

UNIT – III FRONT OFFICE ORGANIZATION

Front Office Organization & Hierarchy - Small, Medium and large hotel - Duties and responsibilities of principle staff and their job description FO Mgr - DM/LM - FO, FO Agent – Cashier - Bell Captain, Bell boy, GRE-Concierge- Attributes and Qualities of Front Office Staff. Telephone manners& Standard Phrases required for front office staff.

ORGANIZATION CHART

An organization chart is a hierarchal, graphic representation of the structure of an organization — a list of all positions and the relationship between them.

It shows where each position fits in the overall organization, as well as where divisions of responsibility and lines of authority lie.

It is a visual representation of how a firm intends authority, responsibility, and information to flow within its formal organizational structure.

It usually depicts different management functions (accounting, finance, human resources, marketing, production, research and development, etc.) and their subdivisions as boxes, linked with lines along which decision-making power travels downwards and answerability travels upwards.

The chart indicates direct reporting relationships as well as indirect relationships, which, though not connected directly, involve a high degree of cooperation and communication.

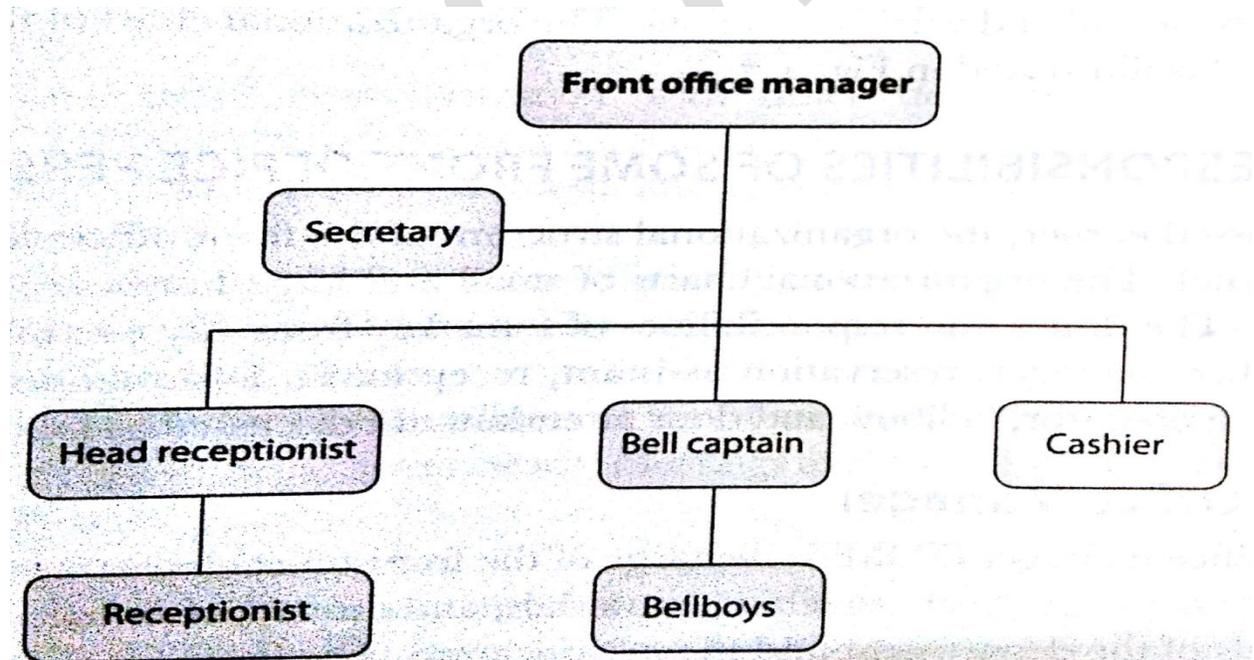
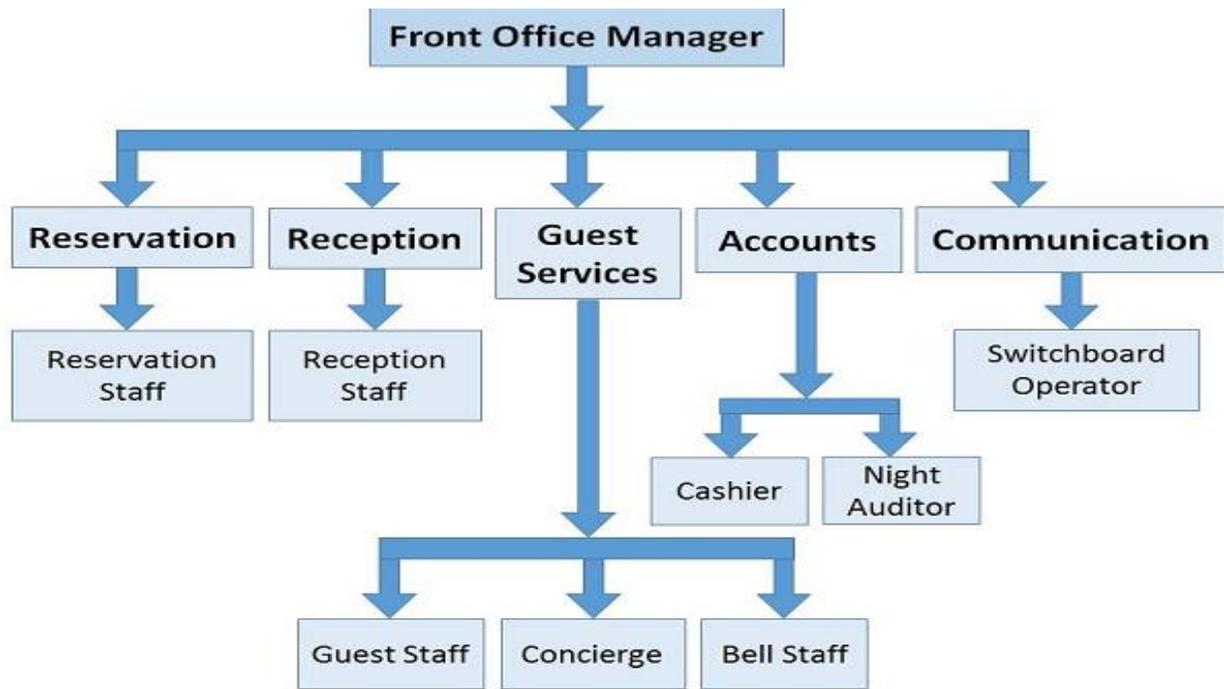
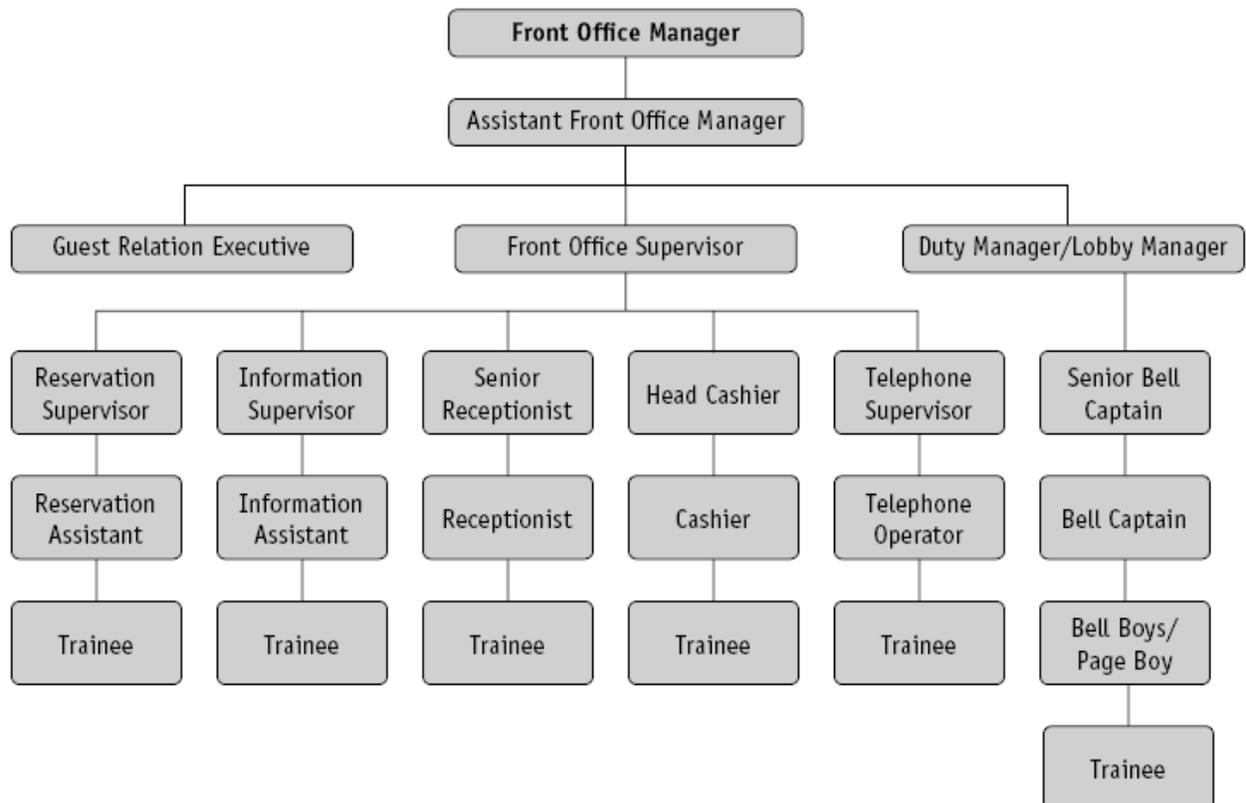


Figure 4.6 Front office organization of a small hotel

Front office Organization chart of Medium Hotel



Front Office Organization chart of a large Hotel



What is a Job Description?

A job description as the name suggest is a written description of the job to be, the permits or limits within which a job to be done. These parameters include duties and responsibilities, job position, reports to, working hours, etc. Most organizations hand over a job description to all new recruits.

DUTIES & RESPONSIBILITIES OF FRONT OFFICE STAFF:-

A). FRONT OFFICE MANAGER: -

Reports to GM or RDM

Educational Qualifications: 3 years degree or diploma in hotel management from a recognized university or an institute.

Experience: Minimum 5 years of hotel experience with 2 years' experience as front office supervisor.

Managerial Position

1. Directs and coordinates the activities of the front office department. which includes room reservations, guest room assignment, mail and information.
2. Maintains and/or develops applicable operation procedures involving both convention and non-convention reservations, controlling of open and closed dates,
3. Must understand the functions of, and be able to cooperate with closely related departments such as front office cashiers, assistant manager. credit, sales, housekeeping, service and inter-hotel reservations.
4. Meets with executive management and supervisors from these and other departments at regular intervals to plan and coordinate hotel housing activity.
5. Operates the front office department within the allotted budget for the department.
6. Works closely with various convention group secretaries to aid their planning of arrival and guest housing.
7. Meets with individual guest or convention group representative on problems of room assignment, price and location.
8. Prepares reports to the management and other supervision relative to anticipated rooms occupancy, reservation pattern, expected check-in and out.
9. Responsible, along with the personnel department, for the employment and training of staff.
10. Aids and promotes in carrying out hotel-employee relation policies such as courtesy program, work performance records, vacations, etc.

B). ASSISTANT FRONT OFFICE MANAGER:

Job Title: Assistant Front Office Manager

Job Category: Managerial

Reports to: Front Office Manager / Rooms Division Manager



Hours of Duty: 8 hours shift a day / according to hotel's policy

Position Summary: Assist Front Office Manager in all day to day activities and in his absence acts as Front Office Manager.

1. Assists front office manager in supervising and coordinating the day to day operations of the front office staff and resolves internal problems.
2. Co-ordinates staffing of mail and information and reservation clerks with their supervisors.
3. Arranges schedules of room salesperson.
4. Liaises with sales department for present and future convention and group bookings.
5. Corresponds with future guests and blocks suites and special request for large conventions.
6. Deals with problems arising from guest complaints and reservation and room assignment activities.
7. Interviews and hires applicants.
8. Responsible also for any miscellaneous duties assigned by the front office manager.
9. Assumes responsibilities of front office manager upon his absence.

C) RESERVATION MANAGER/ ASSISTANT MANAGER RESERVATIONS: -

1. Supervises and answers inquiries of reservations agents.
2. Arranges schedules of reservations agents.
3. Maintains close liaison with secretaries of major companies that do business with the hotel. Frequently called upon to entertain these secretaries.
4. Types and processes reservation requests received by phone, telegraph, letter at Is responsible for accurate and effective handling of reservation tally sheet.
5. Advises and informs front office manager or assistant on duty of significant increase or decrease of reservation tally, which could affect hotel's open or close status.
6. Types and files reservation slips. Types confirmation slips.
7. Trains new agents in all aspects of above.
8. Supervises and coordinates activities of filing clerks.
9. Opens and routes all mail addressed to front office. Time stamps all correspondence.
10. Marks mail to emphasize important points for reservation typist.
11. Keeps a record of all reservations and makes a monthly room nights' report; in addition, prepares half year report of all accounts and their respective production.

D) LOBBY MANAGER

1. Schedules the duty roster and determines justification for manpower strength.
2. Handles guest complaints, and ensures that the front office has good relations with all departments. Co-ordinates with various departments for effective guest handling.
3. Co-ordinates with front office (reception and information) to facilitate rooming and departure of guests and front office cash (to allow credits).
4. Does liaison between the travel counter, airlines regarding arrival and departure of flights. Takes constant rounds at night of all operating areas to ensure a smooth functioning.
5. Passes credit bills in the absence of assistant front office manager.

6. Trains all staff under him, and trainees as well.
7. Co-ordinates with the security and ensures that no unwanted happening takes place in the hotel.
8. Attends general manager's meetings.
9. Completely responsible for all going-ons in the lobby, and operating public areas and rooms at night as well.

E) FRONT OFFICE ASSISTANTS: -

The front office assistants who assist in the selling of rooms & handles various activities, which are managed by the following 3 assistants: -

1. Reservations assistants.
2. Reception/ registration assistants.
3. Information assistants.

1. RESERVATION ASSISTANTS: -

1. Courteously & promptly handles all reservations on phone, by mail, telex cable & a computer.
2. Up-date the reservation register/records in order to have room status chart always ready.
3. Keep a satisfactory par stock of all stationery.
4. Type out advance reservation slips; maintain reservation racks & correspondence files & up-date information in computer.
5. Carry out amendments & cancellations intelligently & accurately.
6. Display reservation position on "flash board".

2. RECEPTION / REGISTRATION ASSISTANT: -

Job Category: -Non-Supervisory

Reports to: -Front Office Supervisor

The friendly welcome given by the receptionist to a guest changes a impersonal hotel building into a friendly and homely place and his unfriendly, hostile and indifferent

attitude may convert the guests experience into an unpleasant and uncomfortable stay. If front office is the hub of the hotel, then the receptionist cm be aptly called as the person who keeps this hotel world moving. He or she is responsible for the guest check in and his stay in the hotel



- i. Be informed on daily room status, have detailed information regarding arrivals, their room requirements and expected departures of the day.
- ii. Check the VIP reservations and issue VIP amenities voucher and any special arrangements.
- iii. Handles FIT, group / crew registrations.

- iv. Maintains stationary of the front office.
- v. Maintain room status absolutely current and up to date.
- vi. Give all departure rooms to house-keeping promptly and take back cleared rooms promptly
- vii. Take room reports/occupancy statistics and maintain inventory of rooms.
- viii. Prepare room discrepancy report. And ensure a double check through lobby attendant Work closely with information assistants.
- ix. Know room history, namely location, kind, rate, theme, if any, and the view each room commands.
 - x. Handles telephones and guest complaints if any.
 - xi. Work in close coordination with reservation assistants.
 - xii. Deal with emergencies when required.
 - xiii. Handle scanty baggage diligently.
 - xiv. Deal with cash, credit cards and check outs and perform cashiers function in a small hotel.

3. INFORMATION ASSISTANTS: -

- i. Distribute room keys to registered guests in the hotel with the arrival errand card.
- ii. Answer incoming telephone calls for room guests & take message.
- iii. Handles all mails & parcels as per procedures laid down.
- iv. Keeps information "aids" like time tables, road maps & hotel guide.
- v. Answer queries on house facilities & place of tourist interest.
- vi. Receives & gives information to guests.
- vii. Maintains guest rack alphabetically.
- viii. Maintain log for guest and staff information.
- ix. Sign departure errand cards in acknowledgement of receipt of room key from a departing guest.
- x. Report keys not received or lost to front office manager promptly.

F) GUEST RELATION EXECUTIVE: -

PURPOSE OF JOB: - to energize the personalization policy of the hotel by effectively handling guests & being a source of information. He or she can also be called a business manager.

1. **Room service:** - for supply of fruits, cookies & mini bar provisions in vip rooms.
2. **Housekeeping:** - follow up on VIP room readiness.
3. **Security:** - to handle emergencies.
4. **Sales:** - to receive information on rates/discounts, group policies & potential guests.
5. Keeps an eye on the tidiness of the lobby area.
6. Looks after the training programme of new staff. Handles complaints.
7. Meets and escorts VIP to their room at check in.

G) NIGHT AUDITOR: -

1. Posts room charges and taxes to guest accounts
2. Processes guest charge vouchers and credit card vouchers
3. Transfers charges and deposits to master accounts

4. Verifies all account postings and balances
5. Prepares a summary of cash, check and credit card activities
6. Summarizes results of operations for management
7. Knows how to operate position machines, typewriters and F O equipment
8. Understands and knows how to perform check-in and check-out procedures
9. Handle errands requested by guests and Front Office staff

H)_BELL CAPTAIN: -

Job Summary -To organize, supervise and control all lobby services to guest satisfaction in a shift

1. Supervise the lobby attendants, control their movements activities on lobby control sheet
2. Take attendance & prepares bell desk staff schedules.
3. Handle left luggage formalities.
4. Organize the luggage at the time of check-in & check-out.
5. Maintain record of all guests with “scanty baggage” and inform assistant manager lobby and front office.
6. Assist security in lobby surveillance.
7. Conduct daily briefing of lobby attendants
8. Attend to guest complaints and handle telephone calls in the absence of assistant manager-lobby.

I) BELL BOY: -

1. Handles the guest luggage, i.e. transporting from lobby to room at the time of check- in, and from room to the vehicle at the time of departure.
2. Put luggage tags at the time of the arrival of the guest
3. Escorting guest to the room and explain the room features
4. Inform about scanty baggage guest at the time of check in
5. Perform sundry guest services like posting letters, getting tickets, making purchases outside the hotel
6. Paging the guest, and handing over messages to the room
7. Handle baggage of guests when they are shifting to another room
8. Distribute news papers
9. To page guests in the lobby
10. To report guests with scanty baggage the bell captain
11. Under instructions from bell captain bring the baggage down from the room on departure. Check the room to ensure that the guest has left no articles in the room by mistake.



J) DOORMAN/COMMISSIONNAIRE/LINK MAN/CARRIAGE ATTENDANT

Job Summary.

To greet guests upon arrival and welcome them.
To bid farewell upon departure and thank all the guests.
His place of duty is outside the main entrance of the hotel

Responsibilities

1. Opens doors of arrival cars and taxis and greets and welcomes guests with a smile.
2. Brings umbrella if needed.
3. Checks baggage before the car or taxi leaves.
4. Ensures smooth traffic flow in the porch and ensures that the porch is always clear. First staff to greet the guest in a hotel.
5. Calls for cars parked in the basement.
6. Should know driving to assist the guest in case of emergency.
7. Performs any other duties as may be assigned.
8. Responsible for cleanliness and orderliness of the front area of the hotel
9. Checks the luggage out pass before allowing the bell boy to load luggage in car.

QUALITIES OF A FRONT OFFICE STAFF: -

The front office staff represents the overall pictures of the hotel & it is thus very important that they possess all those good qualities, which are listed below: -

- Honesty.
- Diplomacy.
- Confidence.
- Ready smile.
- Sympathetic.
- Great patience.
- Physical fitness.
- Clear communication.
- Quick decision making ability.
- Ability to remember names & faces.
- Co-operative with colleagues & guest.
- Job knowledge & emergency procedures.
- Good appearance grooming & personal hygiene.
- Efficiency, high mental stability & professionalism.
- Calm & cheerfulness in spite of physical & mental strain.
- Command of English language & knowledge of foreign language.
- Gracious manners & pleasant, quiet & dignified & socially confident.
- Inherent courtesy & respect for others as the foremost required quality.

TELEPHONE HANDLING

(F) Dealing with verbal enquiries: - A guest when he approaches to the front desk agent either one of the following concept should be in his mind

- (i) Enquiry (ii) Request (iii) Complaint (iv) Suggestion

So always pay attention to Guest queries.

- Wish according to the day.
- Ask how you would help.
- Listen totally; don't interrupt in between the conversation.
- Be polite and courteous while answering.
- Analyze what is the complaint or information he wanted to store or know.
- Act accordingly.
- If it is a complaint check with concerned department and get the feedback.
- If it is a query of information, guide him with proper tools like road maps directions etc.
- Ask weather things are done according to his preference or not.
- Any more doubts, be ready to help and sort out.

Telephone manners and communication

The importance of telephone services: -The telephone service is very important for effective communication for both the hotel and the guest no matter whatever be the size standard of the hotel. The Caller cannot see you and can only listen to your voice verbal communication can be misheard, the caller has a reason and a need for calling, you may be the first contact for the caller with the hotel, you represent the hotel, and the caller is paying for the call.

Golden rules for good telephone etiquettes

- Get organized – Keep pencil and paper neatly.
- Answer all calls courteously.
- Answer all calls promptly (With in third ring).
- Always answer pleasantly and wit greeting (The time of day).
- Identify your establishment.
- Identify your department.
- Ask caller identity and enquire for his need.

You form the impression on the mind of the caller about the organization: -

- Be polite & helpful.
- Speak clearly, slowly & distantly and patient.
- Listen all entirely.
- Make notes, write clearly & legibly.
- Repeat the information.
- Take message accurately.
- Interrupt and transfer the call courteously.
- Complete the call.
- Put the caller on hold if need be.

Do's on telephone: -

- Know how to operate the system.
- Use good telephone techniques.
- Use hotel procedures when dealing with an external call.
- Look after the equipment.

Don'ts on telephone: -

- Don't consider the telephone as a toy.
- Don't be wasteful time on telephone cost money.
- Don't sleep on the phone.
- Don't transfer the calls and get rid of the guest.
- Don't answer phone "Hello".
- Don't leave the line "open"- your caller may hear something confidential or insulting him.
- Don't slam the receiver, no matter how irritated you might be with the caller-or by accident.
- Don't eat, drink, chew smoke, sounds are magnified and are very distracting, as well as impolite.
- Don't end a phone call without a pleasant close

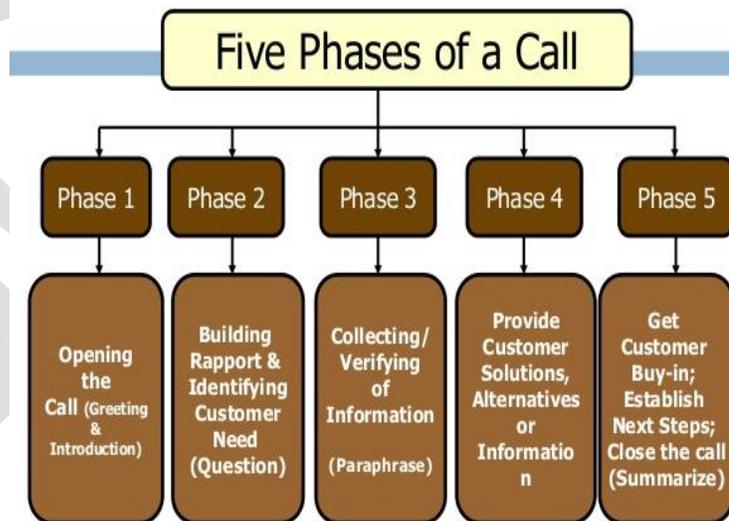
Making outgoing calls from hotel: -

- Be sure have the correct number. Each wrong number cost money.
- Be sure to know the specific name of person and what question you have to ask.
- In long distance calls then, identify the place you are calling from, so that other side person realizes it is expensive call.

Screening the call: -The process of taking the information of the person who is calling, whom do want to speak to the purpose. This process is a security for the privacy of the top management managers, so that unnecessary calls will not be disturbing them.

TELEPHONE ETIQUETTE

- Be pleasant & smile when you answer the phone
- Never transfer someone without letting them know what you are doing
- Don't sound rushed or annoyed at the caller, even if you are busy
- Don't be a call-center robot
- Do what you can to help the Person on the line before hanging Up or transferring



1) What to say if person being called busy

“I’m sorry sir, Mr. Varma is busy on another line, do you wish to wait, leave any message?”

2) What to say if the person called is not in his office.

“I’m sorry, Mr. Varma is not in office, this is Ms. Rosy from reception, may I help you?”

3) What to say to the party being called doesn’t want to talk to a caller.

“Mr. Varma is not available in the office; would you like to leave any message?”

KEYWORDS

- 1. Organization Chart** - An organization chart is a hierarchal, graphic representation of the structure of an organization — a list of all positions and the relationship between them.
- 2. Job Description** - A job description as the name suggest is a written description of the job to be, the permits or limits with in which a job to done. These parameters include duties and responsibilities, job position, reports to, working hours etc.
- 3. Telephone Services** - The telephone service is very important for effective communication for both the hotel and the guest no matter whatever be the size standard of the hotel.
- 4. FOM** - Front Office Manager, FOM in short is the head of the front office department.