

Deal with the arrival of customers

Overview

This standard is about dealing with the arrival of customers, assisting with self service check in where present, processing registration documents and promoting the products and services of the organisation. It is for people that deal with checking in customers on a regular basis. Dealing with the arrival of customers is a vital part of the front of house role.

You are likely to be one of the first people the customer will meet and you need to portray a professional, efficient and welcoming image from the start. That first impression could be the only impression a customer gains of your organisation so it is imperative it is a positive experience even if you offer a self-service check in.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

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Performance criteria

You must be able to:

1. Identify customer requirements correctly
2. Retrieve any customer booking details from the booking system and check them with the customer
3. Offer alternatives for any services that are not available as requested
4. Complete the registration document correctly
5. Check in the customer accurately and efficiently following all organisational procedures including taking payments where applicable
6. Give accurate information which meets customer needs
7. Promote the services and facilities of your organisation where appropriate
8. Transfer customer details to the relevant department in line with the organisation's procedures
9. Protect the confidentiality of customers when issuing keys
10. Assist with self-service check in when requested

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Knowledge and understanding

You need to know and understand:

1. Your organisation's standards for customer care and why these are important
2. Your organisation's booking procedures, and why it is important to follow these correctly
3. Your organisation's checking in procedures, and why it is important to follow these correctly including self-service check in where available
4. Basic legal requirements relating to accommodation, goods and services for sale
5. The types of unexpected situations and problems that may occur when customers arrive, and how to deal with these
6. Why registration documentation must be correctly completed by the customer
7. The specific requirements for registering overseas visitors
8. Your organisation's procedure for allocation of rooms
9. Why it is important to give accurate information to customers
10. Why it is important to correctly identify customer requirements
11. What registration information must be obtained in order to comply with legislation
12. Why all correspondence relating to the booking should be available
13. Your organisation's procedures on customers negotiating the rates upon arrival

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Scope/range

1. Customers

- 1.1 with routine requirements
- 1.2 with special requirements
- 1.3 without advanced bookings

2. Booking systems

- 2.1 computerised system
- 2.2 manual system

3. Information to customers

- 3.1 location of room
- 3.2 key security and safety procedures
- 3.3 services and facilities available
- 3.4 prices
- 3.5 special offers and promotions available

4. Services and facilities

- 4.1 business facilities
- 4.2 leisure facilities
- 4.3 food and beverage facilities

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