


Guest Relations Manager Checklist


Updated version: July 2025

TASK	TASK DESCRIPTION	FREQUENCY	TOOL	DOCUMENT RELATED
GENERAL TASKS				
Email and phone communication	Manage the guest relations email inbox and respond to all inquiries promptly while also handling incoming phone calls with professionalism and efficiency.	Daily	Outlook, Switchboard	
HOD briefing	Attend the daily Heads of Department meeting to stay informed about hotel operations, share guest feedback, and coordinate on VIP arrivals or special events.	Daily	N/A	
Concierge labours	Process and manage guest requests for internal and external services including restaurant reservations, guided tours, transportation, spa treatments, and ticket bookings, ensuring all arrangements meet guest expectations.	Daily	N/A	
TASKS RELATED TO RESERVATIONS MANAGEMENT				
Pick-up previous day	Review the previous day's reservations to identify any VIP no-shows and ensure that any in-room courtesies prepared for them are promptly removed.	Daily	TMSforHotels <i>View reservation - /CCSHT/RS03_IN</i>	No show reservations procedure
VIP arrival assignment	Assign VIP arrivals based on guest status, loyalty program level, special occasions like birthdays or anniversaries, and quality standards, always aiming to meet guest preferences with care and attention.	Daily	TMSforHotels <i>Room assignment - /CCSHT/RS_PREASIG_HB</i>	Pre check in procedure
VIP report	Prepare the daily VIP guest list to coordinate with all relevant departments, ensuring benefits are applied and service standards are elevated to deliver an exceptional guest experience.	Daily	TMSforHotels <i>VIP arrivals - /CCSHT/RS_06_014_ALV</i>	
General hotel availability	Check the day's room availability, preassign all VIP reservations, and in case of overbooking, prioritize protecting VIP bookings from being displaced.	Daily	TMSforHotels <i>Occupancy by room type - /CCSHT/RS_06_04</i>	Book out procedure
Book outs	Monitor and respond to guest requests submitted through online booking platforms such as Booking.com and Expedia, ensuring timely and accurate communication.	Daily		
Requests on websites	Handle and answer the specific customer requests through the online portals (Booking, Expedia, etc.).	Daily	OTAs' portals	
Future reservations	Review and assign upcoming VIP reservations, send welcome emails when appropriate, and contact guests in advance to tailor their stay according to their preferences.	Daily	TMSforHotels <i>Room assignment - /CCSHT/RS_PREASIG_HB</i>	Reservation review procedure
In house reservations	Maintain regular contact with in-house guests, especially during key moments like meals and check-in/out, to ensure satisfaction and share memorable details about their stay.	Daily	TMSforHotels <i>In-House VIPS - /CCSHT/NA_0012</i>	
Personalized treatment	Personally welcome and bid farewell to VIP guests, ensuring their check-in and check-out experiences are fully personalized and aligned with their expectations.	Daily		Check out and invoicing Procedure
TASKS RELATED TO QUALITY MANAGEMENT				
VIP benefits	Ensure all VIP guests receive their entitled benefits in accordance with the VIP policy established with the General Manager, maintaining consistency and attention to detail.	Daily	TMSforHotels, VIP treatment guidelines per brand	MHZone Minor Hotels
Loyalty	Review loyalty guest lists and implement tailored commercial actions for regular customers, including informing them of upgrades, loyalty point accruals, and resolving any duplicated IDs.	Daily	TMSforHotels	DISCOVERY Loyalty Procedures
Quality standards	Monitor and ensure that all quality standards are fully implemented and consistently exceeded, positioning the hotel as a benchmark for the Premium brand.	Daily	Brand Operational Standards	Brand Operational Standards
Room and public areas supervision	Collaborate with the housekeeping manager to inspect VIP rooms and public areas, ensuring cleanliness, proper maintenance, decoration, and floral arrangements meet brand standards.	Daily		
Guests reviews	Monitor and respond to guest reviews from internal surveys and external platforms such as TripAdvisor, Expedia, Booking, and Google, following the hotel's official response strategy.	Daily	ReviewPro, Websites	ReviewPro Support Guest reviews Answering comments guide
Claims management	Address and track guest comments, suggestions, and complaints, coordinating with department heads to develop and implement effective action plans.	Daily		Suggestions complaints and claims FO Quick Guides Collage
Lost items	Oversee the management and follow-up of lost items to ensure they are returned to guests efficiently and satisfactorily.	Daily	TMSforHotels <i>View Lost and Found - /CCSHT/HK_03_PERDI</i>	Handling lost and found items
Quality results	Review quality performance results with the General Manager and share them with relevant departments; if targets are not met, define and implement improvement plans.	Regularly	ReviewPro	ReviewPro
Quality actions	Support and execute the specific quality initiatives promoted within your Business Unit, ensuring alignment with broader service excellence goals.	Monthly	Quality Calendar	
TASKS RELATED TO EVENTS MANAGEMENT				
Events	Support the organization and execution of PR events held at the hotel, ensuring smooth coordination and following up on guest satisfaction afterward.	Daily	TMSforMeetings	
Site inspections	Participate actively in site inspections, delivering a warm and professional experience to ensure guests feel exceptionally welcomed and impressed.	Regularly	N/A	
TASKS RELATED TO TEAM MANAGEMENT				
Shift schedule	Prepare and maintain the shift schedule for the Guest Relations team, ensuring adequate coverage and operational efficiency.	Regularly	Excel	
Processes and Procedures	Monitor compliance with established processes and procedures, reinforcing training and guidance whenever necessary to maintain service standards.	Regularly	Digital Knowledge Workplace	Minor Hotels Organization Portal
Trainings and Knowledge	Ensure completion of all mandatory company trainings, e-learning, and evaluations, including topics such as the loyalty program, workplace safety, and service excellence initiatives.	According to calendar	Talent	Talent




FEEL UNIQUE

Ensure that the guests receive a service adapted, when possible, to their preferences, needs, life styles, ways of working and interacting.



FEEL INSPIRED

Ensure that the NH Collection brand is a reference of elegant and sophisticated atmosphere that exceeds the expectations of our guests. Make them feel inspired by sharing stories and through details and surprises.



FEEL THE PLACE

Ensure that the guests feel accompanied during their stay, as well as connected with their city of destination.