

FRONT OFFICE MANUAL



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1 What is the purpose of this Manual?

This manual is a reference tool that serves for the following functions:

- Inform and train the Front Office staff by explaining the processes, resources, and tools of guest service and the preparation of tasks which will help optimize the management of the functions to be carried out by the Front Office Department.
- Resolve doubts by including important information which is easy to locate and available.
- Introduce good environmental practices that allow us to perform our daily activities in a sustainable manner and committed to the environment.

At NH Hoteles, we strive to pursue the maximum guest satisfaction by providing excellent service, an aspiration that all the employees of the group must share. In order to do this we must:

- Offer our guests products and services that are in accordance with the quality in relation to the price always based on our service standards and management as well as offer a prompt and professional response to their needs.
- Continuously improve our entrepreneurial spirit and business processes.
- Promote the development and innovation of attractive products and services using the technology and resources available to maximize profitability.
- Maintain a solid partnership with all those collaborators involved in the organization (companies, agencies, suppliers, etc.)

We consider processes as a key element for the company strategy which guarantees obtaining the unique model of management.

The Hotel Manager will know the guidelines gathered along the procedures and he/she will be the responsible of ensuring its proper implementation.

2 Customer care characteristics

2.1 What values the client

The hotel chain image influences the client's decision of the hotel he will choose. He will select the hotel that can give him the products and services that he requires to the best possible price.

The client values comfort, attention and safety. A good service given by the front office staff will cover the client's requirements.

2.2 Client loyalty

The client satisfaction will bring the client loyalty. A satisfied customer will become loyal client. It is very probable that satisfied customers will come back to a hotel of the chain, and he will eventually attract new clients.

An unsatisfied customer will share his bad experience to more people than a satisfied client. This gives us the idea that is harder to recover an unsatisfied customer than to keep a loyal client.

There are many aspects that condition the image that a client has of our chain; small details and the staff care give NH Hoteles the human warmth that influences the customer's satisfaction.

The client is the person that comes to us for a service that covers his needs and his expectations. Covering or not his expectations will determine if he comes back to our hotel. So the key is not only to cover his needs but also to exceed his expectations.

3 Basic conduct rules

3.1 Front office staff profile

The characteristics that make special the persons that are part of the front office are:



- **Calling to serve others.** We will find a meaning in offering our abilities to achieve the wellbeing of other persons; we will enjoy the direct contact with them and we will look forward to do it.
- **Perceptive ability.** We are observant persons and we have the capacity to identify and interpret what we perceive and we can anticipate the end of an uncommon situation
- **Friendliness.** We will treat with cordiality and affability the persons we meet, and therefore we will inspire positive emotions in them and we will induce them to trust us.
- **Empathy.** We easily perceive the mood of the people and share their feelings, which help us to understand them and put us in their shoes.
- **Motivation.** We understand the objectives and range of our tasks, we feel interest and satisfaction doing them, and therefore we feel the urge to act with diligence, which is with care and promptness.
- **Autonomy and responsibility.** We take decisions according to the NH Hotels objectives and values, and according to our position and the task we are doing, without constantly asking for help to other members of the team.
- **Communication ability.** We know what we want to say because we understand it and we can explain it with clarity, order and expressiveness, always take care that the person in front of us understand the message that we want to give him. We will try to change the words and the order as many times as necessary until the interlocutor understand the message.
- **Good level of professional and technical knowledge.** We are ready to fulfill all the tasks that are assigned to us and we have an open mind to learn new tasks, as well as knowledge that could improve the quality of our work.

3.2 The front office staff image



Our image, the image our front office staff is very important as it is the very first thing that the client sees as he comes into the hotel, which will condition the whole image that the client has **of the quality of the service and the hotel.**

Due to the importance of the client first impression when he comes for the first time into the hotel and as the image of the front office staff influences greatly this first impression, it is very important to take care of this. This is not important not only because of what the client sees but also because this influence what he thinks about what he sees.

To adopt the correct body language helps at the moment that a person approaches the front office.

The uniform:



- Wear all shift long the certified uniform clean and ironed.
- The jacket has to be always fastened and the shirt collar closed.
- We will always have an extra clean uniform at the hotel.
- We will not add personal decorations to the uniform.
- We will inform our superiors when we think that our uniform has to be replaced.

The ID tag:



- All the NH Employees included the intern employees have to wear their certified ID tag.
- The ID tag has to be in the upper left side of the jacket with the name (if the person has more than one first name one of them will be shorten) and the first last name in full.
- All the hotels will have a DYMO marker machine to make the stickers for the tags. The ribbon has to be transparent or silver.
- The color of the letters will be black; the kind of font will be the Avenir 12. The first initial will be written in capital letters and the rest will be lower case letters.
- Use the flags corresponding to the languages the person speaks fluently.
- There are special tags for the intern staff.
- The NH&YOU pin has to be on the upper left side of the jacket above the ID tag.

Appearance:

	Discreet make-up
	Non ostentatious jewels
	Clean shoes and correct heel height
	In the case of having long hair (under the shoulders) then we will wear the hair up
	Natural color panties
	If we use nail varnish we will use soft and discrete colors
	Long hair is not allowed
	Well shaved or well grown beard or moustache
	Clean shoes and correctly tie laces
	No earrings
	Soft perfume
	Classic black shoes
	Clean and well combed hair
	No piercing in visible part of the body
	Neutral hair color, not eye-catching
	Clean and well cared nails, always short for man, and short or medium for woman.
	We can only wear a discreet watch and/or ring (no necklace or wristbands for security reasons)

Hygiene:

- It is very important to take care of our daily personal hygiene and to use deodorant.
- Avoid using strongly perfums.

Personal goods:

- It is not permitted to use personal mobile phones or other electronic devices during working hours.
- All the personal items should be left in the lockers.

Order and cleanliness:

These linguistic terms are known worldwide without a doubt and they are also powerful tool which transmit our corporate image and our willingness to care for the details. Cleanliness is a responsibility shared by all.

Highlines – Remember:

- All the items are in their corresponding place (armchairs, umbrella stands, baggage or parcels that the clients requested to be guarded by a client)
- The daily press is available and in order.
- The bins are empty.
- The check in desk has no dust on it.
- The ashtrays are clean of papers, wrappers or anything that a client could have dropped in them.
- The flowers are in good conditions.
- The music, the lights and the air conditioned in the hall are correct.
- All the records, notification and all kind of documents are out of the client's sight.
- The information for the currency Exchange rate is a visible place.
- There are no stains on the carpet or the rug.
- The corporative material (NHHG Rewards, Agua de la Tierra, digital frame, etc.) are correctly paced and do not interrupt the communication with the costumer.
- The screens of the computers are placed for a correct communication with the client and do not become a Wall between us.

When we manage document we have to be very organized to avoid the loss or mislay the documents. File the documents in the appropriated folder or drawer. If the income of clients to the hotel is very high and we cannot file the documents at that moment we will group them using a clip to avoid the mixing. .

3.3 Basic politeness rules

The basic politeness rules warranty a professional attention:



- We will never serve a client sited; as soon as we see a client approaching we will adopt a formal posture, we will raise our eyes, supervising and paying attention, avoid rude words, disparaging movements and out of place comments.
- Refer to the client as Sir or Madam or the last name if we know it.
- Do not be on first-name terms with the guest even if he/she is a regular guest unless this is requested by the guest. Even if the guest has previously requested for us to be on first-name terms, we will never do so in front of others.
- Be friendly, polite and efficient with the client.
- Keep your voice audible to the client we are referring to but not for the rest of the persons around.
- Have a close relation with the client but without abusing his trust.
- Always welcome the client we he arrives and wish a nice trip we he leaves.
- Be discreet and never tell any details of a client that is, will be or has been in the hotel to another client. Under no circumstances we will never mention or criticize a client even if another client does it.
- Use a polite vocabulary.
- Do not use rude language.
- Do not gesticulate too much.
- Do not make unpleasant comments.
- Avoid maintaining conversations of internal or personal matters in the presence of client or in public areas.
- Always look into the eyes to the client when he speaks to us, and as much as we can when we speak to them.
- Do not make private calls in the work time without express authorization from a supervisor. We will never use the front office phone or the switchboard. Think about the image of the client trying to reach the hotel and not finding anyone.
- Always thank heartily and sincerely the clients after any conversation with them.
- Always use “please” for every question or petition we make to the client.
- Take care of the nonverbal communication. Remember we are all shift long in a play.
- Keep your cellular phones all shift off. If there is any major reason and exceptionally we can keep it on in silence mode.
- Never speak about price in front of the clients, and if we must we will try to avoid the client hearing us. We can give the client written on a paper but we will never speak aloud the exact price.

- Do not chew gum, do not eat or drink at the front office.
- Do need read the press at the reception even if the client cannot see what we are reading.
- Do not use our professional slang with the client (For example: party ID, check-in, check-out, 20 hours, etc.)

3.4 Security protocol

One of the aspects that the front office has to take more care is the security, as it directly affects our service and the image of NH Hotels. We will define the basic security rules that have to be meticulously observed:

- At the moment of the welcome or at any other interaction with the client, we will never mention his room number only the floor number where it is located.
- In any case we will give information to anyone about our clients. We will not even give information about:
 - Time of arrival and departure (It is very common to be asked when he did left, if we know if he will come back, etc.)
 - Any personal information of any kind.
 - Date of arrival or departure.
 - Any data about past stays or clients, or any data about future bookings.
 - When we receive a call asking for a client, we will transfer directly the call to the room and we will not give the number to the caller even if he asks for it
 - We will only give a key duplicate if the person who asks for it shows us a valid ID and confirming that is the same person staying in the room or any person authorized by the client
 - To give this authorization we will take note of the full name of the person that will ask for the duplicate. When the person asks for the duplicate we will confirm his identity with a valid ID.
- We will take into account that for the meeting rooms we will follow the same rules. When we are asked for the key we will require a valid ID from a person authorized.
- Any element or object that a client leaves at the front office for another person will be given after check a valid ID. We will ask the client to give the full name of the person that will come to get the element or package.
- Keep your voice audible to the client we are referring to but not for the rest of the persons around. Nobody cares about a conversation we maintain with a client or a colleague.
- We have to be vigilant with the entry and exit of persons to the hotel. We recommend greeting all the persons that enter or exit the hotel, they will not appreciate our kindness but it is also a security control. Be extra careful at the moments when there are many people at the hotel's hall, especially if there is many people at the check in desk (check out or check in). We have to take care if there are persons in the hall behind the client we are speaking to.

- Lost Luggage. If there is any luggage in the hall it has to be left in the baggage room or recommend the client to leave it in the baggage room.
- We write down the date and time of any issue unusual situation to help the search in the security tapes.
- We will make sure that all emergency exits are clearly indicated and that they are free of obstructions.
- If we detect any suspicious person we will notify it immediately.

Our relation with the client is based on the trust. We have to give the client the warranty that we deserve that trust. That is why we promise to follow our security protocol.

4 Manual structure

All along the documents we will find icons that will help to situate the procedure for each case.

