

## RECEPTION OF CUSTOMERS

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### **Abstract**

*Reception of customers is one of the most important moment in the activity with tourists who arrive in a hotel because the first impression is very important. From the first moments tourist must feel hospitality and involvement of staff to fulfill all the wishes.*

**Key words:** : reception, tourists

### **INTRODUCTION**

There are several situations.

The first situation is of the tourist without reservation, which in its turn is divided into two categories: there are free rooms at the hotel or the hotel is full.

This second situation is when the customer has booking. Here, depending on the type of customer is acting differently. So we have clients: simple clients, clients of the house, VIP clients and groups.

### **MATERIAL AND METHOD**

#### 1. Customers without reservation

Hall staff (porter) or the concierge, follow the rules of conduct to any person entering the hotel.

- Dress code is flawless.
- The car door is opened.
- The smiling, looking the person in the eye, greet with respect.
- It is invited in the hotel and indicates the reception (or other place that is interested).

Reception staff, always facing the door and standing, facing the person who goes to the reception, it smiles; it is looking in the eye, say hi. Then, is welcomed and is providing support.

Are distinguished the following situations:

There are rooms available.

Obtain the necessary information, and:

- Are recorded the customer data: name, address, number of people during your stay.

- Apply sales techniques: it offers the most expensive, presenting her strengths, then the tariff shall be communicated (presented at a time, in order of decreasing tariff, other types of rooms available);
- Check the status of persons receiving special tariffs shall be paid the appropriate fee;
- Shall be given to customer, to complete, sheet of arrival and departure, based on the ID.
- Face sheet ID (do not retained the identity);
- Method of payment is established;
- Entire stay is required payment - cash, traveler's check, credit card;
- Opens the client's account (for other services);
- Is giving increased attention to people with special needs (typically, have reservation);
- Check the chart room and the list of arrivals;
- Is allocated room, it is noted in the fiche;
- Change in the situation of the room allocated chart;
- Shall be given to the key and key card
- Are given information about the hotel (more numerous if it is the first visit)
- Is offered luggage transport service if is missing is explained detailed location of the camera, how to use the key, use the room equipments.

If the person who wishes to rent a room is on the "black list" (of our hotel or of other hotels - bad payers, turbulent, etc.) is in the police pursuit or appears suspicious is act with calm, as follows, depending the situation:

- Politely refusing accommodation, under the pretext of full occupation of the hotel.

- Announcing security service and guard of the hotel.

- Announcing discreetly the police.

There are no rooms available

Receptionist politely informs the customer that the hotel is full.

Advises that in the future to use booking service.

They provide support in finding another hotel, inquiring by telephone if there are rooms available. Inform about the hotel location and means of access.

Invite him to return, even during the same stay, if there will be available rooms.

## 2. Customers with reservations

### 2.1 Individual Clients

After greeting protocol (smile, eye contact, greetings, welcome greeting) provided by all staff with the client comes into contact, receptionist made receiving procedure:

- Identify the client and seek his name to the list of arrivals.
- Rate changes or additions to its requirements in the order of manifested reservation.
- Hand to complete sheet announcement of arrival / departure on the basis of the identity document.
- Face sheet with ID.
- Check the chart room and room the situation of the pre-allocated.
- Features hotel services, restaurant, house rules, etc.
- Features room - location, facilities, equipment.
- Check if the price is known and agreed.
- Check method of payment is established and maintained.
- Requests for the notification of credit card.
- Opens customer account.
- Check if any messages, mail for the client and delivers them.
- Hand key and key card.
- It offers luggage transport service.

#### 2.1.1 Luggage transport service on arrival

Porter get out the luggage from the transport that client arrived and transported to the reception hall.

Porter must always be careful to respond promptly when is called by the receptionist.

It present to the customer and is addressed using its last name.

Ask politely room key.

Loads, carefully the luggage on cart (if not already done so outside the hotel).

Is discreet if the customer is to first visit in the hotel and show him what is on the ground floor (restaurant, bar, shops, etc.).

Gets in the elevator, only if it is enough space (if not, use another elevator or the next transport).

Accompanies the client to lift to room, showing him the fire exits.

Explains how to use the key.

Enters the room, turn on the light, ensure that everything is in order.

Arrange luggage on the special holder.

Check all sources of light, TV, air conditioning installations health and explains how to use.

Presents minibar, miniseif, materials, information and promotion etc.

If something is missing announce governance.

Ask the client if it is them wishes a happy and enjoyable stay.

If something does not work announce the reception to change the room.

If the customer does not like the room, announces receipt.

If another room is assigned, the client will wait to bring the key and will be conducted in that room.

2.1.2 Situations where accommodation can not be done (immediately or at all)

Room is not ready (very serious, if is a client with appointment and come regular after starting the day the hotel) in any case, proceed as follows:

They make excuses and explain the situation.

The maximum time where the camera shall be prepared (not exceeding the range communicated).

It provides, with tact, suggestions to reduce inconveniences: luggage, waiting / relaxation in the reception hall, giving magazines and materials, bar, restaurant or in another space in the hotel.

They keep a waiting list by type of room and note the time the customer returns (shall be taken account of the order of arrival).

No available rooms (extension of residence, overbooked)

List those with similar hotels of same category, is verified by phone.

They communicate directly to the chief to decide the customer accommodation for in another hotel.

When presenting the client, the hotel makes an apology and explain the situation.

Calling the other hotel, arrange payment of the first night.

They transmitted messages and correspondence received prior to the arrival of the guest.

They tries to convince the customer to return when a room is available.

If accepted is offers the best room available, be provided with a letter of apology, offering a gift.

They provide round-trip transport of customer.

2.2 "Customer of the house"

Defines the phrase "regulars" of the hotel, loyal customers (possibly holding a fidelity cards, club membership etc. loyal customers!)

This category of customers benefit from special treatment, manifested in all phases of hotel service, and therefore a special reception.

Workers must be able to recognize and address them in the name of family.

Receptionist is interested in any additions, changes of preferences; we note in Cardex and monitor their resolution.

Give the key and the letter of welcome.

Communicate changes in the hotel since the previous visit.

Luggage transport service requests.

In case of overbooking or errors must be avoided at all costs, transfer to another hotel of a customer of the house.

### 2.3 VIP Clients

On receipt, is required presence of the General Manager and heads of departments.

Each VIP client is invited to write in the book of honor of the hotel.

Registration formalities should be reduced to a minimum (only signature is required on the form completed by the receptionist).

Each client is led to the VIP room by the hotel manager (head of the reception, head of sales) and then took over governance.

### 2.4 Groups

They provide bus parking, unloading luggage and transport them at the reception for the group.

To avoid congestion, it is best to organize a mini-reception in the hotel space on the ground floor.

Specific steps are:

- Check the after diagram names of group
- Signatures required on the record sheets (if they were completed by the receptionist).
- They handed the keys according to the distribution room (rooming list).
- They record any changes.
- Individual account is opened or on the room to track consumption not covered by contracted service package.
- They handed out map of the city (and other promotional materials and solicitation).
- They sent a copy of the diagram to the porter to identify and label group to transport the luggage room.

## RESULTS AND DISSCUSIONS

As far as I can see the client's first contact with the hotel is very important and should not be neglected.

One of the most important aspects is that a with reservation client when arrives, to receive room, especially if on time arrived, and the most important is that a customer of the house should not be never moved from hotel, regardless of costs.

## CONCLUSIONS

As you can see for each different type of customer service are personalized. Therefore in a respectable hotel requires skilled and dedicated workers.

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