

# CONCIERGE

HANDBOOK





# Welcome!

At Hotel, we pride ourselves on providing our guests with warm and caring service that meets their every need and exceeds their expectations. That's why your role as Concierge is crucial to maintaining our brand's reputation.

If you follow the standards and procedures in this handbook, you'll be delivering the kind of service that defines the Hotel brand.



As concierge, it is your responsibility to know everything about your hotel and community.



Make sure your desk is well stocked with pre-printed directions to frequently requested locations.



Ensure that the Concierge desk is always attended during peak hours.

## GENERAL CONCIERGE RESPONSIBILITIES

### BEING PREPARED

- It is your responsibility to maintain an up-to-date knowledge of
  - » Your hotel's facilities, hours of operations, and events
  - » Local area restaurants, attractions, and services, including
    - Nearest shops
    - Pharmacy
    - Grocery stores
    - Gift shops
    - Beauty salon
    - Museums
    - Amusement Parks
    - Major business headquarters
    - Etc.
- Make certain that your desk is well stocked with attractive and easy-to-read pre-printed directions to frequently requested locations and destinations
- Ensure that a variety of electrical adapters, chargers, computer plugs and cables are available for guests
  - » These may be
    - Maintained by any department
    - Provided with a deposit from the guest (which must be removed from their folio when the item is returned)
  - » They must be
    - Available 24 hours a day
    - Offered for temporary use by guests at no charge

### BASIC PROTOCOL

- Work with your fellow Colleagues and Supervisor to ensure that, during peak hours, the Concierge desk is always attended
- When guests approach the desk, within 30 seconds
  - » If you are seated, stand
  - » Greet them warmly
    - “Good (MORNING/ AFTERNOON/EVENING)!”
    - Smile
    - Make eye contact
  - » If known, address them by their last name (MR./MRS/MS./MISS/DR.)
  - » If possible, speak to them in their native tongue; if not, use English
- When guests inquire about dining options, always recommend your in-house facilities first

- Keep in-house dining menus (not copies) at the desk for guests to review
- Always offer to make reservations for recommended restaurants, attractions, etc.

## GUEST FAX & PACKAGE HANDLING

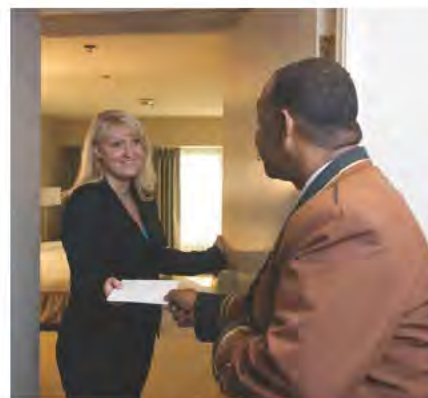
- You are responsible for handling all guest faxes and packages in a timely, accurate and efficient manner
- When you receive a fax or package for a guest,
  - » Register it in the Concierge Delivery Book
  - » If the guest hasn't checked in
    - Enter a message in to their reservation (using Fidelio or OnQ)
    - Secure the item at the Concierge desk or make certain it is attached to their reservation
  - » If the guest is already checked in and on the property, make certain they get the item within 15 minutes
  - » Check to see if there is a locator for the guest in the Property Management System (PMS); if so, and they are somewhere other than in their room (in a conference room, for example), ensure the item is delivered to them there
  - » Otherwise, make sure it is delivered to the guest's room

## DIRECTIONS AND TRANSPORTATION INFORMATION

- When a guest requests information about transportation options, confirm that you know
  - » Date and time of intended travel
  - » Distance
  - » Number of people in the party, including
    - Adults
    - Children
    - Guests with disabilities
    - Pets, if any
  - » Size and number of pieces of luggage
  - » If their travel will involve public transportation (bus, trolley, train), provide them with a system route map
- When a guest asks for directions to an off-site destination,
  - » Use a map
    - Draw the route on it
    - Suggest they take it with them
  - » Confirm with the guest that they understand your directions
  - » Ask them if they need any further help – with reservations, for example
  - » Wish them a nice day



Keep in-house dining menus at the desk for guests to review.



Once you register a guest fax or package, make certain it gets delivered to the right place.



When a guest asks for directions outside the hotel, use a map and draw the route on it.



Your job includes responding to special requests. One example of a request is to pick up a bottle of champagne for a guest.



When lending a guest an item such as an adapter, confirm their name and room number.



If a request involves making a purchase for a guest, make sure you get all the information you need.

## RESPONDING TO SPECIAL REQUESTS

- As a Concierge, you need to be prepared to respond to a wide range of guest requests
- Examples of special requests include
  - » Buying items for the guest or someone in their party
    - Flowers
    - Wine or Champagne
    - Cigarettes
    - Birthday cards
    - Etc.
  - » Providing equipment such as
    - Adapters
    - Plugs
    - Cables
    - Chargers
- When lending a guest any item
  - » Confirm their name and room number
  - » Take a deposit if your hotel's policies require one
  - » Refund any deposit as soon as the item has been returned
- Never buy any medicine on behalf of a guest
- When a guest makes a special request
  - » Ask for their name and room number
  - » Make certain you have all the information you will need to fulfill their request,
- If the request involves making a purchase on behalf of the guest, make sure you have
  - » A detailed description of the item they want
  - » How much they would like to spend on their purchase
  - » Whether they have any preference regarding brand or store
  - » If they would like to pick it up at the Concierge desk or have it delivered to a specified location within the hotel
  - » Explain the payment options
    - Credit Card or
    - Charge to their Room Account with a paid-out voucher that they will eventually need to sign
  - » By what time they would like their request to be filled

- » If the request involves purchasing a gift item, find out if
  - The gift is for a man, woman, little girl or little boy?
  - They would like it wrapped
  - They would like a card to accompany it, and if
  - They would like the gift to be delivered (don't assume it's to their room, since the recipient might be with them and an intended surprise could be spoiled)
- » Follow-up after delivery of the item
  - Make certain it was in acceptable condition when the guest received it
  - Confirm that the guest felt the item was worth its cost
  - Ask if there is anything else that the guest requires
  - Wish the guest a pleasant day or evening

## MAKING RESTAURANT RECOMMENDATIONS AND RESERVATIONS

- There is a wide range of reservations and bookings you need to be prepared to make on a guest's behalf, including
  - » Restaurants (on and off-site)
  - » Theater
  - » Concerts
  - » Musical events
  - » Sporting events
- When making any reservation, always confirm
  - » Date
  - » Most desirable time
  - » Number of people in the party
  - » Any special needs
    - Disability access
    - Hi-chairs and/or booster seats
    - Etc.
  - » Whether any in the party qualify for Child or Senior discounts, if available
- Once any reservation has been completed, always provide the guest with the following information in writing
  - » Confirmation of the reservation
  - » Details of the booking
  - » A Reference Number
  - » Billing details, if applicable
  - » Directions to the venue
  - » The venue phone number



After a purchase item has been delivered, follow up with the guest.



Another part of your job is making reservations on a guest's behalf.

## IMPACT YOUR KPI PERFORMANCE SCORES

By following the procedures shown here you'll positively impact these **Key Performance Indicators (KPI)**

- Concierges Services
- Helpfulness of hotel staff
- Use of guest name



If a guest requests a restaurant recommendation, ask if the guest has any preferences.



Always confirm that all details are to the guest's liking before finalizing reservations.

## MAKING RESTAURANT RECOMMENDATIONS AND RESERVATIONS CONTINUED

- If the request is for a restaurant reservation, again suggest in-hotel options first (unless the guest has already selected a different dining destination)
- If the request is for a restaurant recommendation
  - » Ask if there are any preferences
    - Cuisine
    - Distance from hotel
    - Deal with the issue of how much the guest would like to pay by asking what type of restaurant appeals to them
      - Quick bites (inexpensive)
      - Simple/informal (moderate)
      - Fancy (more expensive)
      - Best in category (price is no object)
  - » Find out how many in the party
  - » Ask about the age of party-members (for children and/or senior discounts, the availability of children's menus, etc.)
  - » If an in-house restaurant matches the guest's interests, recommend it first
  - » If the restaurant they select has any special seating options (outdoors, balcony, booths, fireplace, etc.), explain those and ask what the guest prefers
- Always confirm that all details are to the guest's liking before finalizing reservations
- If the reservation requires a credit card, inform the guest and ask if
  - » They would like to speak directly to the restaurant , or
  - » They would prefer that they provide you with the card so that you can complete the reservation



- If the restaurant requires a phone number to call and confirm the party is still coming, ask the guest if
  - » You should provide the hotel number (they would need to be in their room when the call comes)
  - » They would like to provide a cell or other number

## MAKING ENTERTAINMENT RECOMMENDATIONS AND BOOKINGS

- If a guest asks for entertainment recommendations, always take into consideration
  - » The type of event that appeals to them
    - Sport (including type)
    - Music (including type)
    - Theater
    - Etc.
  - » Whether proximity to the hotel is desirable
  - » Preferred location and type of seating
- Always provide the guest with all the information they need to make an informed choice
  - » Price
  - » Options (for example, if an alternate performance might offer improved seating)
  - » Reviews (if applicable and available)
- If the guest selects a restaurant or entertainment event that you recommend, try to follow up if possible (and appropriate) with a note or phone call
  - » Express your hope that they had a pleasant meal
  - » Encourage them to share their impressions if convenient



Once a reservation for a guest is completed, provide the guest with all confirmation details.



Before booking entertainment, take into consideration the location, seating, and price.

## IMPACT YOUR KPI PERFORMANCE SCORES

By following the procedures shown here you'll positively impact these **Key Performance Indicators (KPI)**

- Staff made me feel welcome throughout my stay
- Overall service



Help to keep all table surfaces clean and tidy.



Make certain that the lobby furniture is arranged according to the hotel's floor plan.

## LOBBY MAINTENANCE

- It is everyone's responsibility to keep your hotel's public spaces clean and inviting
- If you see anything in need of attention in the Lobby area
  - » Make certain that the appropriate department knows about it and has someone available to take care of it promptly
  - » Take care of it yourself if no one else is immediately available
- When checking and maintaining the Lobby, at a minimum
  - » Empty all ashtrays into a dustpan using a brush
    - Make certain all ashes are extinguished and that there are no sparks or embers
    - Dispose of ash and cigarette butts carefully
  - » Make certain that all table surfaces are clean and tidy
  - » Remove any dirty items and replace them with clean ones
  - » Properly dispose of any discarded newspapers
  - » Make certain that lobby furniture is arranged according to your hotel's floor plan
  - » Confirm that all display tables
    - Are clean and neat
    - Display current leaflets and/or brochures
  - » Check to make sure that elevators are clean; if not, notify Housekeeping
  - » Confirm that background music is on and set at a reasonable volume

## IMPACT YOUR KPI PERFORMANCE SCORES

By following the procedures shown here you'll positively impact these

### Key Performance Indicators (KPI)

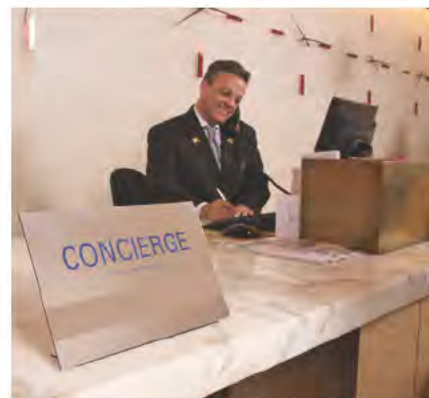
- Appearance of Lobby
- Overall Experience
- Overall Departure
- Return to this hotel
- Return to your Hotel
- Likelihood to recommend

## MANAGING GUEST LUGGAGE PICKUP PRIOR TO DEPARTURE

- Should you receive a request for luggage pickup from the room of a guest who is preparing to depart
  - » If the request comes via telephone, follow all telephone communications protocols
  - » Confirm that you have the correct
    - Name
    - Room Number
    - Number of items
  - » Follow-through to ensure that the luggage is
    - Collected within 5-10 minutes of the request
    - And either
      - Stored in the secure luggage room or
      - Taken to be loaded into the vehicle in which the guest will be departing

## THE FAREWELL

- Whenever you encounter a guest who is preparing to conclude their stay at your hotel
  - » Sincerely inquire how their visit was
  - » If the guest indicates there were any problems or source of dissatisfaction
    - Empathize
    - Ask for details
    - Apologize
    - Take meaningful action to remedy the situation or to demonstrate to the guest that you take their situation seriously
    - If the situation warrants, engage the General Manager to amplify the apology
    - Make certain that a report of the problem is recorded so that its source can be eliminated and the problem avoided in the future
  - » When the guest is about to leave, engage them in ways that create a good last impression, e.g.
    - Ask if you can provide any directions or help with any future travel plans
    - Encourage them to return soon – and assure them you will be glad to see them when they do
    - Emphasize that it has been a pleasure to serve them and wish them pleasant and safe travels



For a luggage pickup request, confirm you have the correct name, room number and number of items.



When you encounter a departing guest, sincerely inquire how their visit was.



Engage a departing guest in a way that creates a good last impression.

DELIVERING THE BRAND PROMISE