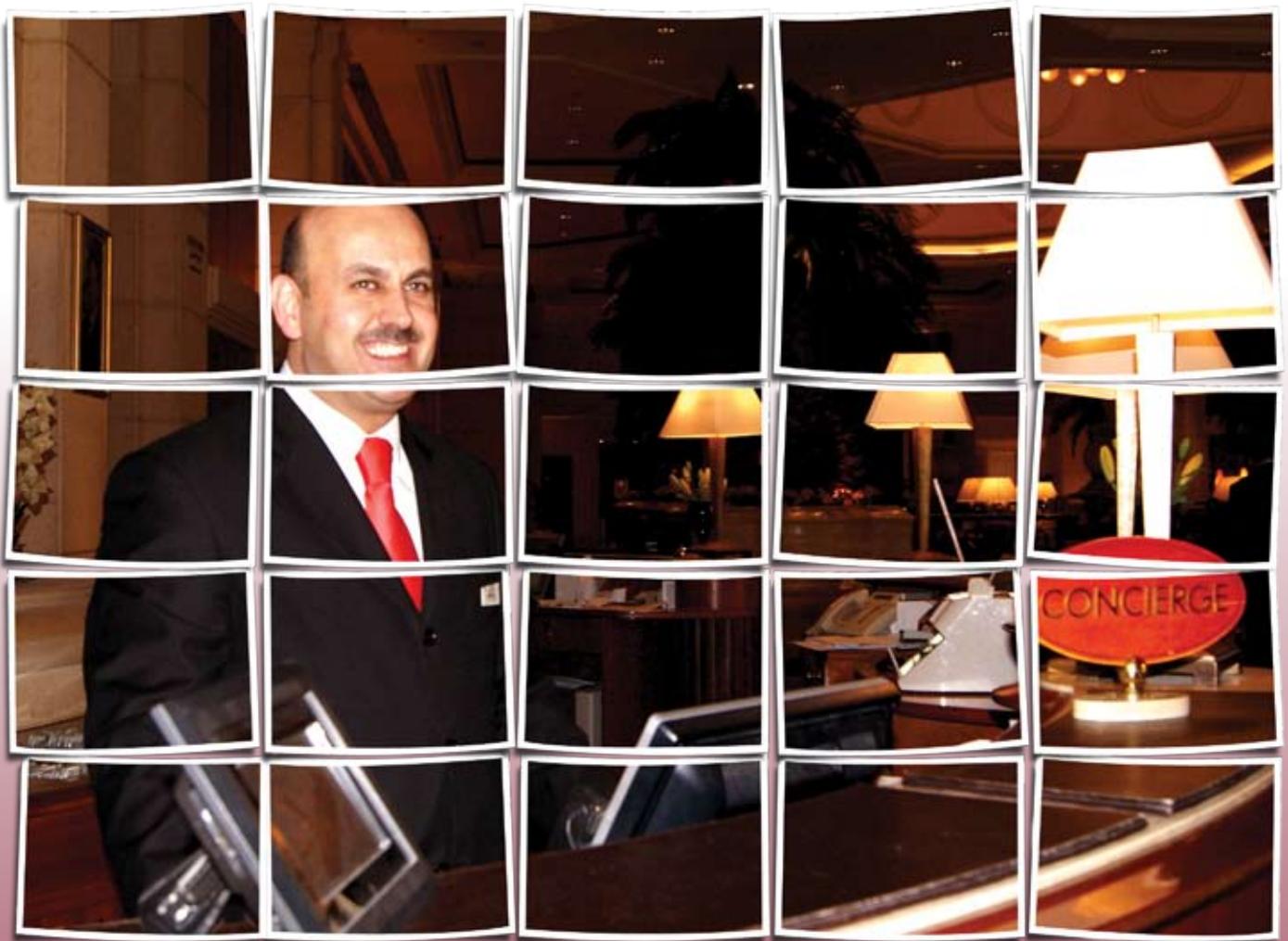


# Stay with Excellence

A guide to providing excellent hotel concierge services



**USAID**  
FROM THE AMERICAN PEOPLE

**Siyaha** | مشروع تطوير السياحة في الأردن (٢)  
Jordan Tourism Development Project II



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## **A guide to providing excellent hotel concierge services**

This guide is produced by the USAID Jordan Tourism Development Project II / Siyaha

The photographs used in this booklet were taken at Le Méridien Amman, Sheraton Amman Al Nabil Hotel and Towers and Amman Marriott Hotel and feature employees of these hotels.



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# Foreword

In general, hotels are missing a huge opportunity to build customer loyalty, increase business and create alignment with their brand by overlooking the importance of the concierge. This handbook outlines how the concierge can hurt or help the hotel's bottom line. It is written from the view of a professional concierge with international five star hotel experience and vocational training in hospitality. This handbook is written for training concierge staff, but is also intended to help hotel management understand the power of the personnel that are hired for positions with the concierge function.

We hope you will come to a new understanding about the importance of this position, resulting in hiring better and training more deeply.



## Introduction

*“Hello, my name is Fayed. Welcome to my handbook. Will you let me treat you to REAL five star service? Believe me, anything you need during your stay, just let me know and I will take care of you. How was your journey here? I notice you are here for business. We have many amenities here to address your needs with the goal of the best quality experience you can imagine in a hotel. I am very glad you will be my guest. Remember, if you need anything, just call for me and I will assist you.”*

*I have worked for 16 years in international five star hotels. I recognize that each hotel has its own personality, but it must always be high quality service. Please notice that I used the words ‘be high quality service’. I did not say ‘offer high quality service’.*

*High quality service is far more than what we do. It is an attitude and a way of being.*

*If you are satisfied that your concierge staff is being high quality service for your hotel, congratulations! Your guests receive a gift each day of the best of service.*

*If you are not #1 in service quality or warm hospitality to each guest, this handbook will explain what to do to be #1 in the mind of the guest.*

*It is my intention to share with you the secrets of international five star service that can build customer loyalty, customer satisfaction, and customer delight.*



## UNIT ONE

# Role of a concierge in a hotel



# Introduction

In the 1200's the position of concierge appeared. The primary role of the concierge was to be “the keeper of the keys”. During the Middle Ages, when castles across Europe hosted visiting nobility, the concierge kept the keys to the castle rooms, and ensured that guests had everything they needed during their stay.

In the hotel environment of the 21st century, the bellman often plays the role of concierge, primarily because long-standing bellmen know the local area and they are well connected to local service people who can accommodate guest requests. The position of concierge requires a complete commitment to guest satisfaction. This requires that the concierge be a resource to guests and develop:

- Relationships with people who are willing to work to accommodate guest requests
- A solid knowledge of locations and attractions that hotel guests would like to visit
- the ability to explain to guests how to safely use the available local transportation systems

The concierge can only be an effective resource, however, if he/she has a way of collecting information about the guest and connecting it to information known about the local area. This information does not come from “sitting behind the front desk”. It comes from performing some of the basic duties of the traditional bellman who interacts with guests directly, such as occasionally handling incoming and outgoing guest luggage, greeting incoming or outgoing guests who pass through the lobby, storage of luggage for guests, and being present in the lobby to offer guests information or to accommodate guest requests.



While performing these duties and engaging with the guest, the concierge can gain a lot of knowledge about individual guests.

When the hotel encourages personal attention to keep the guest satisfied, the concierge role uses that knowledge to provide a different level of service.



The value added role of the concierge ranges from anticipating guest needs and requests to assuring that every actual request of the guest is accommodated. This may include:

- acknowledging special occasions on behalf of the hotel, such as birthdays and anniversaries.
- making and confirming reservations for dinner, special parties and arranging group tours,
- making recommendations for dining, sightseeing, cultural, sports and recreation events, using brochures and computer-assisted service.
- giving clear walking or driving directions.
- responding to medical needs or requests.
- knowing local mosque and church locations.
- accommodating laundry and valet requests.
- running errands and delivering items to guests.
- processing maintenance requests and assisting in room changes.

In the 21st century the concierge also has a new role related to security of the hotel and its guests. Because the concierge observes people and their behaviors so closely, it is possible that the concierge may notice suspicious behavior that should be reported to the security staff for further observation and or action.

In summary, the concierge holds a great deal of influence on the quality of the guest experience, not only in the hotel, but also in the region.

## Building relationships

The concierge is the first person the guest sees in the hotel and the last person to speak to them upon departure from the premises. What is the first impression that needs to be created? What is the lasting impression that we want to send with the guest?

There are two important concepts to understand before we can talk about the first impression. First a few thoughts on how people think, and second a short explanation about moments of truth.



## How people think

People will only see the things that prove they are right. The security, doorman and the concierge staff are the first impressions of the hotel; whatever people experience in their first moments in the hotel is what they will notice throughout their stay.

## To illustrate this idea...

If a guest notices that the concierge area is sloppy or the concierge is unprofessional, the guest will notice all the areas of the hotel and hotel staff that hint of sloppiness. The guest will also decide from the start that on the next trip they will stay at another hotel.

On the other hand, if a guest notices a clean cut, smiling, professional-looking concierge who smells good, the guest will notice the professionalism throughout the entire hotel. The guest will also decide in that moment that they will return to this hotel on their next visit.

*It is my personal theory that wearing a light-scented cologne touches the senses of the guest in a noticeable way. This creates a memorable, distinguishing factor to remember an individual concierge - if not by name, then by scent!*

It is entirely dependent on the front office staff and the concierge in particular to make this first impression

## **Moments of truth**

A moment of truth is any event when a guest has contact with the hotel and may make a decision... a moment of truth can affirm that the guest made the right decision in booking a stay at your hotel or made a mistake and should have deposited into the guest's emotional bank account. Creating a negative moment of truth is a withdrawal from that account. The concierge's role is to deposit as many positive moments of truth as possible for the guest during their stay.



How can the concierge staff maximize positive moments of truth and minimize or completely eliminate negative moments of truth in the hotel? This is not a situation that just happens. You must have the intention to create these positive moments.

**Discussion Exercise:** *Think of as many examples as you can to answer the two questions below:*

- > What intentional moments could be created to turn a negative moment of truth into a positive moment of truth?
- > How could the concierge initiate a positive moment of truth for a guest?

## **Another concept about human nature**

When people act with a generous spirit and abundance, they get generosity in return. When people act with "scarcity", scarcity is given in return. There is a cycle that exists: You receive what you give. Some people call this karma, others describe it as "you reap what you sow". The reality is that this rule applies to the concierge-guest relationship. When the concierge is generous with his energy toward guests, the guest will return what is sown.

*Here is a hint on why moments of truth matter to the concierge personally. The larger the emotional bank account that is accumulated during a guest's stay, the more the guest is willing to share in generous gratuities. If the concierge does not build up that account, there is nothing to distribute in return.*

## Hotel management is placing trust in you

When the front office management hires a concierge, there is a trust built into the employment relationship. The hotel trusts the concierge to be an ambassador for the hotel by serving guests in the best possible way. The concierge needs to have confidence and trust himself to do the right thing to keep the guest happy. When the concierge performs his job well, doing the right things to exceed the guest's expectations, the guest will come back to this property again and again. When the concierge is consistently successful in causing guest happiness, it builds the trust between employer and employee.

## Creating a great first impression

First, the concierge must understand that working as a concierge is not just a job. The five star concierge understands that his work is very important to the guest and to the entire hotel experience. It is a way of being that is focused on the guest at all times. The heart of a concierge must accept the responsibility that guest happiness is completely his personal responsibility.

For example, the concierge may need to step in to assist guests with baggage. Of course, the concierge role is very different to that of a porter role. A porter transports baggage and other property from one place to another. A five star concierge sees transporting baggage as the beginning of a relationship with the guest. If the concierge takes the opportunity to walk with the guest, it can be used as a time for relationship building with the guest. During the short walk to the room, the concierge becomes:

- the *tour guide* of the hotel.
- the *information resource* for anything the guest may wish to know
- the *engineer* to make sure everything is working in the room
- the *teacher* to make sure that the guest knows how to work everything.
- the *room service* staff to bring ice
- the *facilitator* to arrange for delivery of other amenities to meet the guest's needs.
- the *personal assistant-trusted advisor* who the guest may call upon at anytime during the stay when he/she needs anything.



During this short time, the concierge can plant ideas in the mind of the guest. The concierge might offer to make a reservation in the hotel's restaurant or suggest types of services that can be provided. For example, "If you need a shoeshine, just call me and I'll take care of it for you." **The goal is to let guests know that they don't have to think about how to get what they need; they simply need to pick up the phone and call the concierge to deliver what is needed, when it is needed.**

To make this happen easily, the concierge can simply write down his name on a hotel card and say, "Here is my name. If you need anything, don't think about it, just call me at this extension and I will assist you. I am here to keep you happy. Please let me do my job in the best way I know."

The relationship between the guest and the concierge is also about safety. The concierge needs to demonstrate that the guest is in safe hands and the concierge cares about the safety and health of the guest. The guest will not likely know the area, where to eat, what is available for entertainment or exercise.

At this point of the relationship, the concierge is the respected resource to give good advice about safety in the area at night, walking alone, locking your vehicle, keeping valuables in the safe, or even taking care of health concerns. The advice given by the concierge creates a "trusted advisor" relationship... yet another level of transformation in developing the guest-concierge relationship.

The concierge can only make this successful transformation when he understands that tips are secondary to the relationship. The most important thing is service to the guest... service that is efficient, productive and relevant to the guest.



*Let me ask a question. When a guest arrives at the hotel, what is the first thing that he/she wants to do?*

*Some want to use the bathroom. Others want to change their clothes. Some want to call their families, others want to get something to eat and some just want to take a nap after their long journey.*

*If the bellman is responsible for transporting bags and takes his time to deliver the luggage to the room, how can the guest do any of these things as they wish? Waiting causes a negative moment of truth. What does the guest want? The guest really wants to move into some action, but instead must wait.*

*Accompanying the guest to the room with the luggage cart allows the possibility of relationship building and eliminates the negative moment of truth caused from waiting.*

## **Anticipating needs**

There are two kinds of concierges in hotels. Those who wait to be asked for something, and those who anticipate the needs of the guest. In five star service you will only find those who anticipate.

*How does the concierge develop the skill of anticipation?*

**First, he watches.** He studies human behavior, every day, with every type of guest. He notices the little signals that guests give when they have a need. If a concierge watches guest behavior over a period of time, he will discover:

- how a guest behaves when looking for something, like a daily newspaper
- how a guest behaves when uncertain about the location of a meeting room
- how a guest behaves when looking for a meal

Noticing the behavior is the first step to anticipation.

**Secondly, he smiles.** When you smile at the guest, you must smile from inside. You don't smile to keep the guest happy; you must in fact "be the smile". A smile creates energy that causes the guest to make eye contact. If the concierge isn't smiling, it discourages the guest from making eye contact, resulting in a lost moment and maybe a negative

moment of truth. If the smile isn't genuine, many guests detect the fake smile and generally will avoid that concierge; again, a possible negative moment of truth.

**Thirdly, he takes action.** When eye contact is made with the guest, there is a moment of opportunity for the concierge to step in and be a personal assistant. If the concierge isn't attentive, the moment is lost. The attentiveness and timing required in this step takes practice. When done well, the guest feels that the concierge has read his mind; a very positive moment of truth.

*When a concierge keeps service to the guest as his first priority, then every day he must do what he can to keep the guest happy. This requires that the concierge talk to the guest to determine what he/she needs. By talking with the guest, I do not mean just saying "hello". Talking with the guest means having a conversation that recognizes the guest in his own space. To do this well, you have to notice small things about the guest's behavior.*

## What guests want?

### What does a guest want in a hotel experience?

Whether the guest is staying one night for a wedding or staying for a week or longer to be productive in business, the guest wants and needs to feel respected. How does a person feel respected?



**Discussion Exercise: In what ways can hotel staff communicate respect to the guest?**

*Let me tell you a story. My wife travels a lot on business. The hotel is her home for the duration of her stay. In her actual home, people acknowledge her when she enters. They ask questions that show concern for her well-being. They celebrate good news with her and show concern when she has had a tough day. Sometimes they even try to cheer her up.*

*Suzy tells me that when she is away from our home, she feels invisible sometimes. She wants the hotel staff to notice her and talk to her in a friendly and helpful way. When she walks into a hotel and the concierge staff are talking among themselves or reading a book, she feels like she is not seen. It is like she is a ghost, invisible to the human eye. What gives her energy and causes her to smile is when hotel personnel recognize that she has entered the lobby. When she is called by name with a friendly greeting that acknowledges her presence and a question that shows concern for her well-being, she knows she is home. This small gesture from the concierge who is there to notice small things makes all the difference in the world to feeling alive or feeling invisible, feeling at home or feeling as a stranger.*

*Five star service makes her feel at home and more importantly makes her feel alive*

So here is a rule of thumb...

**Guests want and need to be treated as three-dimensional people, not just a source of tips.**

**Three dimensional people have a unique name.** Guests should be addressed by name. The concierge staff must learn the guest's name at the first opportunity from the front desk personnel, by asking directly, or noticing the name badge that the guest may be wearing if they are attending a meeting.

Let the guest know your name in a memorable way. When you can call each other by name and shake hands, you have an immediate relationship. You have a connection.



**The key to five star service is to maintain a connected relationship during the length of the guest's stay in the hotel.**

Remember guest names during the duration of their stay and the guests will remember your name.

**Three dimensional people have a need to connect with other human beings.**

People generally enjoy a little informal chat about things that matter to them. Notice things about them that would cause you to ask them a question. Let them tell you a story about the little thing you noticed.

**The five star relationship with the guest is about noticing and listening.**

*Let me tell you a story... A Japanese guest was getting a set of golf clubs out of our storage. I noticed this and said, "I see you are golfing today." I asked him if he was an expert golfer. I could have asked if he had ever golfed before, but by asking him if he was an expert, it caused him to laugh because the thought of expert status was beyond his dreams and his ability. When you ask questions in a way that honors the guest and shows respect for the highest possibility in the individual, you open the door of respect. You open the possibility of laughter. And you build the relationship. People who laugh together create a warm and friendly connection. The bond of laughter will remain beyond the duration of their stay at the hotel. I also said to this guest, "My name is Fayeze. When I see you tomorrow, I want to know how your game was. Please tell me about it." This guest did tell me about his game the next morning. He also gave me a big tip - only because we had this chat.*

**Three dimensional people in a five star hotel must feel that they are important in the hotel and to the hotel.** This is what makes five star service - when each guest feels like they have a "personal assistant" in the hotel to call on when they need anything. Only the concierge staff can create this special space for the guest.

When guests feel this personal attention throughout their stay, they will return for another stay. They will remember the people relationships and they will tell their friends about the experience. This is how the concierge staff can "wow" the guest and create guest loyalty and repeat business for the hotel. This is how the concierge staff can create "top of mind thinking" about the hotel in the heart of the guest. This is also how the concierge staff can optimize the tips received. Most regular travelers understand that quality service deserves quality tips. When the concierge staff go out of their way to create special relationships, guests will more likely respond in kind with generous gratuities.

*The key to optimizing your tips is to create the connection at the first meeting and maintain that connection throughout the guest's stay. When the guest feels that people notice and care about him or her, that guest will generally reward those involved quite generously*

## A Note for Hotel Management

Hotel managers have many challenges in their jobs. We recognize that balancing service and profitability may be among the more challenging issues. However, if you really want five star service in your hotel, these are the things you must pay attention to.

1. Be clear about the hotel's service promise and communicate that promise regularly and consistently to all employees.
2. Understand that if concierge staff does not help the hotel toward service excellence and “wow” the guest, the guest will not distinguish your hotel from another. In other words, if the concierge isn't creating the “wow” in service, he is hurting the hotel's service brand and, ultimately, the bottom line. It is the service rendered by the concierge staff that creates repeat business, causes guests to tell others about their experience at your hotel, and creates top of mind thinking about your hotel.
3. If high quality service is a priority, you must know that quality people in the concierge role is a requirement. Examine your hiring practices for the concierge positions. Look deeply at who you are hiring for this important position of “face of service” for your hotel. Are you hiring attractive people with a heart for service? Are you hiring people who put guests above their own needs and desires?
4. If high quality service is a priority, look at how you compensate and reward for delivery of this level of service. The best service happens when the concierge works cooperatively with other hotel staff to serve the guest. Do you have incentives for team cooperation and service? Or does the hotel promote the “every man for himself” theory of service?
5. Examine hotel policies that might interfere with quality, on the spot, service. Does the hotel encourage the concierge to create the transformative relationship described in this handbook? Does the hotel discourage the concierge from being attentive to needs anticipated and only allow the concierge staff to respond when asked for service by a guest?
6. Recognize that time is most important to the guest. Delivering any service in a timely way is critical for guest satisfaction. To exceed guest expectations, those delivering the service need cooperation from other departments, as well as permission to “scurry” a bit to deliver service before the guest wonders if their request is being processed.



## UNIT TWO

# Concierge Services – understanding the guests



## Introduction

There is a fine line between feeling comfortable and feeling at home. Staying in a hotel should be a different experience than staying at home. The hotel experience should be a “treat” for the guest, receiving high level service and personal attention. The guest should not have to figure out things for themselves. They should simply be able to call the concierge and find solutions to their problems.

From the moment the guest sets foot on your hotel property, what do you do to let the guest know that staying at your hotel is a “treat” for them? Since the concierge is the first person the guest sees in the hotel, the concierge should have a plan to communicate to the guest that “You are special and we are glad that you chose us as your home away from home.”

For example, to communicate this idea, the concierge might say any of the following:

- “Welcome to your home away from home!”
- “Let me show you what five star service looks like!”
- “We want you to feel like we are your family!”
- “In my mind you are a VIP guest. Please accept this level of my service.”
- “My name is \_\_\_\_\_. Please think of me if you need anything and I will do what I can to deliver what you need.”

*It is important to always remember the big picture of service in the hotel. Service is a means to bring more business to the hotel. As a concierge, you are a “marketing agent” for repeat and new business to the hotel. If you give your guest excellent service, referrals occur. The guest will think, “Nice hotel, nice people, excellent service” and he will give your name to his friends. If you are doing the right job, you will bring new business to the hotel.*

Guests referring friends and family to stay at your hotel does not happen automatically. People are more inclined to complain about their experience to their friends and family than they are likely to send their closest relations to your hotel. In order for referrals to happen, you must be trustworthy. At every step of a guest visit, you must show the guest your service. When they see that your service is at a consistently high level throughout their stay, trust begins.

## Building Trust and Being Trustworthy

Trust is built through a combination of three actions performed by the concierge and the hotel in general:

**1. You must achieve results.** This means delivering guest service efficiently, effectively and in a timely manner. When you give the guest what they ask at the time of asking, this is achieving results.

*For example, if a guest makes a request to purchase internet service, it is not acceptable to respond, "I cannot process that request for you. Can you come back in one hour?" This is not an efficient or timely response for the guest request. The response the guest wants is, "Of course, would you like that billed to your room? Here is your access code."*



**2. You must do the job with integrity.** This means performing high quality service EVERY SINGLE TIME with a smile in your heart.

**3. You must demonstrate concern for the guest.** This means asking, *How did you enjoy your visit to [the beach or to Petra]? "How was your flight?" "Did you enjoy the restaurant I recommended?" "Did you have any trouble finding a taxi?"* All of these types of questions are ways to show concern for the guest.

But the real demonstration of concern is when you **listen** to their answers and respond appropriately.

For example, you ask the guest "How was your flight?" and they tell you about how terrible the experience was because they sat next to a passenger who smelled and coughed through the whole flight. It would not demonstrate concern if you responded, "Oh, that's nice!" Instead, you must think about how awful they must feel in this moment. Acknowledge that and offer caring solutions. You might say, "It sounds like a miserable time. You must be exhausted. Perhaps a hot shower and a nap might help you feel a bit better. Would you like me to give you a wakeup call in a couple of hours?"

When you can achieve these three actions with your guests, you build a trusted relationship for the hotel - the kind that people will refer their friends and relatives to enjoy as well

## Speaking to guests

When you speak to guests, your language and tone of voice will create an impression with the guest. Your goal is to always create a positive impression in the heart of the guest. For best results, step into your role as “personal assistant”. Speak with confidence, use professional language, and use the guest’s name at least once during the exchange.



Here is a list of “professional language” phrases to use in your response to guests:

- When greeting a guest: “Good morning” (from midnight until noon)/ “Good afternoon” (between noon and 6 pm)/ “Good evening” (between 6 pm and midnight)
- “How may I assist you?”
- “It would be my pleasure to help you with this.” OR “My pleasure.”
- “Yes, I can definitely help you with your request, Mr. \_\_\_\_\_.”
- “Thank you, Mr. \_\_\_\_\_” (or sir) or “Thank you, Miss \_\_\_\_\_” (or ma’am)
- “Is there anything else I might help you with today, Miss \_\_\_\_\_?”
- When sending them off, “Have a good day!” (in the morning) OR “Have a nice day!” in the afternoon or early evening, “I hope you enjoy your evening.” In the late evening, “Have a good night.” OR “I hope you will sleep well.”

When speaking to the guest, always be positive in your response. And it is generally encouraged to interact with the guest in a way that will cause the guest to smile or laugh with you. Using humor with a guest is encouraged, but must always be appropriate and light. Also recognize that the mood of the guest should determine when to use humor. *For example, a guest who has experienced a recent tragedy will likely need a demonstration of concern or sympathy. It would not be appropriate in this situation for the concierge to cheer the guest with humor or attempts to make the guest laugh.*

## Listening

Listening to the guest is the best path to build a trusted relationship with the guest. Listening requires that you give the guest your fullest attention until you finish your service delivery to that guest. If you get distracted, you might miss an important piece of information from the guest. Listening not only requires hearing the guest's words, but listening with your eyes, ears and heart. Active listening requires that you notice whether the words spoken by the guest match the expression on the guest's face or the tone of the guest's voice.



Active listening also requires that you listen to your own heart. If you feel that the guest is not telling you something that is important to their hotel experience, you might gently and diplomatically inquire if there is a problem that you might be able to help solve.

## Problem-solving

The concierge is the “intelligence gatherer” on the hotel staff. If you are properly listening to the guests, you will be the first to detect when a guest is not satisfied with the hotel's service. You will see and hear that dissatisfaction in the guest's body language, tone of voice or words spoken. When you notice an unhappy guest, it is the job of the concierge to inquire about what concerns the guest has, to listen fully to understand the problem and find a satisfactory solution that will turn a negative moment of truth into a positive moment of truth.

Every hotel has its guidelines about solving guest concerns. The concierge must know the full range of options available and choose the most appropriate, given the needs and personality of the specific guest. The range of solutions may be a simple apology and quickly fulfilling on a maintenance request to changing room assignments to offering a free night stay or offering a gift certificate to a nearby restaurant. There are many options. And it is up to the concierge to arrange for the right option for this specific guest.

## **When the concierge learns of a guest problem, the concierge “owns” the problem - it becomes his problem to solve.**

*For example, I had a guest whose shoe lace broke. He had an important meeting to attend and needed a replacement. I went to a store to get new shoe laces for him in time for his meeting.*

*Another example: a guest needed to get money exchanged before checking out of the hotel, but had a late meeting that prevented a visit to the currency exchange before they closed. The concierge knew of a 24 hour exchange office out of the immediate hotel area and arranged to get the guest transportation to that office after the late meeting.*

It is also important to keep records of problems reported and solved. This information is very important to hotel management in terms of maintenance concerns and the cost to solve problems. Both of these concerns impact the hotel's profitability - a primary concern of the owner/general manager.

Collecting quality information about guest complaints and keeping good records around the solutions offered is key to managing a successful operation. The concierge plays the primary role in recording those complaints and solutions. The rule of thumb in this role is “If you touch a problem, log your listening and actions in the computer.”

**Discussion Exercise:** *What options are available to you to solve guest problems or turn a negative moment of truth into a positive moment of truth? When would you offer to change the guest's room vs. call maintenance? When would you offer a gift certificate to a restaurant outside the hotel vs. an in-house solution?*

## **Body language**

How the concierge stands in the lobby will make a difference in whether people feel comfortable to approach the concierge. To be most approachable, your facial expression should be bright and smiling - as though you are looking for someone to help. You should be making friendly eye contact with guests who are passing through the lobby. Your body language must communicate an open position. We recommend standing when guests approach the desk and when the lobby is busy. Sitting behind the desk with arms folded is not acceptable.

## Telephone procedures and skills

Promptness is important in all service delivered by hotel staff. Answering the telephone is no exception. Always answer the concierge phone within three rings. If a guest is in front of you, tactfully excuse yourself with that guest for one minute and answer the phone. You might say to the guest in front of you,

*“Excuse me, Mr./Miss\_\_\_\_\_. May I answer this call?”* When you answer the call, you might say, *“Good evening, thank you for calling the concierge desk. My name is \_\_\_\_\_. May I have your name please?”* Then, *“Mr./Miss\_\_\_\_\_, may I take your number and call you back as soon as I am finished with the guest in front of me?”*



The concierge must be friendly and helpful on the telephone. When guests call the concierge with a request, the call should be accepted as an opportunity to serve the guest and not viewed as a burden for the concierge. For best results:

1. Smile when you answer the phone; your smile will be heard by the guest.
2. As the telephone rings, locate paper and pen so you are ready to write.
3. Put your game face and game voice on, then answer the telephone. Your voice should be strong with a friendly tone and your language professional.
4. Speak your greeting slowly so that guests can clearly understand your name.
5. Write down the time, name, room number and the request.
6. Confirm the room number, name and time requested.
7. Then make a service promise. Explain to the guest exactly what actions you will take and when they can expect their request to be fulfilled.
8. Ask the guest if there is anything else that you can do for them at this time and address any new request in the same way.
9. Log the call into the guest history on the computer as appropriate.

*To illustrate: “Concierge desk, this is Fayez speaking. Good morning, Mr. Radwan. How can I help you? Please let me confirm your request. You would like luggage pickup at 10:20 am at rooms 315 and 317. I will send a bellman with a cart at 10:20, Mr. Radwan. Is there anything else I can do for you at this time? Thank you, Mr. Radwan. Have a good day.”*

There are many little things that can build or hurt the relationship with the guest. A well-known telephone consultant, “The Telephone Doctor” suggests that the issues below address the biggest pet peeves of telephone callers when they are expecting quality service.

**1. Never say, “I don’t know.”** A more effective response would be: “Well, that’s a good question! Let me see if I can find out for you.”

**2. Never say, “I can’t.”** A more effective response would be: “Well, I wish I could; however, here’s what I can do. What do you think about... (offer an alternative solution). The logic here is never cement in the customer’s mind what you CAN’T do.

**3. Never put the guest on hold without their permission.** Ask permission and wait for a response. An effective way would be: “If you’re able to hold, I will check on that for you... it will take about 2 minutes. Are you able to hold?”

**4. Never start a sentence with No.** This is a natural tendency, however, it puts people on the defensive. This one takes practice... Let’s say someone asks you, “Have you ever been to China?” How could you respond starting ANY OTHER WAY than with a no? How about “Well, I haven’t been there yet!”

- **As a point of courtesy, do not make or take personal calls at the concierge desk. Personal calls should be handled out of the view of guests.**

### **Role Play Exercise:**

1. A guest has called you and requested a late check out. How will you respond? Practice this exchange as though the guest is on the other end of the telephone.
2. A guest calls the concierge and requests a hair dryer. How will you respond? Practice this exchange as though the guest is on the other end of the telephone.

## **Keeping your desk clean and organized**

Another role for the concierge is to ensure that your work area is clean, organized and uncluttered. Brochures about tourist attractions should be readily available and neatly arranged, and the area should be dusted and free of clutter. Keeping the area clean is the responsibility of the concierge, not housekeeping. Ensuring the space is clean and organized is part of making the space approachable for the guest. It is part of “being the smile”.

For best results:

- Managers should ensure that the concierge desk is visible and open in the central lobby area and that computers can be accessed from both a standing and sitting position if possible.
- Fresh flowers and signage call guest attention to the concierge desk.
- Countertop or desk space should be free of clutter to display brochures and magazines as well as to lay out a map or brochure as you address a specific guest concern.



UNIT THREE

# Guest and concierge relationship



## Relationship actions

Let's examine specific actions that you will have with guests.

**Concierge Action #1: Be attentive,** The concierge needs to be at attention at all times... not reading the newspaper or books to pass the time. There is always something to attend to. Watch the lobby and watch the guests. Become a student of human behavior. This will help you learn to anticipate the needs of any guest passing through the lobby



The concierge must be mindful to watch every guest and to take care of everybody. What do you watch for?

- Notice where the guests eyes go
- Watch movement... look for stop and go movement or looking around.
- Observe each person, noticing the body language for people who have questions.
- If they ask a question and you don't know, tell them "Give me one minute and I will find an answer for you." This moment may be your first opportunity to create a solid connection with the guest. Be sure you follow through in less than one minute!
- Watch the guest until they finish the check in... then start to do the job of transforming the relationship with that guest.

### **Concierge Action #2: Create a "trusted advisor" relationship.**

If you escort the guest or if you are simply stationed at the concierge desk, the general approach you will want to take is to learn the guest's name and tell him yours. Briefly ask about the guest's trip to the hotel, then share information about the hotel that will help the guest find what he/she needs. You have a lot of opportunity to influence the guest in these few moments. Use this opportunity to promote the hotel's facilities, particularly those that produce revenue for the hotel such as restaurants, spa services, and gift shop. Finally you will want to establish your relationship with the guest – that you are their personal assistant while they stay on the hotel property.

Below are some specific things to say or promote in order to build rapport with the guest in those first minutes of contact.

To build rapport, you will want to assess the energy of the guest and adjust your energy level to that of the guest. To start, ask about the trip to the hotel location.

<i>Question</i>	<i>If yes, follow up questions</i>
<i>Did you come by car?"</i>	<ul style="list-style-type: none"> <li>• <i>"How many hours did it take to get here?"</i></li> <li>• <i>"Did you have any trouble on the way?"</i></li> <li>• <i>"Are you tired from your journey?"</i></li> </ul>
<i>Did you fly to our city?</i>	<ul style="list-style-type: none"> <li>• <i>"How was your flight?"</i></li> <li>• <i>"Was it a short flight?"</i></li> <li>• <i>"Was the flight good?"</i></li> <li>• <i>"Was the flight on time or delayed?"</i></li> <li>• <i>"Are you tired from the trip?"</i></li> </ul>
<i>Is your stay here for business?</i>	<p>Direct the guest to anything related to a business solution. Specifically, direct the guest to:</p> <ul style="list-style-type: none"> <li>• where the meetings are held in the hotel</li> <li>• where the business center and fitness center are</li> <li>• what is available after the meeting... where he might walk, places to relax in the local area, local restaurants.</li> <li>• What services are available in the hotel that might be needed during a business trip, such as shoe shine, laundry services, and spa. When promoting these services, always promote your willingness to assist the guest. For example:</li> </ul> <p style="text-align: center;"><i>"We have shoe shine in the hotel. If you want one, just call me and I will take care of that for you."</i></p>

<p><i>Is this visit for pleasure or vacation?</i></p>	<ul style="list-style-type: none"> <li>• Tell the guest about the things to do in the hotel, such as swimming, working out, shopping.</li> <li>• Point out how he/she can find things in the hotel. Of course, the guest can always call you to find those things as well!</li> <li>• Give a mini-tour of the hotel, pointing out breakfast and lunch dining options.</li> <li>• Be ready to answer any questions about the hotel, such as how many rooms are in the hotel.</li> </ul>
<p><i>How long will you be staying with us?</i></p>	<p>If a long stay, you might make some suggestions about easy day trips in the region and how to make arrangements for such a trip.</p> <p><i>For example: “Do you have plans to visit [Petra, Aqaba, Ajloun, Madaba, Wadi Rum] while you are here? If you need a driver or would like to rent a car, please let me know and I’ll arrange it for you.”</i></p> <p><i>If it is a short stay, make suggestions for dining or an experience that will make the stay special.</i></p> <p><i>For example: “If you are looking for something different to experience, I would recommend visiting Souq Jara tonight in Old Amman. There are many coffee shops nearby on Rainbow Street as well. If you are interested, let me know and I’ll arrange a taxi for you.”</i></p>

<p><i>If you are escorting the guest to the guest room...</i></p>	<p>Your job is to orient the guest in their room.</p> <ul style="list-style-type: none"> <li>• Point out any unusual features of the room that the guest might not be familiar with. <i>This is how to turn on the lights and air conditioning...</i></li> <li>• Think about what is not available in the room that the guest might need, and ask if they would like it delivered to the room. For example:   <i>“Would you like ice?” If the answer is yes, respond with, “Would you like me to fill your ice bucket?”</i>   <i>“Will you need an iron and ironing board?” If the answer is yes, respond with, “Would you like that delivered now?”</i></li> </ul>
<p><i>If the guest indicated that they were tired earlier in the conversation...</i></p>	<p>Acknowledge his fatigue and suggest:</p> <ul style="list-style-type: none"> <li>• <i>“Would you like to rest or would you like to go to the fitness center to find some energy?”</i></li> <li>• <i>“If you’d like a bite to eat, try our room service.”</i></li> <li>• <i>“Many guests take a nap when they arrive. If you would like to rest so that you will feel better, I’d be happy to arrange a wakeup call for you.”</i></li> </ul>
<p><i>Before departing from the guest room OR before the guest leaves the concierge desk...</i></p>	<p>Plant seeds of other ways you can serve this guest upon request. This is your service promise. For example:</p> <ul style="list-style-type: none"> <li>• <i>“I want to keep you happy while you are here, so if you need anything, please call me. Here is my name and extension.”</i></li> </ul>
<p><i>Before departing from the guest room OR before the guest leaves the concierge desk...</i></p>	<ul style="list-style-type: none"> <li>• <i>“I want to make sure you have a nice stay here. Call me if you need anything.”</i></li> <li>• <i>“Here is my name and extension. Don’t think about how to get something you need, just call me and I will assist you.”</i></li> </ul>

**Concierge Action #3: Communicate that you are willing to help.**

You may notice that a guest could use some help. Speak to the guest and ask if he/she needs help, such as, “Please let me assist you with your bags?” Even if the guest says no, he has the impression that the concierge staff is willing to help. This is also your opportunity to gently let the guest know that you would like to pamper them a bit with five star service. But be cautious that you do not cross the line of aggressive insistence to help!

*To do this well, prepare yourself before approaching the guest. For example:*

- First, smile and welcome the guest to the hotel.
- Then ask, “Do you need any help?” OR “Please let me help you with that.
- If no, respond, “Have a good day. If you need any help, my name is Fayez, just call me and I will be at your service.”
- If the guest accepts my service, I give him my best service as we described earlier.

**Concierge Action #4: Be a resource to guests.**

Because the guest might ask for any type of service, the concierge needs to be VERY connected to a wide range of people who can deliver quality service. As a result, the concierge should research and connect with quality service providers. Some research for information can be done through the internet, but fulfillment of many service requests will be about people connections. It is recommended that the concierge spend his time off the job meeting with people who can provide your guests with high quality service.

Specific connections/contacts that you should have include people who can deliver the following

<ul style="list-style-type: none"> <li>• After hours services:               <ul style="list-style-type: none"> <li>o dry cleaning service</li> <li>o eye glass repair</li> <li>o room maintenance</li> <li>o currency exchange</li> <li>o shoe and luggage repair</li> <li>o computer repair</li> </ul> </li> <li>• Reliable people who can run special errands for a fee, such as for personal shopping needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Head waiters who can help with priority reservations at quality restaurants</li> </ul>
	Car mechanic Car rental service
	Quality florist
	Quality hair stylist Language translators
	<ul style="list-style-type: none"> <li>• Reliable and qualified child care provider/ babysitter</li> </ul>
Safe, reliable drivers on call who have clean, quality cars to transport guests.	Reliable and licensed tour guides who specialize in the languages of your typical hotel guests.

### **Example:**

*Mrs. Smith is traveling for business. She approaches the concierge and asks, "I have my evening free and I am wondering what you would recommend so that I might enjoy this city." "What would you do?"*

*You have come to the right place for information. We have many things in this area for you to do that I'm sure you would enjoy. Tell me please Mrs. Smith, what kind of entertainment are you interested in? Restaurant, site-seeing, movies, art, music, shopping, sports?*

*If she says, restaurant, ask what type of food?*

*If she says entertainment, tell her about special concerts or events in town.*

*Once she gives her preference, show her the brochures about attractions in the city that feature her preference.*

*After she chooses what she wants to do...*

*Call and make the reservation for her at the time of her choosing, then...*

*If you have any personal experience at this venue, share with her things that would be helpful for her to know, such as: "When you arrive at the restaurant, please tell the head waiter Jamil that Fayez sent you. He will be sure that you get the best service possible."*

*Will you need transportation there and back? Would you prefer a taxi or a private driver who will wait for you?*

*When you are finished, just call us and we will call a taxi for you. Here is our telephone number. Please give us about 15 minutes to send the taxi to you.*

Research for information can be found on the internet and in the local print publications. Each day, the a.m. concierge should discover what public social events are being held in the area and be prepared to make recommendations for a unique entertainment experience that might delight a guest. Such public events include concerts, movies, sporting events, theater events, art exhibitions, or festivals. A helpful resource for guests might include a weekly calendar of regional events and venues, as well as options for shopping, finding authentic Jordan-made souvenirs, historic sites, available tours of the region.

Each afternoon, the p.m. concierge should have at the top of his mind what entertainment is available today for guests, including movies playing at the closest local movie theater, shopping mall events, concerts, and fairs and festivals in the area. The concierge should also have a list of local quality restaurants, sorted by cuisine, with sample menus for review by guests who are searching for a unique dining experience.

A complete directory of all services available should be kept electronically and regularly backed up on an external disk. Paper copies should also be available for use as a backup system. Guests still need services even when your computer is down.

#### Exercises:

1. *Using the computer, find out what movies are playing in the nearest movie theater.*
2. *Using the computer, find out what sporting events are scheduled for this week, where they will be held and how much they cost to attend.*
3. *Using the computer, find out what art or theater events are in town this week, the location and the cost to attend.*
4. *Using the local newspaper, published in the last week, identify five events that might be of interest to guests.*



#### **Concierge Action #5: Promptly deliver on your service promise.**

When the guest takes you up on an offer your of service, he/she may call and ask for you specifically. Here is your opportunity to deliver on your service promise. Take the guest's request by phone and move into action to deliver on that request promptly. **When you have finished with the guest, be sure that the request is logged into the computer with complete detail.**

The concierge must be prepared for a wide variety of requests. Some are easier to deliver on than others. Examples of requests to be prepared for are listed below. In Appendix C, you will find sample forms that may help you track and fulfill the requests accurately and efficiently

<ul style="list-style-type: none"> <li>• Entertainment options and obtaining event tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Locations and prayer/service schedules of mosques or churches</li> </ul>
<ul style="list-style-type: none"> <li>• Transportation arrangements</li> </ul>	<ul style="list-style-type: none"> <li>• Order flowers or gifts for special occasions</li> </ul>
<ul style="list-style-type: none"> <li>• Takeout food delivery options</li> </ul>	<ul style="list-style-type: none"> <li>• Make dining reservations</li> </ul>
<ul style="list-style-type: none"> <li>• Make spa or hair salon appointments</li> </ul>	<ul style="list-style-type: none"> <li>• Mailing/shipping letters and packages</li> </ul>
<ul style="list-style-type: none"> <li>• Pharmacy needs day or night</li> </ul>	<ul style="list-style-type: none"> <li>• Make arrangements for touring region</li> </ul>
<ul style="list-style-type: none"> <li>• Special equipment needs, such as wheelchairs or crutches</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency contacts: police, fire, ambulance, hotel physician</li> </ul>
<ul style="list-style-type: none"> <li>• Print boarding passes</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of bags to RJ transportation center</li> </ul>

### Exercise 1:

You have a guest who is invited to a party. He comes to the concierge and explains: "I want to send flowers to the host of the party before I arrive. Can you help me?" As concierge, what would you do?

After you respond, "I would be happy to help you with that, Mr. \_\_\_\_\_. We have a wonderful flower shop right here in the hotel." What would you do? Practice this as though the guest is standing right in front of you. Here's a hint, check out Appendix C, *Floral and Gift Order Request*.

### Exercise 2:

A guest calls the concierge desk. The caller is very upset because someone in the room appears to be having a heart attack. What would you do? Practice as though you are on the telephone with the upset caller.

### Concierge Action #6: Upon check-out,

1. Do a safety check with the guest
2. Be an intelligence gatherer
3. Deliver a marketing message

As the guest checks out, this is the last opportunity to connect and create a firm relationship with the guest. When you assist a guest in checking out, your role is three-fold: 1. safety, 2. intelligence gathering and 3. marketing. Specifically, whether you go to the room to collect luggage for check out or if you only see the guest as he is leaving, you must continue the rapport building that has been the focus of this handbook. How well you do this may determine whether the guest returns to the hotel for a future visit or sends his/her friends and relatives to stay at the hotel to get the same great service they received throughout their stay. To complete the visit as a trusted advisor, do these things:

1. To demonstrate concern for the guest, do a final check with the guest as they leave to assure they don't leave things behind. Ask if they checked the safe and checked under the bed for belongings. Ask if they have their phone charger and all medications they need. This is really a safety check on their behalf.
2. Ask *"How was your stay with us?"* and listen for the feedback. This is your intelligence gathering role.

When guests say *"I will be sure to come back,"* it means you did the right job. This response should be followed by a marketing message to encourage the guest to tell others about the hotel. For example, *"We would love to give your friends and family a great hotel experience too. Please refer us to them when they are coming to the area."*

If the guest tells you about problems during the stay, you must own that information and share it with the management. That information is valuable to the management because it impacts future business. Be sure you log that information into the computer appropriately.



Think about how you can turn this negative into a positive with the guest. Depending on your hotel's policy, you might offer them a complimentary lunch as an apology or a complimentary night's lodging to acknowledge their negative experience or perhaps an opportunity to speak with the Resident Manager so that they know their concerns were heard.

This would be a great opportunity for a follow up communication from the hotel management that acknowledges that the guest's concerns were heard accompanied with an apology, once the guest arrives home.

3. Always leave the guest with a marketing message, planting the seed for future business. For example, *"We look forward to your next visit with us,"* or *"Be sure to refer your friends to us."*

## Communicate with colleagues



Delivering quality service to guests is not possible alone. It requires a collegial environment with your colleagues providing service in the front office area, and it requires maintaining good working relations with the people in every department of the hotel. All staff must work together to deliver the hotel's promise to the guest. If there is in-fighting among the concierge staff, the guest can feel it. And conversely, if the colleagues are working together for the benefit of the guest, this can definitely enhance the guest's experience.

When you have great working relationships with other service people in the hotel, it is much easier to deliver on guest requests for maintenance requests, housekeeping issues, and other front desk requests.

### **Here are a few examples of a team approach to take care of the guest:**

- When a colleague is handling a heavy cart, offer to help.
- When a tour bus arrives, work the established system together to unload, tag and deliver the luggage with all available personnel.
- When a guest complains about a hotel issue, find a solution as quickly as possible, but write it down in the computer and call attention to the issue with personnel on the next shift so that those on the next shift might acknowledge it and assure that the problem was resolved. This provides great follow-up in the mind of the guest.
- When you review the check-in list for each day, notify the hotel manager of the names of VIPs expected to check-in so that the management can properly welcome those important people.

- When you can, introduce the guest to a colleague who might also enhance that guest's experience. This is called a service hand-off.
- If you notice a guest in the hotel that is acting in a strange way, contact security immediately.

Focus on keeping your colleagues happy absolutely impacts the guest. When the concierge and front office staff appear to be enjoying their work, the guest notices and responds with a smile.

Ultimately, the positive regard you develop with and among your colleagues will impact the guest. You want the whole department to deliver the same level of service. The concierge has to trust that the others will provide the same level of service and that his guest will be taken care of.

## Summary

Let's review the key ideas presented and the concierge's key actions identified in this handbook.

### Key Ideas Presented

- High quality service is far more than what we do. It is an attitude and a way of being.
- Guests want and need to be treated as three-dimensional people, not just a source of tips.
- The five star relationship with the guest is about noticing and listening.
- The key to five star service is to maintain a connected relationship during the length of the guest's stay in the hotel.
- When the concierge learns of a guest problem, the concierge "owns" the problem—it becomes his problem to solve.

### Six Key Actions of a Concierge

1. Be attentive, approachable and anticipate guest needs. Do not let guests feel invisible.
2. Create trusted advisor relationship by building rapport, learning about the guest, and creating a service promise.
3. Communicate to the guest that you are willing to help.
4. Be resourceful; be a resource to guests.
5. Promptly deliver on your service promise to the guest.
6. Upon check-out, 1. do a safety check with the guest, 2. be an intelligence gatherer, and 3. deliver a marketing message.

In summary, the concierge plays a key role in the service and marketing efforts of the hotel. It is important to note that it takes a special personality to fulfill the role of concierge in the hotel setting. "Being the smile" is a unique personality style. The role is living in service to others. Playing the role of concierge is not "just a job", but it is a commitment of service to the guest. This commitment can be personally rewarding as guests demonstrate their gratitude to their concierge. Knowing that you made a difference in the life experience of a guest is priceless!



UNIT FOUR

# Appendixes



## Concierge job description

### Be knowledgeable about:

- All of the hotel room types, amenities, meeting rooms, restaurant menus and hours of operation
- All of the current activity in the hotel, such as groups and meetings scheduled
- Returning guests with preferences/special requests
- Driving directions to the hotel from all major roads
- Frequently asked questions about the hotel, the area, or Jordan. (Create a fact sheet and be able to answer questions accurately.)
- Local movie theaters, what is playing and show times
- All Jordan tourist attractions and be able to advise guests about day trips
- Shopping areas, quality Jordan-made souvenir shops, and specific services that guests will likely inquire about, such as pharmacy or currency exchange locations
- Where to find information using the central concierge documents and files
- How to search the internet for information in response to guest needs
- Using and logging information in the hotel's computer system.
- Monitor and communicate with our local area retailers and restaurants to promote good relationships and to know developments and deals for our guests.
- Collect valuable feedback from our guests so that we can improve our service
- Be an ambassador for our hotel, opening the possibility of, or booking, return visits of guests.

### Weekly:

- Update concierge files with current and upcoming events and movies listings that may be of interest to guests
- Complete any weekly projects as assigned

### Daily:

- Print and complete check lists for the concierge desk
- Read and communicate all concierge notes
- Complete and cancel special request forms accurately for all amenities and services
- Leave notes on reservations when delivering items to a guest room
- Create a VIP report and email it to department heads and managers
- Assemble keys and hotel welcome packages for any VIP or "rewards" guests

### **Always:**

- Call each guest by name
- Communicate effectively with our guests and vendors to provide the best service possible
- Check hotel email 23- times per hour and respond immediately, forwarding all positive and negative guest emails to a guest service manager
- Check hotel voice mail immediately and respond immediately

### **As needed:**

- Assist with check outs in the morning, guests waiting in line at the front desk at any time, or taking future reservations as they are called in
- Answer the front desk phone when it cannot be answered by a front desk agent
- Assist at bell stand
- Update and add businesses/restaurants to our central concierge file.
- Provide conflict resolution to our guests where needed and personally ensure their stay is memorable for positive reasons.

### **Upon guest request:**

- Fulfill every reasonable/ethical guest request as quickly and accurately as possible
- Secure guest dinner reservations
- Order tickets to a requested venue for guests
- Order flowers
- Print boarding passes
- Reserve multiple transportation and recreational services for guests such as tour vans and golf tee times
- Secure transportation for small parties, i.e. taxi on call, sedan
- Advise guests about enjoyable day trips and arrange accommodations

## Concierge policies and procedures

1. The concierge desk must always be attended by a front office employee or manager.
2. During peak lobby hours, the concierge must always be standing in the lobby, visible to guests passing through
3. All checklists, chores and tasks assigned must be completed before the end of the shift
4. All guest messages and inquiries must be completed by the initial concierge
5. Complete request forms for all requests with outside vendors, including transportation, floral, spa equipments rental, or other service requests. In hotel room service and dinner reservations should also have forms completed.
6. The concierge will always attempt to sell hotel services, such as restaurant or spa, before making suggestions for outside establishments.
7. Hotel equipment, including computers, internet access and telephones are to be used ONLY for hotel business and NOT personal business.
8. The concierge may not read any personal material while on duty at the concierge desk.
9. The concierge phone is NOT to be used by guests to dial outside lines. Guests should be directed to use the house phone to dial outside lines.
10. The concierge will keep all guest information confidential and secure.
11. The concierge must always stand to greet guests as they approach.
12. The concierge must NEVER give out a room number without a valid photo ID of a registered guest.
13. The concierge must NEVER eat or drink in the lobby or guest areas.

### Sample Request Forms

Here are sample forms and checklists to ensure that you get complete information to handle the task that the guest is requesting.

In this appendix, you will find forms to track:

- Dinner Reservation Requests
- Equipment Rental Requests
- Event/Tour/Day Trip Arrangement Requests
- Floral and Gift Order Requests
- Massage/Spa/Salon Service Requests
- Print Boarding Pass Requests
- Transportation Arrangement Requests

## Dinner Reservation Request

Today's date	
Name of guest	
Room number/Check-in date	
Date of reservation	
Time of reservation	
Restaurant choice	
Number in party	
Is this a special occasion?	<input type="checkbox"/> No <input type="checkbox"/> Yes    If yes, please specify and communicate to the restaurant
Special requests	
Does the party need transportation to the restaurant?	
Restaurant booked for service	Venue:
	Time of reservation:
Phone number	
Driver booked	Name of driver: Time booked:
Phone number	
Did the concierge confirm arrangements and cost with the person requesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No  Date and time confirmation was completed:  Person confirmed with:
Concierge responsible	

## Equipment Rental Request

Today's date	
Type of equipment requested	
Guest name	
Room number or check-in date	
Date equipment is needed	
Date equipment will be returned?	
Description of equipment needed	
For medical equipment, such as wheelchair, crutches, etc:	Height of guest Weight of guest
Payment method	<input type="checkbox"/> Cash <input type="checkbox"/> Room charge <input type="checkbox"/> Credit Card
Type of card	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex  <input type="checkbox"/> Diner's Club
Name on the card	
Card # and expiration date	
Total charges	
Company booked for service	
Phone number	
Did the concierge confirm arrangements and cost with the person requesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No Date and time confirmation was completed:  Person confirmed with:
Concierge responsible	
Date and time equipment was delivered?	

## Event and Tour/Day Trip Requests

Today's date	
Guest name	
Room number or check-in date	
Type of request	<input type="checkbox"/> Event Reservation and Ticketing <input type="checkbox"/> Tour /Day Trip Request <input type="checkbox"/> Other
Number in party	
Date requested for reservation	
Time requested for reservation	
For event ticketing:	Event start time requested?  # of tickets needed?  Seating requested:
For event ticketing:	Seating obtained:  Cost of ticket order
Payment method	<input type="checkbox"/> Cash <input type="checkbox"/> Room charge <input type="checkbox"/> Credit Card
Type of card	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diner's Club
Name on the card	
Total charges	
Company booked for service	
Phone number	
Did the concierge confirm arrangements and cost with the person requesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No Date and time confirmation was completed:  Person confirmed with:
Concierge responsible	

## Floral and Gift Order Request

Date of order	
Name of party receiving flowers	
Room number	
Check in date	
Delivery date requested	
Delivery time requested	
Name of party requesting	
Phone number of party requesting	
Room number if a registered guest	
Payment method	<input type="checkbox"/> Cash <input type="checkbox"/> Room charge <input type="checkbox"/> Credit Card
Type of card	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diner's Club
Name on the card	
Card # and expiration date	
Card verification number	
Does the guest need a receipt? If yes, email address?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Requested price range?	
Actual florist cost?	
Description of item to be ordered	
Special instructions	
Card inscription	
Name of florist order was placed with	
Concierge responsible for order	
Date and time flowers were delivered Hotel staff accepting the order	Date: Time: Received by

## Massage/Salon/Spa Service Request

Today's date	
Service date requested	
Time requested	
Service requested	<input type="checkbox"/> Massage <input type="checkbox"/> Hair <input type="checkbox"/> Waxing <input type="checkbox"/> Manicure <input type="checkbox"/> Pedicure <input type="checkbox"/> Other
If massage requested, how long?	<input type="checkbox"/> 30 Minutes <input type="checkbox"/> 60 minutes <input type="checkbox"/> Other
<b>Special requests</b> Massage: <input type="checkbox"/> Male Therapist <input type="checkbox"/> Female Therapist <input type="checkbox"/> No Preference <input type="checkbox"/> Massage Style  Hair: <input type="checkbox"/> Cut <input type="checkbox"/> Color <input type="checkbox"/> Styling <input type="checkbox"/> Other  Other	
Guest name	
Room number/mobile number	
Name of massage therapist / hair stylist	
Did the concierge explain pricing structure for services at the time of request?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Was the appointment time confirmed with the guest?	<input type="checkbox"/> Yes <input type="checkbox"/> No When?
Concierge responsible	
Payment method	<input type="checkbox"/> Cash <input type="checkbox"/> Room charge <input type="checkbox"/> Credit Card
Type of card	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diner's Club
Name on the card	
Card # and expiration date	
Card verification number	

## Print Boarding Pass Request

Today's date	
Guest name	
Room number	
Flight time/date	
Airline	
Confirmation # OR rewards #	
# of passes to print	
Last name of passenger(s)	
First names of passenger(s)	
Concierge responsible	
Time passes were delivered to guest	

## Transportation Arrangement Request

Today's date	
Guest/group name	
Room number	
Mobile/work/home number	
Date of service	
Number of people to transport	
Pick-up time requested	
Pick-up location	
Drop-off location	
Round trip?	<input type="checkbox"/> Yes <input type="checkbox"/> No Time of pick-up to return:
If to airport:	Carrier Flight Number Scheduled Time of Flight
Payment method	<input type="checkbox"/> Cash <input type="checkbox"/> Room charge <input type="checkbox"/> Credit Card
Type of card	<input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diner's Club
Name on the card	
Card # and expiration date	
Total charges	
Company booked for service	
Phone number	
Do they need an ID sign?	
Did the concierge confirm arrangements and cost with the person requesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No Date and time confirmation was completed: Person confirmed with:
Concierge responsible	



