



Guest Relations Course

Qlion

Guest Relations Manager



Guest relations

DEFINITION

ORGANIZATION CHART

WHO IS THE GRM ?

THE GUEST EXPERIENCE

THE VIP CODES

COMMENT CARDS

LETTERS PREPARATION

VIP AMENITIES

ROOM CHECK

CONCLUSION



Guest Relations Department

Guest Relations department is the hotel's main contact workplace providing assistance to the guests regarding all aspects of the stay, prior the arrival, during the stay and post-departure.



Guest Relations Manager

The Guest Relations Manager is the coordinator between all the departments, who adds a warm touch to each service and makes sure that the expectations of the guests are met and even exceeded.



The Guest Experience

- Ensure perfect communication between all departments.
- Find out, register and pass the information regarding special requests, allergies, special occasions, celebrations, etc.
- Ensure that everybody follows the hotel procedures.
- Follow up on guests' requests.
- Manage guests' complaints.
- Follow up on the recovery process and ensure guests are content.
- Empathize with the guest during the entire stay (feel their impressions and emotions, understand their facial expressions, etc.).



VIP Guests

- Special area or special desk for VIP check-ins & check-outs.
- VIP welcome kit (drinks, gifts, special welcoming gestures).
- No guarantee asked.
- No passport copy asked (if existing copy is still valid).
- Possibility of checking in as Incognito.
- Organise VIP amenities.
- VIP welcome letter and gifts.
- Minutious check of the room before arrival.
- Offer a rooming.
- Offer special VIP assistance and extra care.



The GRM prepares the Comment Cards

- What is a guest comment card ?
- How is it graded ?
- What is evaluated ?
- How is it evaluated ?

Homework: Use your imagination and prepare a Comment card for your hotel.



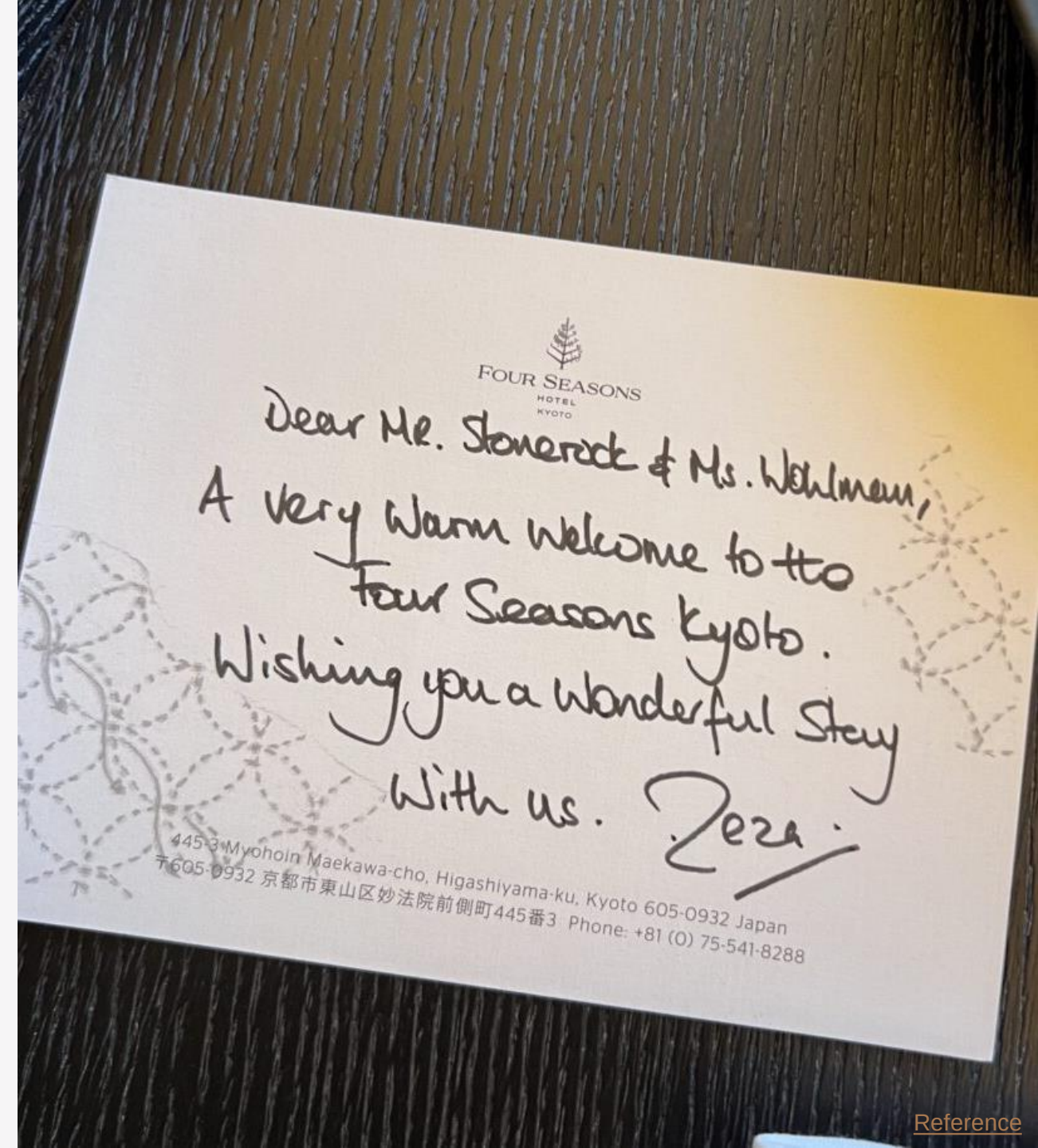
Letter Preparation

Type of letters:

- Welcome letter
- VIP welcome letter
- Welcome back letter (repeated guests)
- Apology letter
- Thank you letter
- Thank you and goodbye letter

While personalized letters are recommended, templates are often used.

What other types of letters can the GRM write ?



Welcome letter

Dear Guest,

Welcome to Hotel des Alpes Glion.

We are delighted to wish you an enjoyable and memorable stay with us.

Please note that we remain at your entire disposal, therefore do not hesitate to visit us at the Guest Relations desk located on the ground floor.

Name
Guest Relations Manager

Welcome back letter

Dear Ms. & Mr. Robinson,

Welcome back to Hotel des Alpes Glion.

We are grateful that you have chosen our hotel once again.

We wish you a new memorable and enjoyable stay with us, and please know that we remain at your entire disposal for all further assistance.

Name
Guest Relations Manager

Thank you letter

Dear Mr. Schmidt,

Thank you for choosing Hotel des Alpes for your recent stay in Glion. We hope you had a memorable and enjoyable stay with us.

We would love to hear your feedback about our services and to use your evaluation for our continuous improving.

We thank you for your time, and we look forward to welcoming you back.

Wishing you an excellent time until we see you again.

Name
Guest Relations Manager

Apology letter

Dear Ms. Al Hashim,

Please accept our sincerest apologies for the inconvenience caused last night during the dinner.

We are sad to know that we didn't meet your expectations, and please note that this is definitely not the high-end service we promised you.

As much as we wish to change yesterday's experience, at this time unfortunately we can not. Therefore, our management team would like to offer you yesterday's dinner as a gesture of good will.

We remain at your entire disposal for all further assistance, and we wish you an excellent continuation of your stay.

Name, Guest Relations Manager

VIP amenities



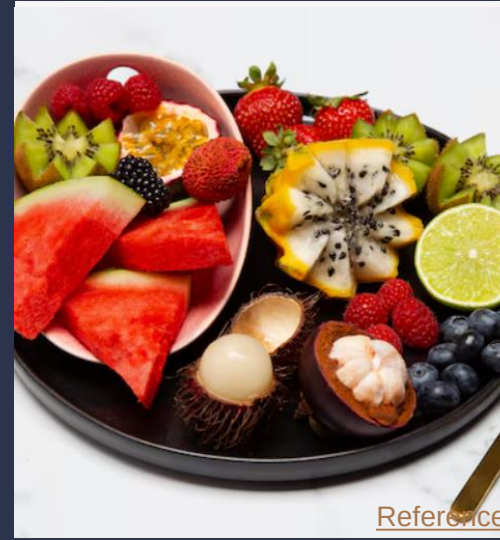
VIP 1

- Champagne or wine bottle
- Still & Sparkling water
- Fruits, chocolates, macarons
- Special gifts



VIP 2

- Still & sparkling water
- Fruits
- Chocolates
- Macarons



VIP 3

- Still & sparkling water
- Fruits



Middle East VIP

- Still water
- Lemonade
- Fruits
- Dry fruits & nuts
- Rose beauty water

Room check

- GRM selects randomly two or more rooms to be checked daily
- One room prepared for a planned arrival (not checked-in yet)
- One room prepared for being sold to a Walk-in guest
- All rooms for VIP guests or the ones that had special requests (romantic set up, birthday cake, etc.)

Why is that ?





Thank you

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