

	QUALITY ASSURANCE Brand Service Standards	<i>CODE:</i> 09.02.003
		<i>EDITION:</i> 1
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RESERVATIONS

The Hotel's Reservations Agent will:

1. Establish the caller's name and, if first contact, ask detailed questions, including:
 - Arrival and departure dates
 - Number in party
 - Whether caller is a return guest
 - Preferred type of accommodation
 - personalized requests and needs
2. Describe the Hotel rooms and features colorfully and enthusiastically, tailored to the caller's inquiry, so that the caller can clearly picture the Hotel's unique luxury environment.
3. Weave pricing for different room categories into the conversation starting at the highest available category that best matches the caller's needs, with an emphasis on the differences between categories.
4. Actively up-sell; for example, if a caller accepts the first rate, up-sell to the next room type.
5. Present special promotions.
6. Give callers the option of a smoking or non-smoking room, where allowable by law.
7. Use the caller surname at least twice during the conversation and always upon closing the call.
8. Request and confirm the following additional information before closing a reservation call:
 - Whether the caller is a member of the Hotel rewards program
 - Personal details, for example, names and ages of children staying in a room, special occasion, allergies and preferences
 - Additional reservations for other Hotel activities, for example, restaurant, golf, salon or spa
 - Approximate arrival or flight time, with an offer to arrange for transportation, if applicable
9. Inform callers of arrival and departure times and additional details pertaining to their reservation.
10. Subject to local customs, ask the caller for a credit-card number to hold the reservation, explain the cancellation policy and provide a confirmation number.
11. Repeat booking details back to the caller to ensure accuracy.
12. Offer to send an email or fax confirmation.
13. If taking a toll-free call, offer the caller assistance with other Hotel reservations.
14. Thank the caller and, if a reservation has been made, close the conversation with a phrase of welcome such as, "We look forward to having you as our guest."
15. Issue all written reservations correspondence on Hotel letterhead.