Fern Honor

THE FERN
HOTELS & RESORTS
Leading environmentally sensitive hotels
Objective

Fern Honor - Three Pillars of Service

Creating Great First Impressions on Guests

Repeat Guests

Increase in Revenues
We team members are at your service with Pleasure
Three Pillars of Service

• Warm Welcome

➢ Greet with enthusiasm and smile in your eyes in a gentle and warm tone- First impression will be positive always with our guests and our team members
• **First Request**
  - Connect with guests by addressing their need immediately before they can ask, ensure first request are always met 100% of the time.

• **Fond Farewell**
  - Greet with enthusiasm and smile, thanking them in a gentle and warm tone on farewell too.
Personal Service techniques

- First impression is always positive. Maintain a positive attitude
- Be attentive to the needs of the guest
- View every Guest as a Special Guest
- Acknowledge before guest does
- Wish the guest with a warm smile and eye contact.
- Use tactful words
Personal Service techniques

- Use “Pleasant body language.” Maintaining eye contact, smile, using controlled yet expressive hand and body movements that send messages to the guest of a positive attitude.
- Call the guest by name.
- Use a friendly tone of voice.
- Offer helpful suggestions.
- Use suggestive selling skills to promote hotel features and service to guest.
MONDAY

“Timeliness”

- Greet guest within 5 second of their arrival at the entrance
- Check in/ Guest orders/ Guest request to be taken with immediate action
- Follow the time guidelines for the above request
- See that the guest request reaches to guest within 05 minutes
- Answer the call within 03 rings with a smile
- Do proper follow up for the guest requests
- Complete the payment process within 03 minutes
TUESDAY

“Incremental Flow”

➢ Any guest request which takes less time can be delivered earlier than those which take longer time

➢ Ensure that proper allocation is being done at a different stage in the total service cycle.

➢ Hostess alternate sections while seating a guest
“Tact and Choice of Words”

- Standard phrases to be used while talking to the guest. Slang and jargon to be avoided even under pressure.

“Use Names”

- Personalize guest stay is our priority by calling them by their names. Call guest by names at least once during their dinning experience by Mr./Mrs. as appropriate with a surname.
WEDNESDAY-

“Accommodation”
- Cheques from one outlet can be paid at another outlet/ at the time of check out
- Substitute and combine guest request

“Anticipation”
- At the time of check in, guest with small children should be offered a baby cot in the room
- In restaurant, guest with small children should receive booster chairs without having to ask for it
- Guest in hurry should be attended without much wait
- Anticipate guest needs without being asked
- Team Work- “Together Everyone Achieves More”
“Positive Attitude”

- Create a positive impression by displaying a poised personality
- Always wear a smile
- With a Smile, welcome approaching guest with standard phrases in 5 seconds
- Maintain eye contact
- Maintain a smile even under pressure
- Within 10 ft of all the guest, acknowledge the guest with a smile and nod and eye contact.
FRIDAY

“Communication”

➢ Give precise and clear instructions to the other staff
➢ Team members should help each other out when needed
➢ Being well versed with hotel facilities and services and should also know about the local attraction
“Attentiveness”

- Ensure guest needs are being attended within proper given time

“Helpful Suggestions”

- Communicate complete and accurate product knowledge to every guest
- Help guest/ give suggestions whenever he needs help
SATURDAY

“Body Language”

- Immediate smile and eye contact with appropriate standard phrases
- Acknowledge guest within 5 seconds of approaching guest even when handling another set of guests or when busy
- Maintain correct body posture without unwanted gestures
- Use pleasant language with proper standard phrases
- Maintain proper eye contact with guest
- Be a patient listener to guest
“Friendly Tone of Voice”

The particular words said to the guest are important, but many times the tone of voice communicates more of the “real” message than the actual words themselves. So always maintain a friendly tone of voice.
SUNDAY

“Guest Feedback”

- Check with the guest about his feedback during his stay at the hotel/ during his meals
- Guest problems and concerns are relayed to managers
- Guest appreciation/ concerns of food relayed to chef
- Guest likes and dislikes are noted down
“Problem Solving Skills”

• Each guest will leave the restaurant/hotel happy and satisfied 100% of the time
• In case of an irate guest, the same should be brought to the manager’s attention
• During a Complain- Listen patiently, mirror feelings, offer choices and let the guest choose from options and do proper follow up

“Suggestive selling”

• Always do an up selling or suggestive selling of products to the guest
• Sell other facilities of the hotel
What is Service

• Smiles for everyone
• Excellence in everything we do
• Reaching out to every guest with hospitality
• Viewing every guest as special
• Inviting guest to return
• Creating a warm atmosphere
• Eye contact that shows we care