



RESOURCE LIBRARY - FRONT OFFICE
Lady Business Traveller Program

CODE: 03.03.014

EDITION: 1

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“LADY BUSINESS TRAVELER”

(EXECUTIVE FLOOR)

**STANDARDS AND PROCEDURES
IMPLEMENTATION**

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LADY BUSINESS TRAVELER – EXECUTIVE FLOOR

MISSION STATEMENT

To create a different facility to make the Lady Traveler aware that special care and attention is given to the Lady Traveler and to maximize revenue by increasing business through this segment.

PURPOSE:

To provide a higher level of personalized service with upgraded facilities for the Lady Travelers staying in the Executive Floors.

OBJECTIVE – Primary Objective

To provide a special service to the Lady Traveler by being able to recognize and respond to the Guests needs

Offer a quality product
 Increase room revenue
 Create and build an identity for the Lady Traveler
 Provide a good service to ensure repeat business

RATES

Executive Floor rates to be applicable.
 Room rate to justify provision of above facilities and amenities

CUSTOMER SERVICES

Usage of Executive Floor Lounge for:

- ❖ Relaxing, socializing, working, reading;
- ❖ Complimentary continental breakfast;
- ❖ Complimentary coffee and tea at any time;
- ❖ Evening cocktail hour with complimentary hours d'oeuvres;

Minimum rates to be determined for other floors.
 Guest Relation officer to perform functions.

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STAFFING

Sufficient Guest Relation, 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.

STAFF TRAINING

Housekeeping Maids to be shown the art of packing and unpacking.

Butlers to be trained about the Lady Traveler concept.

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 & Beverage;
- ❖ Communication skills;
- ❖ Training in written communication;

Supervisor, Receptionist and Guest Relations Officer required knowledge:

- ❖ The hotel's facilities, 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 about banks, business establishments in the city;

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FACILITY STANDARDS

Allocation of rooms on the Executive Floors. Assign designated room.

PRODUCT STANDARDS – Amenities

Bedroom:

Welcome letter, personalized stationery

Chocolates, cookies.

Newspapers – all local newspapers, International Herald Tribune, Newsweek and in addition a popular Ladies Magazine.

Special low calorie menu and drinks lists with a variety of cocktails and fresh fruit juices for Room Service and restaurants.

Mini-bar to include a selection of wines/ sherries and fruit juices (non-fat milk optional)

Closet to have sufficient skirt hangers (06 numbers), padded hangers (06 numbers), etc.

Security locks on door

VIP gift for each room. To be categorized for each type of stay – Regulars/ Long Stays, etc.

Brochure with all details of beauty salons, shopping centers for specific needs, ie: highlight shops individually for purchase of leather goods, clothing, local handicrafts, jewellery, etc.

Turndown service – good night card with a flower/ chocolate.

Folder with personalized stationery / TV programme including special features, video programs.

Specially designed feminine bathrobe and slippers.

Shop rack – shoe bag with shoe horn, shoe mitts, neutral liquid shoe polish

Deluxe sewing kit with extra pins and thread

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PRODUCT STANDARDS – Amenities (Continued....)

Bathroom:

Bud vase.

Extra large bath towels.

Magnified make-up mirror. Full length mirror on bathroom door. Sufficient overhead lighting.

Electricity supply point for appliances, such as personal hair-dryers, curlers, etc.

A small cane basket with a selection of soaps, shampoo conditioners, mouthwash, hand lotion, eau de cologne, bath gel, hair spray, etc.

Amenity kit to include nail polish remover, cotton wool, Q-tips, pack of compact Kleenex tissue, cosmetic pads, eye brow pencil, small pair of scissors, pencil sharpener.

Weighing scale

Other Facilities:

Complimentary pressing of clothes, one set only.

Use of the Executive Lounge and all the facilities provided to the guests staying on the Executive Floor

Personalized secretarial services by Business Center Secretaries.

Butler service with the exception of packing / unpacking. This service to be provided by Housekeeping female staff

Assistance from Butler in making reservations for lunch or dinner in the hotels' restaurants.

Special recognition and attention in the restaurants.

Special care to be taken with regards to screening of telephone calls. Visitors to be announced – check with guest in advance.

Good room to be allocated. Rooms with inter-connecting doors to be avoided.

Preference for rooms close to the elevator.

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IMPLEMENTATION PROCEDURE

Arrival :

Airport assistance to be given by the Airport Representative on arrival.

- ❖ Doorman greets arriving guests on driveway, unloads bags and issues baggage tickets (s) to guest;
- ❖ Bellman directs guests to Front Desk;
- ❖ Guest Relation Officer or Assistant Manager meets and greets guests at the Porch;
- ❖ Executive Floor guests check-in at Guest Relations Desk or are escorted to the Executive Floor Lounge for check-in, escorted to the room and shown facilities;
- ❖ Executive Floor Supervisor alerts Bell Desk and Bellman delivers bags to room

Hotel :

Welcome and greeting in the hotel lobby by the Guest Relation Officer.

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IMPLEMENTATION PROCEDURE – (Continued....)

Departure:

- ❖ Executive Floor Supervisor contacts the guests one day prior to departure to confirm departure date and time. Checks if further service is required. Re-confirmation of airline tickets, wake-calls, early breakfast, embarkation card to be filled, etc.;
- ❖ Executive Floor Butler Supervisor contacts Bell Desk for baggage pick-up, who confirms time of departure and alerts Executive prepared, that guests are on their way;
- ❖ Executive Floor guests proceed to the Executive Lounge or check-out desk;
- ❖ Bellman proceeds to guest rooms to collect bags and returns to driveway to await guest;
- ❖ Guest Relations or Assistant Manager bids farewell to guests at Executive Lounge or Front Desk. Small bouquet or sprig of flowers given to the guest;
- ❖ Doorman places bags in taxi or Limousine and bids farewell to guests. Cellular phone given to the driver of the hotel car;
- ❖ Assistant Manager Lobby/ Guest Relation Officer informs the Airport Representative of guest departure;
- ❖ Airport Representative meets guests and assists baggage and departure (reserves seat, etc.), small box of flowers to be handed over.

IMPLEMENTATION

Advertising and marketing of services in-house and by the Sales team.

Brochures to be printed



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“LADY BUSINESS TRAVELER”
(NON EXECUTIVE FLOOR)

STANDARDS AND PROCEDURES
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LADY BUSINESS TRAVELER – GUESTS NOT OCCUPYING EXECUTIVE FLOORS

MISSION STATEMENT

To bear in mind that Lady Business Traveler should also receive special care and attention although they are not occupying the Executive Floor or paying Executive Floor rates.

PURPOSE

To ensure that a certain level of service is provided to make the Traveler aware that certain facilities pertaining to their needs will be provided.

OBJECTIVE

To provide service and recognize guests needs. Increase room revenue.

CUSTOMER SERVICE

Guest Relation Officers to respond and assist in order that guests needs and service expectations are met.

FACILITY STANDARDS

Allocate designated rooms.

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AMENITES

Bedroom:

- ❖ Welcome letter from the General Manager;
- ❖ Fruits, flowers;
- ❖ Special low calorie menu and drinks list with a variety of cocktails and fresh fruit juices;
- ❖ Closet to have sufficient skirt hangers (06 numbers) and padded hangers (06 numbers);
- ❖ Security lock on door;
- ❖ Brochure with all details of beauty salons, shopping centers for specific needs. Ie: highlight shops individually for purchases of leather goods, clothing, local handicrafts, jewellery, etc.;

Bathroom:

- ❖ Bud vase;
- ❖ Full length mirror on bathroom dor;
- ❖ Sufficient overhead lighting;
- ❖ Electricity supply point for usage of personal appliances, hair dryers, curlers, etc.;
- ❖ Weighing scale on request;

Other Facilities:

Assistance from Guest Relations, Reception, Concierge in making reservations in the hotel's restaurants for lunch or dinner

Good rooms to be allocated. Rooms with inter-connecting doors to be avoided

Preference for rooms close to the elevator.

Special care regarding screening of telephone calls

Visitors to be announced – check with guest in advance

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IMPLEMENTATION PROCEDURE

Arrival:

- ❖ Airport assistance to be given by greeting guest on arrival.
- ❖ Provision of transport;
- ❖ Assistance to locate local representative, driver in the Arrival Lounge;
- ❖ Met in the Lobby / Guest Relation Officer;
- ❖ Escorted to room by Guest Relation Officer/ female Receptionist;

Departure:

- ❖ Guest Relations Officer to check in advance, a day prior to departure about assistance required with preparation of bills, re-confirmation of airline tickets, purchase of embarkation tax receipt, wake-calls, early breakfast and transport arrangements;
- ❖ Assistant Manager Lobby/ Guest Relation Officer meets guest at the Front Office Cashier's counter;
- ❖ Escorted to vehicle;
- ❖ Bid farewell;