

# BANGKOK CAMPAIGN OPERATIONS GUIDE

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## 1. Overview and Scope

The Bangkok Campaign involves three primary service departments:

- Hotel Booking
- Flight Booking
- SPA Services

***Disclaimer:** Our role is to assist the customer with the booking process.*

### 1.1 Role of the Co-ordinator

As Co-ordinators, we act as the bridge between the Hotel and the Customer. We assist customers in navigating their booking; however, **we do not book the hotel from our side.**

### 1.2 Geographical Coverage

The campaign covers the following cities in Thailand:

- Bangkok (Accounts for 80% of the customer base)
- Phuket
- Pattaya

### 1.3 Customer Demographics

Inquiries typically originate from India, Nepal, and Bangladesh. Additionally, we handle "Local" customers.

**Note on "Local":** This refers to local residents of Thailand or people currently in Bangkok who hold UK or US citizenship.

## 2. Communication Protocol

### 2.1 Conversation Structure

1. **Introduction and Warm Greeting:** Start the call professionally.
2. **Purpose Inquiry:** Determine the specific needs of the caller.
3. **Assurance:** Provide confidence in our assistance.

4. **Information Gathering:** Collect necessary data points.

## 2.2 Required Information Checklist

- **Customer Name:** Confirm the full name.
- **Nationality:** Confirm (e.g., India, Pakistan, Nepal, etc.).
- **Destination City:** Ask which city they require (Bangkok, Pattaya, or Phuket).
- **Accommodation Needs:** Confirm number of rooms and number of people.

## 3. Booking Policies and Guidelines

### Age Classification:

- **Infant:** Children up to age 3.
- **Child:** Children between age 3 and 11.
- **Adult:** Anyone above the age of 11.

### 3.1 Booking Window

Check-in time is standard at **1:00 PM**, and logout/check-out time is **10:00 AM**. This duration is considered one (1) day.

### 3.2 Special Services and Requests

- **Dietary:** Specific requests for home-country food.
- **Child Rooms:** Customers may request rooms without alcohol.
- **Transport:** Coordinate pick-up services (e.g., airport taxis).

### 3.3 Visa Status Requirements

Verify the customer's visa status based on nationality:

- **India:** Generally Visa on Arrival (no pre-visa required).
- **Bangladesh/Others:** May require a pre-visa.

If the customer already holds a visa, confirm the **tenure and duration** of the visa.

## 4. Flight Requirements for Entry

To enter Bangkok, customers must present three essential items:

1. **Return Flight Ticket**
2. **Hotel Booking Confirmation**

3. **Proof of Funds:** Must show at least 10,000 Bahts.

*Requirement:* If a customer does not have a flight booking, we cannot proceed with the hotel booking for them. Lack of a return ticket often indicates a lack of genuine interest.

## 5. Payment and Finalization

### 5.1 Booking Types

- 1. **Partial Payment:** Pay 25% of the amount 48 hours before check-in directly to the hotel.
- 2. **On-Spot Payment:** Pay the full amount upon arrival.

### 5.2 Closing the Call

After entering all details into the system, a **Ticket Number** will be generated. Share this reference number with the customer and inform them that the backend team will contact them shortly.

## 6. Partner Hotels

| Bangkok                | Pattaya                       |
|------------------------|-------------------------------|
| Holiday Inn            | Holiday Inn                   |
| Crowne Plaza           | Royal Cliff                   |
| InterContinental       | Arbour                        |
| Sheraton (Four Points) | Pattaya Marriott Resort & SPA |

# STANDARD OPERATING PROCEDURE: FLIGHT BOOKING PROCESS

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## 1. Authorized Carriers

- Thai Airways
- Bhutan Airline

## 2. Information Collection Checklist

The following information must be obtained and confirmed with the customer to complete a flight booking:

| # | Information Required           | Description & Guidance                                                                                                             |
|---|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Number of Passengers</b>    | Confirm the total number of passengers onboarding the flight.                                                                      |
| 2 | <b>Names of Passengers</b>     | Confirm the full legal name and spelling of every customer onboarding the flight.                                                  |
| 3 | <b>Infants</b>                 | Inquire if there are any infants traveling and the exact count.                                                                    |
| 4 | <b>Departure &amp; Arrival</b> | Identify the departure city (e.g., Delhi, Kolkata, Mumbai). For Bangkok arrivals, specify the airport: Don Mueang or Suvarnabhumi. |
| 5 | <b>Date and Time Window</b>    | Confirm the preferred travel date and time of day (Morning, Afternoon, Evening, or Night).                                         |
| 6 | <b>Special Instructions</b>    | Identify if any passenger is handicapped or requires wheelchair assistance.                                                        |
| 7 | <b>Visa Status</b>             |                                                                                                                                    |

| #  | Information Required      | Description & Guidance                                                                                                                |
|----|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
|    |                           | Verify if the customer already possesses a valid visa and record the status on the form.                                              |
| 8  | <b>Hotel Booking</b>      | Determine if the customer requires hotel accommodations as part of the booking.                                                       |
| 9  | <b>Seat Preference</b>    | Confirm preferred seating (e.g., Window, Aisle, or Middle seat).                                                                      |
| 10 | <b>Nationality</b>        | Record the passenger's nationality (e.g., Indian, Pakistani, UK, etc.).                                                               |
| 11 | <b>Flexible Dates</b>     | Check if the customer is flexible with dates (e.g., if April 22nd is unavailable, would they travel on the 23rd?).                    |
| 12 | <b>Luggage Preference</b> | Inquire about baggage needs. Note specific carrier allowances (e.g., 20kg check-in/30kg cabin) and check for additional requirements. |
| 13 | <b>Budget</b>             | Ask the customer for their planned budget for the trip.                                                                               |
| 14 | <b>Meal Preference</b>    | Confirm dietary requirements, specifically Veg or Non-Veg preferences.                                                                |
| 15 | <b>Layover Preference</b> | Determine if the customer wants a direct flight or is comfortable with transit/layover flights.                                       |
| 16 | <b>Special Requests</b>   | Note requests for specific beverages (Alcohol/ Wine) or specific cuisines (Indian, Thai, etc.) beyond standard meals.                 |
| 17 | <b>Payment Method</b>     | Confirm the preferred payment gateway: Credit Card, Bank Transfer, Net Banking, or other gateways.                                    |



# Standard Operating Procedure: Spa and Massage Reservations

Service Department Internal Use Only

## I. Information Requirements

| #  | Field Name                   | Standard Operating Procedure / Description                                                                                                                                                       |
|----|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Customer Full Name           | Obtain and confirm the legal full name of the customer.                                                                                                                                          |
| 2  | Date and Time                | Confirm the specific date and exact time for services. Standard service duration is 1 hour.                                                                                                      |
| 3  | Time Window                  | If the customer is unsure of the exact time, confirm a general window (Morning, Afternoon, or Evening).                                                                                          |
| 4  | Special Requests / Allergies | Inquire about any body allergies related to oils or fragrances. Ensure a formal note is made for the therapist.                                                                                  |
| 5  | Budget                       | Confirm the customer's budget per person for the requested services.                                                                                                                             |
| 6  | Service Location             | Confirm if the service is 'Indoor' (at the spa center) or 'Outdoor' (at the customer's location).                                                                                                |
| 7  | Massage Type                 | Confirm preference: Normal Oil Massage, Body Spa, Foot Spa, or Herbal Massage (e.g., Orthodox or Country massage using herbal oils). If the customer is unsure, record as 'Asking for Feedback'. |
| 8  | Contact Number               | Record a primary contact number, ensuring it is also available on WhatsApp.                                                                                                                      |
| 9  | Email ID                     | Optional field for additional communication.                                                                                                                                                     |
| 10 | Age Group                    | Optional field. Categories: 20-30   31-40   41-50.                                                                                                                                               |

## II. Customer Rebuttals & Handling Scripts

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**Customer: "Why do you need my details?"**

*Agent Response: "Mr. Customer, we require these details to assist with the reservation process and ensure a seamless booking update in our system."*

**Customer: "Where are you based?"**

*Agent Response: "We are based in India, with offices in cities such as Mumbai, Kolkata, etc."*

**Customer: "Tell me the rates."**

*Agent Response: "Mr. Customer, we are the Service Department. We gather your requirements and pass them to our Sales Team. You will receive a call shortly from them with all rate information."*

**Customer: "What is your job role?"**

*Agent Response: "This is the Service Department, not Sales. We facilitate the reservation by taking your information and passing it to the Sales Team for finalization."*

**Customer: "Is my data secure?"**

*Agent Response: "Do not worry; we are affiliated with the Data Protection Act. All information is encrypted and will not be accessed by any 3rd party."*

**Customer: "What if I don't get a call?"**

*Agent Response: "We process applications within 30-60 minutes. You will surely get a call. You may take my name as a commitment; if you don't hear back, you have the option to file a complaint against me."*

**Customer: "Am I currently booking my flight/hotel?"**

*Agent Response: "We are not performing the final booking right now. We are reserving a slot for you, and the Sales Team will contact you shortly to take it further."*

**Customer: "Why don't you give me the rates?"**

*Agent Response: "As the Service Department, our job is to process your application. The Sales Team specializes in pricing and will provide those details when they call to book your services."*

**Customer: "How do I cancel?"**

*Agent Response: "There is no commitment yet. If your plans change, simply call us back on the same number to cancel the request."*

**Customer: "Send me something in writing."**

*Agent Response: "We work exactly as you prefer. Once the Sales Team calls you, everything discussed will be documented and sent across to you."*