO DELETE THIS LINE).
Use a suede brush for suede leather shoes and finish with special suede leather spry.
Inspect the polished shoes before they are delivered to the room.
Put the shoes in shoe bags, place it in the basket and return it to the room.
We are using now shoe shiner.
Task: GIVING IRON & BOARD ON REQUEST

Revised Date: Dec 2012

SOP Author: Susanne

SOP Owner: Madinah Hotel

SOP Approver: Sam Saker

GOAL

All requests must be attended within 15 minutes.

PROCEDURE

Ensure that the Iron & Board in good working condition.
Knock on door using your index finger or ring doorbell once. Identify service. Wait 15 second before knocking on the door a second time and entering.
Greet the guest warmly by name, “Good morning/ afternoon/ evening, Mr. Michael may I come in to deliver your Iron & Board?”
Place the Iron & Board in the room and ask the guest whether he wants you to Iron his clothes if guest said yes do the needful.
Ask the guest whether you can collect the Iron & Board after half an hour
In case if guest said that he wants to keep the Iron & Board in his room till he checks out, Inform the Housekeeping desk to not to remove the Iron & Board from the room and also keep a note on Butlers notice board.

(Need to delete this page as iron and boards are kept in all the rooms.)
Task : PROVIDING BATH TREATMENT (Older Male Guests) IN THE ROOM

Revised Date : Dec 2012
SOP Author : Susanne
SOP Owner : Madinah Hotel
SOP Approver : Sam Saker

GOAL

To promote and up sell the product of our hotel facilities by giving Royal Treatment.

PROCEDURE

Take the bath tray in to the room
Make sure, before the treatment that you have everything in your bath tray.
   Burner
   Candle
   Essential
   Oil (lavender)
   Matches
   Cellutox
   Milk bath
   Musclease
   01 measuring cup
   Receipt
   Pen
   Bath menu
   Spa selection
   Rose petal

Inform guest you will need 10-15 minutes to prepare the bath.
Tell the guest to relax while you are preparing the bath.
Check for contra indication. Check if guest is allergic to anything.
Confirm the bath oil selection.
Place the burner at the right hand next to the taps, then place hand towel on the back of the bath to support the guest head.
Spread rose petals around the bath and in the water.
Check the light intensity should be low or just have the burner on in the bathroom.
Also check room temperature = 21 degree Celsius.
Water should be around 35 degrees Celsius.
Put the oil in the water in front of the guest so they can see the correct measurement of the products.
Mix the products with hands in the water.
Inform the guest that they do not have to take shower after the bath, as there will be no residue on the skin.
Recommended soaking time is 15-30 minutes.
Leave the guest.
Task: ROOM DROPS
Revised Date: Dec 2012
SOP Author: Susanne
SOP Owner: Madinah Hotel
SOP Approver: Sam Saker

GOAL
To assist Group Organizer to make the group stay a memorable one.

PROCEDURE
Collect the room drops from the group coordinator. Be aware of the contents of the room drops.
Count the number of room drops and tally against a rooming list.
Check if the room drops are personalized. Also check for special instructions.
Repeat all the details to ensure proper understanding.
Take the organizer’s name and contact number.
If the room drops are personalized write the room numbers on each room drop. Organize room drops as per floor.
Place room drops in each room as per instruction. Room drops should be placed in a presentable manner and should be visible to the guests.
Keep a record of the room drops in case of any queries.
GOAL

To provide a personalized service with baby and toddler item and all requests should be attended within 15 minutes.

PROCEDURE

Check the availability of the stock items requested.
Ensure the items are clean and in good working condition.
Giving the item to the guest:
Knock on door using your index finger or ring doorbell once. Identify service. Wait 15 second before knocking on the door a second & third time and enter.
Greet the guest warmly by name, “Good morning/ afternoon/ evening, Mr. Michael may I come in to deliver the ... (Identify the item's name)?”
Place the item in the room and confirm with the guest the duration of using the item.
In case the guest wants to keep the item until check-out inform Housekeeping to not remove the item from the room.
Record every IN-OUT item accordingly and ensure any room moves with baby and toddler items are tracked.
Make TRACES in the PMS for follow up and make an ALERT for Reception at the CHECK-OUT section (should the item collected before check-out, ALERT & TRACES must be resolved after collecting)
Task: WASHING BABY BOTTLES

Revised Date: Dec 2012

SOP Author: Susanne

SOP Owner: Madinah Hotel

SOP Approver: Sam Saker

GOAL

To be assisted in a friendly manner.

PROCEDURE:

Take the bottle to the pantry.
Rinse the bottle.
Wash the bottle thoroughly with soap and brush (Need to delete this).
Rinse in hot water.
Place in the bottle sterilizer.
Offer to have the baby bottle sterilizer and bottle warmer placed in the room.
Task: CANDLE LIGHTING EXPERIENCE

Revised Date: Dec 2012
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SOP Owner: Madinah Hotel
SOP Approver: Sam Saker

GOA: To perform a sensory ritual that will mark the start of the evening.

PROCEDURE:

To have their senses indulged in a soothing ambience that is further enhanced by a combination of the light and sound.

What to do:

The time of the ritual is at the time of the sunset.
10 minutes before the scheduled time, 4 butlers need to assemble in the lobby in their gloves.
5 minutes before the scheduled time, 2 butlers to be in front of the restaurant reservation desk and 2 butlers in the interconnecting corridor.
At the defined time, the butlers arrive in front of the lifts, and light the candles on the oval table:
They then proceed to the entrance area (using the 2 different side of the lobby) and light the candles in front of the entrance door.
Two butlers move then to the table in front of the concierge desk, where they light the candles.
The other two butlers move to the interconnecting corridor, where they light the candles on the table if any.
The Manager on Duty dims the lobby lights simultaneously.
One dimmer (for the lobby area) is located behind the front desk, close to the volume control; dimmers are located at the back office, and control the interconnecting corridor, the seating areas in the lobby.
The Night Housekeeping supervisor is responsible to replace the candles and to clean the candle holders every night.

Sound:

Outside entrance and doors; iPod music (24 hours a day); Lifts: iPod music (24 hours a day);
Lobby and rest. Reservation desk: DMX music, except when the piano bar music is on (8 PM) Piano bar: DMX music.

For Madinah – Rajhi