



BY CHOICE HOTELS

GUEST SERVICES TRAINING MANUAL

GROUND RULES

- Remember to always smile and treat guests with respect. Greet every guest as they pass the front desk. We strive to provide outstanding customer service to everyone that we come in contact.
- Please be on time. Tardiness puts stress on your co-workers, so please be considerate of each other.
- All changes to scheduled shifts must be approved by the GM prior to switching.
- Everyone must wear proper uniforms and nametags. Sleep inn polo, black pants (no capris) and closed-toed shoes. Clothes must be properly cleaned and pressed.
- The lobby, front desk area, and the back office are the responsibility of the front desk staff. All surfaces must be clean, floor vacuumed, and windows cleaned constantly during out shifts. The first impression for our guests needs to be positive.
- You must stay behind the desk at all times. You may sit in the office chairs when no one is in the lobby. Anytime there is anyone in the lobby, all front desk agents must be standing. Studying or reading is permitted as long as no one is in the lobby and the studying materials are concealed from guests' view. The only time you may leave the front desk is to use the restroom or for hotel duties. You make eat your meals quickly in the breakfast area while business is slow.
- Employees are not allowed to use any hotel computers at all for personal matters. Personal Notebook Computers are not to be used or brought to work. Only paying guests with room key may use the guest computers. Again staff may not use these computers for personal matters unless authorized by the GM.
- Employees and/or their friends may not eat any items from the breakfast bar. It is the Front Desk Staff's duty to monitor this. Coffee is the only item permitted for staff.
- Personal phone calls over 1 minute are not allowed. Cell phones and pagers are not be used while on duty.
- You must learn the entire front desk manual and follow checklists daily.

CARDINALHOSPITALITY.COM

All of our forms and some helpful links are located at this website.

FRONT DESK CHECKLISTS / FRONT DESK LOG

Everyone must complete their shift checklist every day. Keep it with you as you work through your shift. All guest issues and any other communication must be written into the Red Book every shift. Place completed checklists in audit box with all paperwork.

AMENITIES

We offer many amenities at this hotel:

1. Free Breakfast (fresh waffles, hard boiled eggs & sausage biscuits)
2. 32" LCD televisions with DVD and free DVD movie rentals
3. Micro-Fridge in every room
4. Free wired and wireless high speed internet access

ROOM TYPES

NK – Standard King Non-Smoking

NQ - Standard Queen Non-Smoking

NQQ – Standard 2 Queens Non-Smoking

SNK – King 2 Room Suite with Jetted Tub Non-Smk

NHK – King Wheelchair Access Non-Smoking

K – Standard King Smoking

QQ – Standard 2 Queens Smoking

SK King 2 Room Suite with Jetted Tub Smoking

HK – King Wheelchair Access Smoking

FACILITIES LOCATION

Ice Machine – Every Floor near elevator

Coke Machine – Every Floor near elevator

Vending Machine – 1st Floor

Business Center – 1st Floor in Breakfast area

Guest Laundry – Located at Quality Inn on far corner of hotel

Swimming Pool – located outside of entrance

RATES

Our standard rates are \$59 (\$99 for suites). We offer SCR (corporate), S3A (AAA), and SSC (AARP-senior) at 10% off--53.10.

All rates are programmed into Choice Advantage.

Companies have different negotiated rates and are programmed into the company profile.

The rate code or special actual rate is at the end of the company profile name:

-L49- -L53- -L59- -LNP- -44.99-

We must be careful in how we offer these rates. We always start by selling the 59.00 (same as rack), which most of our companies will be on. If you get resistance to the rate, first try

10% off corporate rate. If it is still too high, you can involve the GM if possible. If not, you can offer as low as the 49.00 rate depending on what the customer requests and make sure to let the GM or Sanjeev know so that we can setup the company correctly.

We have higher rates during special events. Our big special event for the year is the Master Golf Tournament. All of these reservation are handled by the GM with reservation contracts.

The tax rate for Augusta hotels is 13%. (State 7%, Local 6%) plus a \$1 per night transportation tax.

Make sure to follow proper procedures for tax exempt customers. A separate form is needed for each type of tax to be exempt. Attach form to sign in sheet and folio and place copy of all pages in TAX EXEMPT drawer upon checkout.

*** All COMP and EMPLOYEE rates must be authorized by the GM or Sanjeev***
Attach comp letter to sign in sheet.

Use proper selling techniques to maximize the number of rooms sold each night. Don't let guests walk out! On slow nights, you can give out "first time" or "late night" discounts if necessary to sell a room.

SETTLEMENT METHODS

Cash – Requires copy of photo ID and a \$20 deposit if movies are rented. The front desk drawer should start each shift at \$400—only one person should be using the drawer at each shift. At end of Shift, fill out Daily Deposit Record prior to making drop.

Credit Card – Cardholder must be present. Always try to swipe the card instead of manually. We accept MC, Visa, American Express, and Discover.

Direct Bill – All Direct bill customers have accounts in ChoiceAdvantage. Make sure to have guest sign all direct bill folios if possible. Make a copy of the folio and sign in sheet upon checkout and place the copies of all pages in Direct Bill drawer to be billed.

Check – We do not accept personal, payroll or company checks except from our direct bill companies and government-issued checks.

COMPETITION CALL AROUNDS

Daily we call the other hotels in our area to find out how they are doing. The Call Around Log should be completed. Call hotels and say, "This is Sanjeev at the Sleep Inn, calling for rates and availability." This is a great opportunity to build rapport with other front desk agents as well. Let them know our rates as well.

Also, internet shops for various dates on various websites should be completed daily.

GUEST COURTESY CALL LOG

Call or contact all guests within 15 minutes of checkin to ensure everything is outstanding with their room. "Mr. Smith, this is Sanjeev at the front desk, I'm calling to see if there is anything else I can do to make your stay outstanding." Fill in the Red Book with all calls made.

NO SHOW PROCEDURE

A "No Show" is a guest with a guaranteed reservation that does not show up on the arrival date. They are charged for one night's room and tax.

The night auditor will check in no-show guests prior to audit and check out after audit. A copy of the no-show folio charge should be placed in the NO-SHOW drawer.

On sell-out nights, credit cards for all reservations should be authorized prior to turning away guests.

PBX OPERATION—RESERVATIONS CALLS

Great telephone skills are a very important part of our communication with both guests and potential guests. It may be our only opportunity to tell the caller about our wonderful product. We offer outstanding service, a clean comfortable room, many amenities, and an excellent value! Sell it! Each call is an outstanding opportunity to showcase our hotel and illustrate our exceptional level of service. Following our reservation script for every reservation call will help insure we convert as many calls as possible into booked reservations.

RESERVATIONS

Non-guaranteed reservations are cancelled at 4 pm everyday.

Reservations can be guaranteed with a credit card to hold the room past 4 pm, but the guest can not cancel after 6 pm the day of arrival. If the guest does not show up, his credit card account will be billed for 1 night (the guest is termed "no-show").

Reservations can also be guaranteed with an advance deposit, which is a pre-payment for the room.

All group reservations (8 or more rooms) must be booked by GM on a contract basis.

Use the Group Inquiry form for any requests.

Groups are listed in the group & meeting binder at the front desk.

Choice Hotel's national reservations line is 1-877-424-6423.

Do not refer anyone wanting to make a reservation at our property to this number unless they ask for it.

If busy, offer to call them back within fifteen minutes and do as promised.

During special events we have higher rates. A list of the special events is at the front desk and in the computer. Make sure to check rates and dates in the computer before quoting a rate.

Our biggest event is the Masters, and all reservations are done by the GM on a contract.

CHECK IN - CHECK OUT

Check in time is 3:00 pm, but we should be able to accommodate anyone checking in earlier with rooms vacant from the night before or by having housekeeping prepare a room for a guest. Check out time is 11:00 am, and we will accept all late check out requests (except possibly from large groups) up to 2:00 pm. Customer service is the priority.

We only pre-assign room numbers for large groups and on sold-out days. Also all requests.

At Check-In, make sure that ALL fields in ChoiceAdvantage are filled out—Name, Address, Phone Number, Email, Company Name. Have guest write in email address as they sign registration and then enter into ChoiceAdvantage. We send surveys after guests stays to their emails. The rest should ideally be filled out at the time of the reservation. Of course, if guest refused email, it is okay.

Company Information is of the utmost importance. We want to have the Company name programmed in for everyone that stays with us on business. When asking for company, tell guest we can give same rate to everyone with their company and put the rate after the name in the Company Profile (ex. ABC Company -L59-).

ONLINE RESERVATIONS

Reservations can be made online through either Choicehotels.com, the GDS or an Extranet. For the extranet reservations (Travelocity, Orbitz, and Expedia-Hotels.com), the credit card is provided by the Online Travel Agency, not the customer. The customer pays the OTA, and then they pay us a lower amount, taking their commission. To calculate what the customer paid, multiply the rate by 1.25.

It is important to charge the exact amount of the full stay to the OTA credit card, no more and no less. To accomplish this, we must charge the OTA credit card upon check in and take a credit card from the guest for incidentals and security. Simply imprint the guest's credit card on the sign in sheet and leave the OTA credit card in Opera. Attach the fax for the reservation to the sign in sheet.

UNAVAILABLE - OUT OF ORDER ROOMS

If a room is not rentable due to maintenance problems or other circumstances, the room should be logged in Opera as Out of Order. Always enter a specific reason for why the room is on block in the comment line. Always block rooms for a 10 day period so that they do not accidentally come off block.

CONNECTING ROOMS

Our hotel has 4 sets of connecting rooms.

129-131 130-132 229-231 230-232 King and Two Queens are connected.

We can place requests for connecting or adjacent (next to each other) rooms but cannot promised it. "We will do our best to accommodate...."

ROOM KEYS

To make room keys, enter your four-digit password into the key encoder. Type in the room number and number of nights. Slide the card and make two for the guest if requested.

When someone loses their key, verify identification before issuing key. Never give a key (or the room number) to someone not registered in the room.

MESSAGE / MAIL / FAX PROCEDURES

Any messages taken at the front desk and message light turned on.

For incoming mail or faxes, place them on the back counter and leave a voice mail for the guest: "This is Sam at the front desk, we have a package / fax for you". There is no charge for incoming faxes. Have guest sign the log when they pick up the mail.

COPY / FAX CHARGES

We do not charge for copies or faxes as long as it is not a large amount. If 50 copies, for instance are requested, we can charge 10 cents per copy.

Make sure to use the proper posting codes when charging to guest rooms.

PET POLICY

Our hotel does not allow pets. Refer them to the Quality Inn.

RATE ADJUSTMENT, REFUNDS

Almost all rate adjustments and refunds are to be authorized by the manager. Never promise anything to the guest unless you have spoken with the manager first. In the event of a rate adjustment, note the adjustment amount and reason in the Red Book. For any cash refunds have the guest sign the folio showing the refund and place with paperwork.

You are authorized to give out a \$10 adjustment if you feel it is necessary and will satisfy the guest. If you feel the guest wants more than this, don't insult them with a \$10 offer, just call the GM's cell phone to find out what to do.

PETTY CASH

Sometimes, we may pay for something out of your cash drawer. For these, either the receipt or a petty cash slip must be used. These items are to be dropped as cash. Make sure to get proper signatures and authorization before giving any money out.

MAINTENANCE LOG

If a maintenance problem is reported to the front desk, fill out the Front Desk Log and communicate with maintenance to make sure the problem is resolved. Use Maintenance Request slips for all issues. Call guest back to ensure everything was resolved to their satisfaction. If it is an after-hours request that requires immediate attention, do whatever it takes to satisfy guest (possibly switch rooms). Contact management if major problem exists that may cause damage (water leaks, etc.).

LOST AND FOUND

Lost and found items are an inevitable part of operating a hotel. The manner in which we handle lost and found articles indicates our care for the customer. Many items will be found throughout the year in your hotel, so it is imperative that the following procedures regarding lost & found articles are strictly adhered to.

- The property MUST retain and maintain a lost & found log.
- Any items deemed to be lost or left behind by the guest is considered lost and found.
- All lost and found articles must be logged daily.
- The date, time, place, description, and person who found the item must be logged.
- All items are to be kept a minimum of 90 days.
- All valuables such as watches, jewelry, money, camera's, etc. are to be kept for a minimum of one year in the GM's Safe.
- All lost and found should be kept in a secure place, under lock and key with access to be given only to the GM, AGM, or Executive Housekeeper.
- "Treasure Trove", (finders keepers), will apply to all lost and found articles that have not been claimed by the guest within the time frames stated above.
- All lost and found articles that surpass the 90 day threshold and that are not deemed "valuables" are to be dispersed of.
- The disbursement of all items should be logged and indicate the manner in which the item was dispersed.
- Guest are never to be initially contacted to let them know they have left an item at the hotel.
- Only registered guests that inquire about articles are to be spoken to.
- For small items, we can ship items complimentary as a guest service. Anything heavier can be charged to the guests credit card.
- Any item that has been communicated to the guest as being "found" is now the liability of the hotelier until the guest actually receives the item.
- Never accept an itemized list of articles to be kept in the room. This may put you in a liable situation for every article on the list.

ROLLAWAYS AND CRIBS

There is no charge for rollaways. We do have Pack-n-Play cribs available for no charge. Make sure to put the request for a crib in the notes on the reservation so we can make sure to fulfill the request.

DVD MOVIES

We offer complimentary DVD movie rentals for our guests. To rent a movie, the guest simply brings the empty display box to the front desk to get the movie. We give them the movie box and have them fill out the DVD rental slip. Place the rental slip in the folio bucket at an angle so the night auditor can easily see which movies are rented.

We only allow one movie per room to be out at a time so that the selection is good for all customers. Cash and Direct Bill customers must provide a \$20 refundable movie deposit.

CHOICE PRIVILEGES

Choice Privileges is our frequent stay program. Guest earn points that can be redeemed for free stays, merchandise, restaurant gift cards, or conversion to airline miles.

As a rule, anyone paying under \$49 will not be awarded points, unless specially approved by GM or Sanjeev. Make sure that you explain to guests if they ask for points, that their rate does not qualify for points. Use rate code LNP (Local No Points) for non-qualifying rates. Our 49.00 rate. Make sure to put right code after company name:

ABC Company -LNP45- or ABC Company -45.00- for points if approved by Sanjeev
Use LNP as rate code and manually override rate to correct one.

It is important to note that we pay 5% of the room rate for all guests that are members. Thus, we do not offer it to everyone. Guests asking about points or that are already members of course should be offered. Also, those that may normally stay at other brands should be made aware of our program as well.

TAX EXEMPT

Some guests are exempt from the local occupancy tax and/or state sales tax. It is important to note that exempt forms must be submitted to us for our records. There are different forms for state and occupancy. You must look at the form to see what is exempt. In ChoiceAdvantage, click on Guest Info and then Tax Profile and check which tax should be exempt. At check out, we make a copy of the exempt form(s) and the folio and place them in the Exempt drawer.

Also, customers staying more than 30 days are exempt from occupancy tax and more than 90 days become exempt from all taxes. At the end of each month, we need to print out folios for any of these guests and place in Exempt drawer.