

**THE XYZ HOTEL
EXECUTIVE FLOORS**

**POLICY, PROCEDURES
AND GRAPHIC STANDARDS**

MISSION STATEMENT

To position THE XYZ EXECUTIVE FLOORS as a service offering the ultimate hotel experience, by providing premium accommodation with the highest levels of quality, personalized service and comfort for the discerning business Traveler and to maximize revenues for the XYZ Hotel.

PURPOSE

THE XYZ EXECUTIVE FLOORS anticipates the expectations of guests who are willing to pay a premium rate for more exclusive accommodation, higher levels of personalized service and upgraded facilities and amenities.

OBJECTIVES

PRIMARY OBJECTIVES – GENERATE SALES

- ❖ Create a new unique selling proposition
- ❖ Increase rooms revenue through average rate;
- ❖ Offer a more competitive product;
- ❖ Respond to guests' needs

SECONDARY OBJECTIVES – IMAGE BUILDING

- ❖ Maintain and enhance THE XYZ HOTEL's profile as the leading business hotel;
- ❖ Standardize THE XYZ 's services;
- ❖ Build brand identity for THE XYZ EXECUTIVE FLOORS

THE SUCCESS OF THE XYZ EXECUTIVE FLOORS WILL BE BASED ON:

- ❖ Guest recognition and satisfaction;
- ❖ Perceived value;
- ❖ Branding

RATES

THE XYZ EXECUTIVE FLOOR is designed to increase rooms revenue through average rate and, therefore, the Executive Floor rates will be a minimum of US\$ 20 higher than the applicable rack, company or travel agent rates.

RATES EXAMPLE:

	Executive Floor	Rack
	US\$	US\$
Executive Floor		
Deluxe		
Superior		
Corporate		
GCR		
PCR		
ILCR		
Corp A		
Corp B		
Corp C		
Group		
FIT/GIT wholesale		

CUSTOMER SERVICES

Usage of Executive Floor Lounge for:

- ❖ Relaxing, socializing, working, reading;
- ❖ Complimentary American Breakfast (eggs to order);
- ❖ Complimentary Coffee and tea at any time
- ❖ Evening cocktail hour with complimentary hors d'oeuvres

Upgraded In-Room Service:

- ❖ Butler/ valet service;
- ❖ Guest room cleaning, mini bar re-stocking, maintenance and turn-down service at guests' convenience, coordinated by Executive Floor Supervisor, Receptionist, Guest Relations or Butler;
- ❖ Guest supplies, amenities and in-room equipment

The Executive Floor Supervisor, Receptionist or Guest Relations:

- ❖ May check guests in and out;
- ❖ Briefs and co-ordinates all activities with Butler;
- ❖ Co-ordinates with Concierge to make arrangements for restaurants, Limousine, airline tickets, sightseeing, house Doctor;
- ❖ Assist Executive Floor guests with business service requirements;
- ❖ Co-ordinates delivery of messages, packages and mail;
- ❖ Maintain and refresh complimentary food and beverage service in lounge area, coordinated with Room Service and assisted with Butler;
- ❖ Have current menus of Hotel's restaurants available and offer to make or confirm reservations;
- ❖ Makes courtesy calls and handles complaints by Executive Floor guests;
- ❖ Maintain a monthly calendar of local events;
- ❖ Maintain tidiness of the lounge and supplies;
- ❖ Maintain and update Guest History;
- ❖ Explain Executive Floor Services and room features;
- ❖ Encourage and target prospective clients to up sell into Executive Floor;
- ❖ Preparation of pre-printed stationery;
- ❖ For departure, preparation of embarkation card and embarkation tax

Executive Floor Butlers:

- ❖ Offer to take pressing or laundry upon check-in and assist with unpacking, if required;
- ❖ Offer to serve welcome drink of guest's choice upon check-in;
- ❖ Explain Executive Floor services and room features;
- ❖ Offer to make reservations for lunch or dinner in Hotel's restaurants;
- ❖ Retrieve and deliver packages, mail, messages and tickets while guest remains in Hotel;
- ❖ Assist Executive Floor Supervisor in lounge
- ❖ Unpacking and packing;
- ❖ Shoe shine service

Access to Executive Club Floors and Lounge:

- ❖ All guests paying Executive Floor room rate;
- ❖ Guests upgraded to Executive Floors by management;
- ❖ Guests paying suite accommodation rates;

For Executive Floor guests who wish to bring a guest to the Lounge:

- ❖ A beverage price list similar to the Lobby Lounge will be available;
- ❖ The number of guests will be limited to two, to avoid-crowding the lounge and to respect the privacy of other Executive Floor guests;
- ❖ Revenues received will assist in reducing the cost of running the lounge;
- ❖ Executive Floor guests have an option to charge to their room account or settle by credit card;
- ❖ Coffee and tea will be complimentary
- ❖ Complimentary drinks for guests of guest, up to a maximum of two persons, during Happy Hour

SERVICE STANDARDS

GUEST RELATIONS/ RECEPTIONIST PROFILE:

- ❖ Friendly, hospitable, service-orientated personality;
- ❖ Good grooming and personal presentation;
- ❖ Experience in key Front Office functions;
- ❖ Competence in local language, English and a third language;
- ❖ Pleasant telephone voice and manner;
- ❖ Ability to anticipate and react to guest expectations;
- ❖ Ability to get things done through other people and departments;
- ❖ Knowledge of F&B / Laundry/ Valet Service, Housekeeping and basic secretarial services;
- ❖ Knowledge of city, tourist attractions, theater and business services;
- ❖ Good knowledge of TOP program, facilities of Hotel and other Hotels in the chain;
- ❖ Good knowledge of local traditions and culture

BUTLER/ VALET PROFILE:

- ❖ Exceptional grooming and personal appearance;
- ❖ Competence in local language and English;
- ❖ Ability to anticipate and react to guest's expectations;
- ❖ Knowledge of F&B, Laundry/ Valet services, Housekeeping;
- ❖ Friendly, hospital, service-orientated personality;
- ❖ Good knowledge of Hotel's facilities;

STAFFING

Sufficient Guest Relations, Reception and Butler staff to meet or exceed the service expectations of guests using the Executive Floor rooms or lounge. Butler staff need not be dedicated full-time to these floors but must be immediately available to respond to guest needs.

Room Service, Laundry, F&B, Housekeeping, Front Office, Guest Relations, Maintenance and Engineering staff to respond immediately to Executive Floor guests' needs/

Staffing:	1	Executive Floor Supervisor
	3	Receptionists
	3	Butler/ Valet

INTERNAL CUSTOMER SERVICES:

- ❖ Executive Floor uniforms are of a higher standard;
- ❖ Systems and procedures are user friendly;
- ❖ Supervisors are aware of departmental goals and budgets;
- ❖ Staff are involved in decisions or standards and other issues relating to the Executive Floors;
- ❖ Staff participate in focus groups to recommend improvements in service;
- ❖ Staff participate in goal setting and budgeting;
- ❖ Staff provide prompt feedback on guest comments/ complaints

STAFF TRAINING:

Supervisor, Receptionist and Guest Relations Officer required training:

- ❖ Hotel orientation;
- ❖ Skills training in all aspects of Front Office operations;
- ❖ All guest courtesy training modules;
- ❖ Cross-training in business services;
- ❖ Cross-training in food and beverage;
- ❖ Cross-training in Housekeeping;
- ❖ Good communication skills, both written and verbal

Supervisor, Receptionist and Guest Relations Officer required knowledge:

- ❖ The Hotel's facilities and those of other Hotels in the chain, services, product and frequent guest profiles;
- ❖ Hotel and corporate marketing programs including the Executive Floor, corporate rate portfolio and local company rate;
- ❖ Credit policy;
- ❖ Service standards of all departments;
- ❖ City's entertainment and tourist attractions, restaurants and airline schedules information on Banks, commercial establishments;
- ❖ Be competent in reference of airline and hotel directories

Butler/ Valet required orientation training:

- ❖ Management welcome;
- ❖ Introduction to XYZ Hotels;
- ❖ Explanation of Hotel's benefits, services, staff handbook, training development opportunities and administrative information;
- ❖ Executive Floor slide presentation;
- ❖ Tour of Hotel facilities;
- ❖ Grooming and hygiene;
- ❖ Use of telephone and pager;
- ❖ Fire safety and emergency procedures;
- ❖ Security procedures;
- ❖ Guest courtesy training basic skills

Butler/ Valet departmental skills training:

- ❖ Garment packing, unpacking, pressing, folding and general care;
- ❖ Bar set-up;
- ❖ Taking food and beverage orders;
- ❖ Beverage service;
- ❖ Announcing and receiving visitors;
- ❖ Taking messages;
- ❖ Shoe polishing;
- ❖ DND room procedures;
- ❖ Ice services

FACILITY STANDARDS:

SPACE ALLOCATION:

- ❖ Several Executive Floor rooms or a floor are designated as non-smoking rooms;
- ❖ Executive Floor Lounge in a location convenient to guest rooms and lifts;
- ❖ The lounge to occupy a space equivalent to at least three regular rooms;
- ❖ The lounge is served from a combined pantry, work room and store room
- ❖ Board room for 6 people;
- ❖ Library

EXECUTIVE FLOOR GUEST ROOMS:

All features of standard room plus:

- ❖ Superior room décor, finishing, fixtures and fabrics superior to those in standard guest rooms

RECEPTION AREA:

The desk is equipped with :

- ❖ Telephone with minimum 2 lines, call holding and transfer;
- ❖ A computer inter-faced with the property management system, with word processor for Hotel and guest work;
- ❖ Noiseless printer;
- ❖ Fax machine and photocopier
- ❖ Adaptors and modems for all sorts of Android and iOs systems
- ❖ Additional modern technology (i.e. iPad, Apple Macbook etc.)

EXECUTIVE FLOOR LOUNGE:

The lounge is furnished and equipped for relaxing, reading, socializing, breakfast and refreshments. Built-in features include:

- ❖ Buffet breakfast set-up (eggs to order);
- ❖ Self-service bar with space for a full bar set-up, glassware, coffee and tea making equipment;
- ❖ Small refrigerator and lockable storage below the bar,
- ❖ Book cases stocked with reference books, magazines and newspapers;
- ❖ Large TV with VCR, stereo system, CD;
- ❖ Soft, indirect lighting

FURNISHING AND EQUIPMENT:

- ❖ On-line news: CNN, BBC or Reuters;
- ❖ Seating arrangements with cocktail height tables;
- ❖ Individual chairs;
- ❖ Breakfast table and chairs;
- ❖ Design elements: paintings, prints, sculptures and plants;
- ❖ Floral displays

STAFF FACILITIES:

- ❖ Lockable storage for equipment, guest supplies, amenities;
- ❖ Files, stationery and office supplies;
- ❖ Fire extinguisher;
- ❖ Iron and ironing board;
- ❖ Trash and garbage receptacles;
- ❖ Ice machine;
- ❖ Small microwave;
- ❖ Toaster;
- ❖ Sufficient supplies of china, glass and silverware and table linen;
- ❖ Separate but convenient hand basin and toilet
- ❖ First Aid box
- ❖ Coffee machine/ blender/ ice buckets
- ❖ Blender
- ❖ Ice buckets
- ❖ List of Banquet and Business Center equipment available for hire

PRODUCT STANDARDS:

GUEST ROOM : EQUIPMENT:

All equipment that is supplied to a guest room plus:

- ❖ Second telephone outlet near desk;
- ❖ fax machine available on request;
- ❖ electronic of key safe;
- ❖ two-line speaker telephone with call/ hold feature;
- ❖ pocket pager available for rent;
- ❖ magnified make-up mirror in bathroom

GUEST ROOM : SUPPLIES & SERVICES:

All supplies provided in a standard room plus:

- ❖ VIP gift;
- ❖ Personalized welcome note from General Manager;
- ❖ Selection of business magazines on desk (Newsweek);
- ❖ Foot mats placed by bedside at turn-down;
- ❖ Upgraded bathrobe (s) laid on bed (s) at turn-down;
- ❖ Early check-in at 0700 hrs;
- ❖ Late check-out at 1800 hrs;
- ❖ English and local newspaper delivered to guest room daily (International Herald Tribune & Daily News)
- ❖ Special Laundry bags
- ❖ Ladies' skirt hanger

GUEST ROOM:

- ❖ Personalized stationery;
- ❖ Fresh flowers or plant in bedroom;
- ❖ Fruit plate, side plate, knife and finger bowl replenished daily by 4.00 pm;
- ❖ Complimentary access to Health Club (work-out areas only);
- ❖ Basket for shoes for polishing;
- ❖ "Good night" chocolates;
- ❖ Chocolates/ cookies in pastillage container;
- ❖ Leather businessman's kit

GUEST BATHROOM : SUPPLIES:

- ❖ Single flower in bud vase in bathroom;
- ❖ Extra large bath towels;
- ❖ Designer or brand items for bathroom amenities. Larger sizes of soap, shampoo, bath gel, conditioner, hand lotion;
- ❖ Laundry basket in bathroom;
- ❖ Extra amenities including razor, toothbrush, comb, shoe horn, clothes brush, bath salts, Q-tips, cotton puffs and scales on request
- ❖ Emery board, nail polish remover

EXECUTIVE FLOOR : FOOD & BEVERAGE:

Complimentary continental breakfast buffet (0630-0930 hrs) with choice of :

- ❖ Fresh breads and rolls, pastries and appropriate accompaniments (including margarine, yogurt & diet jam);
- ❖ Fresh fruit juices and fresh fruits (whole and sliced);
- ❖ Selection of cold meats and cheese;
- ❖ Choice of teas, freshly brewed regular coffee, decaffeinated coffee and accompaniments;
- ❖ Bottled mineral water
- ❖ Champagne

Complimentary coffee, tea and mineral water at all times

Complimentary cocktails (1730-1900 hrs):

- ❖ Full, self-service bar,
- ❖ Hot and cold hors d'oeuvres, crudités and savory snacks;
- ❖ Premium brand liquors and mixers;
- ❖ Selection of beers;
- ❖ Selection of soft drinks and mineral waters;
- ❖ Open bottles of red and white (chilled) wine replenished as needed

EXECUTIVE FLOOR: LOUNGE/ LIBRARY:

- ❖ Selection of local and international business reference books;
- ❖ Selection of books about the city and the country
- ❖ Selection of coffee table magazines;
- ❖ Dictionary and language phrase books;
- ❖ Selection of local and international newspapers
- ❖ Ferguson's Directory;
- ❖ Government Gazette
- ❖ Central Bank/ Tourist Board reports

EXECUTIVE FLOOR : OTHERS:

- ❖ Television with VCR;
- ❖ Stereo system/ D with selection of tapes/ discs;
- ❖ Selection of games including chess, backgammon, cards, dice and checkers;
- ❖ Working desk with office supplies such as writing pads, pencils, paper clips, rubber bands, eraser, pencil sharpener, markers and ruler;
- ❖ Telephone note pads and pencils by each telephone;
- ❖ Smoking and non-smoking sections in the lounge;

IMPLEMENTATION PROCEDURES:

ARRIVAL PROCEDURE:

- ❖ Airport check-in if required by the guest;
- ❖ Airport representative to meet and escort to car;
- ❖ If car sent by the Hotel, soft drink bar, cold towels and use of cellular telephones to be offered by the driver/ airport representative;
- ❖ Driver to inform Asst Manager-Lobby/ Guest Relations Officer 5 minutes prior to arrival in the Hotel, on the cellular telephone;
- ❖ Asst Manager –Lobby / Guests Relations Officer to meet at the front porch;
- ❖ Bags to be sent immediately to the room through Bell Boy;
- ❖ Asst Manager – Lobby/ Guest Relations Officer to check-in the guest in the room, with executive Floor Supervisor / Receptionist. Check-in folder should be in the room prior to arrival;
- ❖ Butler to be informed to serve the Welcome Drink with cold towel;
- ❖ Facilities in the room and the Floor to be explained to the guest.

DEPARTURE PROCEDURE:

- ❖ Executive Floor Supervisor to check time of departure one day prior to check-out;
- ❖ Express check-out form to be given to the guest and collected back, filled in;
- ❖ Based on the details on the form, (who??) have all formalities for check-out ready, one hour prior, at the Executive Floor Lounge;
- ❖ With co-ordination of Front Desk Cashiers, process the check-out/ settlement;
- ❖ Escort the guest with the Asst Manager –Lobby/ Guest Relations Officer to porch to bid goodbye;
- ❖ Bell Boy to ensure baggage collection and handling prior to the guest reaching the lobby;
- ❖ Bell Boy/Doorman to put the bags in the guest's vehicle;
- ❖ Airport representative to be informed to assist for departure;
- ❖ In case the guest is using a Hotel Limousine, send cellular telephone in the car for co-ordination between driver and the airport representative to ensure that the latter is aware of the car number and meets the guest on arrival at the departure lounge.
- ❖ Executive Floor Supervisor contacts the guests one day before departure to confirm departure date and time;
- ❖ Executive Floor (?) contacts bell desk for baggage pick-up, who confirms time of departure and alerts Executive Floor Supervisor that guests re on their way;
- ❖ Executive Floor guests proceed to the Executive Lounge or check-out desk at Front Desk to check-out;
- ❖ Bellman proceeds to guest room to collect bags and returns to driveway to await guests;
- ❖ Guest Relations or Assistant Manager bids farewell to guests at Executive Lounge or Front Desk;
- ❖ Doorman places bags in taxi or limousine and bids farewell to guests

RESERVATIONS PROCEDURE:

- ❖ Reservations to offer Executive Floor (assuming availability) and explain facilities and services;
- ❖ Reservations to offer rate at minimum US\$ 20 over applicable company or travel agent negotiated rate or deluxe rack rate;
- ❖ If guest does not want Executive Floor, alternative room accommodation and rates are offered;

EXECUTIVE FLOOR LOUNGE PROCEDURES:

- ❖ Executive Floor Supervisor or his/ her designate will submit an order for breakfast and hors d'oeuvres to Room Service by 1600 hrs each day for the following day's requirements;
- ❖ All beverage including milk, coffee tea, sugar, etc., will be re-ordered and re-stocked by the morning shift Butler as and when required;
- ❖ All alcoholic beverages and soft drinks will be re-ordered and re-stocked by Executive Floor Supervisor as and when required;
- ❖ Housekeeping Department will ensure the Executive Lounge is cleaned and stocked with necessary supplies, i.e. note pads, pens and pencils, etc., on a daily basis;
- ❖ The Executive Lounge is to be vacuum cleaned daily between 1030 hrs after breakfast and between 1600 and 1800 hrs by Housekeeping, when the Lounge is quiet;
- ❖ Executive Floor Supervisor or his/ her designate will ensure that the Lounge is kept tidy at all times;
- ❖ Breakfast order and hors d'oeuvres will be delivered to the Executive Lounge at 066 hrs and 1700 hrs respectively by Room Service;
- ❖ After breakfast and evening cocktails, the Butler will load trolleya and contact Room Service for immediate collection

GRAPHIC AND PRINT STANDARDS:

STATIONERY:

The following items are to be printed with the Executive Floor logo:

- ❖ Guest room letterhead & note card;
- ❖ Guest room envelopes;
- ❖ Guest room telephone pads;
- ❖ Check-in folder/ check-out folder;
- ❖ Boxes of matches;
- ❖ Laundry bags, Laundry list, dry-cleaning / pressing list;
- ❖ Mini bar list;
- ❖ TV and radio guide;
- ❖ GM complimentary slips;
- ❖ Safety deposit slips;
- ❖ Key card;
- ❖ TOP brochure in room;
- ❖ Flight record slip;
- ❖ Embarkation card;
- ❖ Complimentary laundry card;
- ❖ Stationery folder;
- ❖ Baggage tags;
- ❖ Executive Floor brochure

SIGNAGE:

- ❖ Executive Floor logo identifying the Executive Floors in elevators;
- ❖ Executive Floor desk sign at Reception and Guest Relations;
- ❖ Executive Floor signs opposite lifts on Executive floors;
- ❖ Executive Floor sign at entrance to Lounge

