

# Customer Service

## PROCEDURE VALIDATION

Version	Corporate area	Approved by:	Approval date
1	Operations (Process Owner)	Operations Control Director Chief Operations Officer	July 2012
	Internal Audit	SVP Internal Audit	
	Resources	SVP Human Resources	
	Strategy & Development	SVP Quality & Competition	
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## OBJECTIVE AND SCOPE

The objective of this procedure is to identify the factors and the attitude we must adopt to ensure the guest a pleasant stay.

Furthermore, we will define the steps and guidelines for questions, requests and most common demands requested by guests at the Reception of the hotels. Describing the best practices that will ensure a unique guests experience.

## SUMMARY

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## 1 DAILY SERVICE PERFORMANCE

### 1.1 The regular treatment

Customer satisfaction is determined by the following elements:

- The feeling of being in a warm and comfortable place
- The certainty of being surrounded by professional and competent staff
- A warm and personal welcome
- An educated, friendly and cordial approach
- An interest for his/her taste and preferences and of course providing a reply
- The concern for his needs and welfare
- A quick resolution to his/her problems

Once the guest is in the hotel, we must make sure to provide a calm and comfortable stay. At all times, we must demonstrate that we care for his/her welfare. We must maintain a good image and fulfil the expectations at the moment of the arrival.

During the stay of the guest, it is of vital importance to apply some principles of service which are resumed in the formula 4x2 and "3 is a crowd". Also, we must follow some general guidelines to make the guest always feel welcome and for their stay in the hotel to be as pleasant as possible:

- Every time that we talk to a guest, we will try to memorize the surname of the most important guests (loyal/regular and/or preferred clients) to address them in a personal manner when we meet them.
- In any case, we must smile in a sincere manner and greet the guests each time they approach the Reception, or we meet them in a corridor. A simple *"Good morning"* or *"Good evening"* is sufficient.
- Always when addressing ourselves to the guests, we look at them and have eye contact.
- Use phrases such as: *"Is everything satisfactory?"* *"If you require any assistance, please do not hesitate to inform us"*.
- If the guest requests any of the services of the hotel, try to meet expectations.
- We should be capable of responding to the queries of the guests referring to the cultural offers or leisure areas of the hotel and/or city/region, as well as know how to recommend according to their interests.
- It is convenient to be updated and informed about the special events celebrated at the area of the hotel.

### 1.2 Request for information

We must take into consideration the type of client we are dealing with (business or leisure) to anticipate on their needs.

- It is very probable that the guests who stay in our hotels for leisure reasons will need information about interesting places to visit, cultural offer, etc. In general, they will request and appreciate our recommendations so we must be prepared to provide an answer.
- On the other hand, the clients that stay for business reasons usually stay fewer nights at the hotel and usually require practical information regarding Wi-Fi connectivity, transfers and the distances and time of the journeys, etc.

In any case as an important part of our work at the Reception, we should be able to provide all the necessary information to be able and answer any query or doubt the client may have.

Each hotel should have information related to the city and area it is in and all the Reception staff should know this information through documents on:

- **Leisure time:** Shows with the times and schedules, bars and pubs.
- **Catering:** Restaurants, fast food restaurants, cafeterias and the rest of local recommended restaurants. All these places should be classified by categories of type of food, prices, distance from the hotel, etc.
- **Shopping:** Commercial districts, specialized shops, hairdressers or shopping malls of the city and surroundings of the hotel, rent a car, etc.
- **Culture:** museums, theatres, cinemas, monuments, churches, tourist buses (schedule, prices and bus stops).
- **Children:** funfairs, daycare center per hours, amusement parks, etc.
- **Others:** gymnasiums, pharmacies, supermarkets, newsstands, Work Centers, mass schedules, medical centers, dentists, embassies, consulates, police stations, parcel services, gas station, tourist offices, etc.

All this information should be available for all the Front Office staff. When a guest requests this information, we will print it out and hand it over with the corresponding explanation.

We will check that we have sufficient material, and it is in good conditions to hand the information requested to the guests. Once we notice that we do not have enough maps, flyers and cards, we should stock up more material to be able to provide the guest with the complete information, both verbally as well as written.

When the guest requests information, we should be attentive and demonstrate initiative. Although, we cannot possibly fulfill all the guest's requirements, we should at least guide the guest.

When providing information to the guest, we should take into consideration the following points:

- **Whenever the guest requests about any service always offer as the first option our services (if available) trying to maintain the guest in the hotel. If for some reason the guest turns down this first option, you will indicate the other alternatives outside of the hotel.**

For this, we should always provide and be familiar with:

- The technical resources of the hotel (telephone and fax, safety deposit boxes, internet connections, etc.) with the information about the precise instructions and current rates.
- The directory of services of the hotel (restaurants, bars, room service, picnic, sports facilities, swimming pools, spas, parking, etc.) with precise information about the schedules and all the related information.
- Whenever information about the **restaurants** is requested, we must offer as the first option to the guest our hotel restaurant and describe the restaurant, the type of food offered, the opening and closing time, the menus and the price by highly recommending the quality of our service. We should be able to inform and convince. In many other cities, NH has other establishments that we can also recommend and can interest the guest. We should not forget the NH establishments of other hotels available to the guests even if they are not in house. All these restaurants should be known at the Reception. In case the guest asks an external restaurant, we will provide the information required indicating the type of food, telephone and address. If the guest requests for us to book the restaurant, we will confirm the reservation to the guest.
- With regards to the **tourist information** the guests can request from us; we will provide a map (if available) where we will first indicate the location of the hotel and following the places of interest the guest requests in addition to the roads and means of access.
- **City maps and information about the transportation network** (with the schedules and the routes). The guests should be informed about the best routes to travel from the hotel until the main areas of the city (airport, important companies, museums...). We will provide the map to the guest where we will first indicate the location of the hotel. Therefore, we

must have good knowledge of this information and in case we are not able to offer a reply to a particular question, we must be able to be sure which channels of information we can consult to obtain this information.

- As for the **car rental reservations, spa, gym, taxis, private tours, tickets to shows**, we will have business card holders with all the necessary information. When the hotel has an agreement with an external company, we will inform the guest about the services and advantages which they can benefit from such as the discounts and facilities.

We should have easy access to the contact telephone numbers of different operators and know the type of excursions and visits organized.

### 1.3 Request for medical care or to dispense medication

In case a guest requests medical care, we will inform them of the nearest hospital and or medical care centers or emergency in the hotel (if apply) or nearest to the hotel. If we have a special agreement with any of the medical care centers or a doctor's office, we will indicate to the guest the possibility to receive the visit of the doctor at the hotel and the rates charged.

In case of a medical urgency, we will notify the emergency services.

Never provide any medication to the guests, inform them of the nearest pharmacy.

### 1.4 Duplicate of the key

Only hand in a duplicate of the key upon previous identification, certifying that the person who requests the duplicate of the key is the same person who is staying in the room, or otherwise authorized by the other guest to receive a key. See [Personal Data Protection Law \(FAQs\)](#).

### 1.5 Room changes

In case the guest requests to change rooms due to maintenance problems, cleanliness or because the room does not comply with his/her expectations, we will handle the situation according to the [Suggestions, complaints and claims](#) procedure.

We will provide a new room to the guest according to the availability, provide the same type of room reserved and try to fulfill the requirements of the guest as much as possible (smoking, high floor, exterior room). All the charges will be posted to the new room automatically by the system and we will change the documentation of the guest at the corresponding pigeonhole.

In case the hotel has a bellboy, we will offer his/her help with the room change, if the room change is requested when the guest is not in the room, we offer to move the closed luggage.

Inform the Housekeeping Department of the change and keep this recorded so that it is reflected in the reconciliation of the rooms.

### 1.6 Request to print documents

When the guests request documents to be printed, we will inform them that we have at their disposal a Business Center and inform them about the prices (in case the hotel has this service available and printing service) or we will offer to print it for the guest.

In case we print it ourselves from the computers of the hotel, never accept any storage device (for example: pen drive/USB) due to security reasons of our computer system. Explain the situation to the guest and offer the possibility to send us the documents to print via email.

Also, inform of the rates applied (in case it is not a free service or there are many documents to print).

## 1.7 Lending objects

In some hotels we have items available to lend to the guests: swimming pool towels, mobile phone chargers, etc. Normally, there is no additional charge for the guest. However, in some cases, a deposit is required which is returned when the guest hands in the item. This deposit should be done without taxes and through the system, giving a receipt to the guest.

We should always have the inventory of the objects updated and remind the guest upon check out to return the object.

## 1.8 Request information from the police

It is our duty to cooperate with the police, as well as provide them information about the guests in house always and whenever we receive a written request on behalf of the police. See [Personal Data Protection Law \(FAQs\)](#).

## 2 RELATED DOCUMENTS

Personal Data Protection Law (FAQs)

Suggestions, complaints and claims