



Guest Relations Course

Optima

Hotel Concierge



Course description

BRAINSTORMING

DEFINITION

ETYMOLOGY

ORGANIZATIONAL CHART

CONCIERGE TEAM

MISSION

SERVICES

BENEFITS

VIDEO

SKILLS

ROLE PLAY



What is a Concierge ?

Brainstorming

Definition

Hotel Concierge

Someone who is employed in a hotel to help guests, arrange services, such as taxi arrangements, tables in restaurants and so much more.

“We hold the keys to the city.”

- Roger Geadah, Chief Concierge at “Burj Al Arab Jumeirah”

Other types of Concierge ?

Corporate, House concierge, E-Concierge, etc.



Etymology

Based on Latin “Conservus” (being of service/slave)



Medieval period (5th
15th century

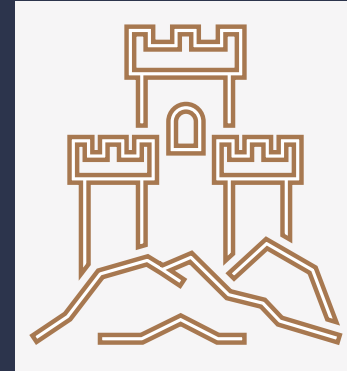
→ Candle keepers

→ “Compte des
cierges” (“Count of
Candles”)



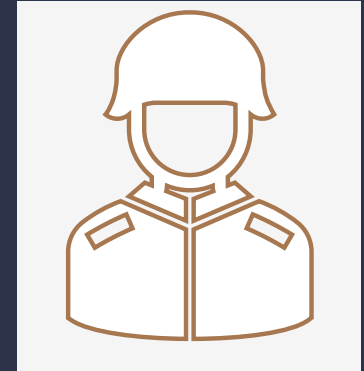
Became such a trusted
persona, that the
nobility made them
“Keepers of the keys”.

→ In charge of keys to
the castle and every
door or passageway
through it.



Mid 16th century

→ Warden of a house,
castle, prison, or
palace.

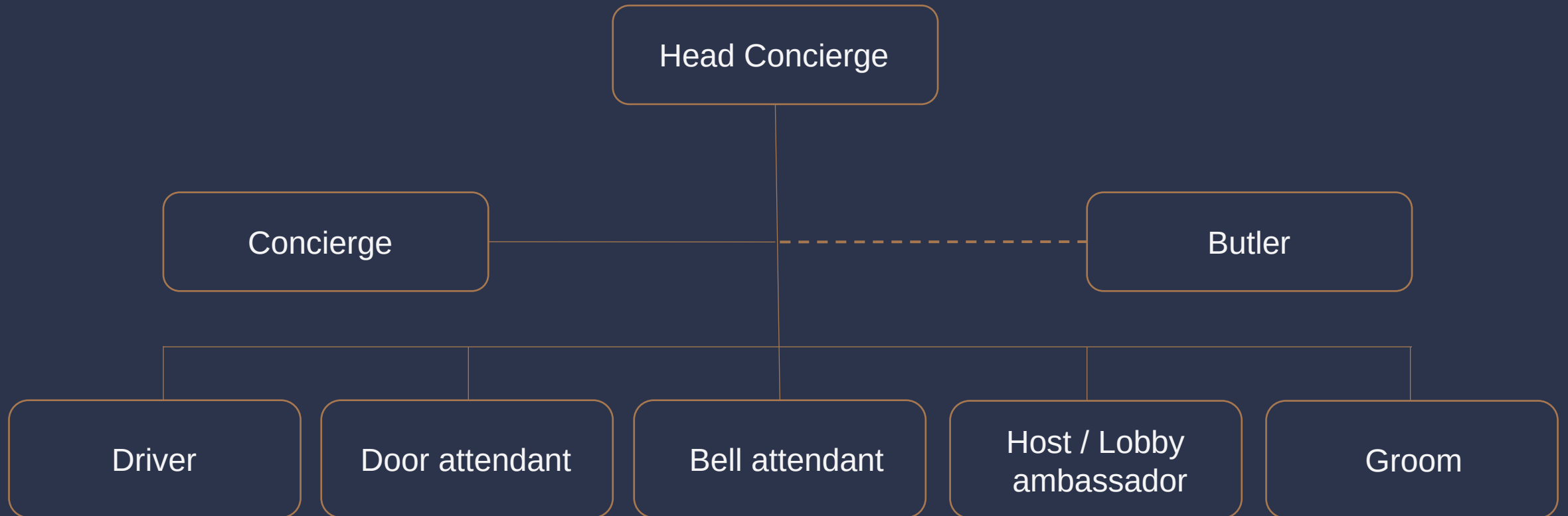


French Revolution

18th century

→ “La Conciergerie”
(Prison in Paris)

Organizational Chart



Hotel Concierge Team

Driver:

- Pick up from / drive guests to the airport or train station through organized shuttle buses
- Drive guests around tourist attractions
- Maintenance of hotel vehicles

Door Attendant:

- Greet and welcome guests
- Open car/taxi doors
- Remove luggage/items from cars or taxis
- Open doors / give directions
- Hail taxis
- Greet and wish pleasant journey on departure



Hotel Concierge Team

Bell Attendant:

- Greet and guide guests
- Assist guests with luggage
- Keep lobby area clean & tidy
- Deliveries

Lobby Ambassador / Host :

- First point of contact
- Greet and guide guests
- Be the contact for the guests at all times
- Promote hotel facilities



Hotel Concierge Team

Groom:

- Room deliveries for guests
- Personal shopping for the guests
- Deliver internal mail and packages

Butler:

- Welcome guests to their room
- Provide personal service at all times
- Coordinate guests needs
- Pack / unpack guests' luggage



Services

- **Welcome**
- **Provide general information**
- **Guide & recommend**
- **Make bookings**
- **Organize guest transportation**
- **Pick up and deliver items**
- **Handle special and confidential guest requests**
- **Guest complaint management**

Mission

- **Assist the guests in organizing their stay**
- **Pamper the guests**
- **Be helpful in everything they need**
- **Assist before, during and after the stay**



Benefits

- **Help the guest in discovering the city**
- **Personalized services**
- **Coordination with other hotel departments**
- **Confidentiality**
- **Guest relations**
- **Guest satisfaction → Guest retention**
- **Strongly associated with luxury hotels**



Testimonials



“... a guest requested to have a bath, but not just any bath. He wanted sea water from Brighton. Now that’s 50 miles from London, but I asked one of my team to drive to Brighton and collect a few buckets of sea water. ...

... But the most elaborate request I have ever had was when I was asked if I knew of any wartime battleships for sale. Through various contacts I found one, and my guest has since renovated it with a bowling alley, basketball court, swimming pool and putting green for his seventeen grandchildren to play in.”

- Michael de Cozar, 50-year career as Head Concierge at The Ritz London

Video Interview



- Head Concierge – Four Seasons Washington D.C.



“Tell us what you need,
and consider it done !”

- Unknown
[on how to think
like a Concierge]

Skills

- Good communication skills
- Good listener
- Ability to recognize & remember people
- Friendliness
- Organization
- Local knowledge
- Professionalism
- Discretion
- Attention to details
- Multi-tasking
- Positive attitude





Thank you

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