

FRONT OFFICE & PROCEDURES GUEST RELATIONS



4068

AMELIA S. ROLDAN

111
621.94068
R244
2005

C-3
CSM

HANDBOOK ON FRONT OFFICE OPERATIONS & GUEST RELATIONS



Guide for Front Office Personnel and
Students of Hospitality Operations

By

AMELIA S. ROLDAN

Published and Printed by

AR SKILLS DEVELOPMENT & MANAGEMENT
SERVICES (SDMS)

2005

TABLE OF CONTENTS

	TOPICS	PAGE
Section 1	OVERVIEW OF FRONT OFFICE	
	Organizational Set Up of Front Office	1
	Operating Units and Their Functions	1
	Job Description of Front Office Staff	3
	Sequence of Front Office Operations	11
Section 2	HANDLING ROOMS RESERVATIONS	
	Types of reservations	12
	Documents for Processing Reservations	13
	Procedures for Handling reservations	14
	Processing Changes in reservations	25
	Guests with Special Billing Arrangement	26
	Request for Complimentary Amenities	28
	Rooms Sales Control and Statistics	29
Section 3	BELL SERVICE	
	Functions of belle section	34
	Escorting Guest for Check in	34
	Attending to Check out of Guest	36
	Room Transfer & Mail/Message Delivery	37
	Storage and Withdrawal of Luggage	39
	Monitoring Checklist for Bellboys	40
Section 4	THE FRONT DESK	
	Functions of the Front Desk Section	43
	Procedures for Guest Registration	44
	Arrival and Departure List	50
	Registering Guest without Signing privilege	53
	Group Registration	54
	Key Handling	58
	Change of Room and Rates	61
	Updating and Reconciling Room Status	63
	Guest History File	68
	Night Report - Sales and Audit	70

	Handling Mails and Packages	71
	Check Out Assistance	73
	Monitoring Desk Clerk Performance	75
Section 5	FRONT OFFICE CASHIERING	
	Functions of the Cashiering Unit	77
	Forms of Payment and Billing Procedures	77
	Types of Accounts & Credit Policies	79
	Handling Commercial accounts	81
	Authorization Letter for Credit Accounts	82
	Cash Handling Guidelines	83
	Processing Payment for Credit Cards	84
	Processing Check payments	85
Section 6	TELEPHONE EXCHANGE	
	Functions of The Telephone Exchange	87
	Handling Incoming and Outgoing Calls	88
	Handling Wake Up Calls	89
	Processing Overseas and Long Distance Calls	91
	Basic telephone Manners for Operators	94
Section 7	INSURING GUEST SAFETY	
	Protecting Guests Valuables	97
	Dealing with Suspicious Persons & Objects	101
	Safety Measures and Key Handling	102
	Screening of Calls and Visitors	105
	Dealing with Bomb Threats	105
Section 8	FRONT OFFICE SALES & GUEST RELATIONS	
	Salesmanship at the Front Office	107
	Selling Through the telephone	107
	Selling to a Price-Conscious Guest	108
	Selling to Undecided Guests	109
	Handling Reservations Difficulties	110
	Up selling Rooms	111
	Communications in Sales	114
	Dealing with Customer Concerns & Objections	119
	Handling Guest Complaints	127
	Basic Hotel Terminologies	136
	Sample Forms Used at the Front Office	139