

SOP

Handling reservations by phone



SCHOOL FOR

**BUTLERS &
HOSPITALITY**

Answering the phone is the very first contact your guest will have with your business, organisation or household. Don't forget they can not see you and that you only have your voice to offer a great service.





HANDLING RESERVATIONS BY PHONE

This procedure will ensure that reservations has been taken so that everyone in the organisation can understand what has been agreed with the guest/customer.

In between the reservation and their visit there is nothing, so you better make sure they hang up the phone with a positive feeling.

STEP 1

Answer phone in the first three rings and smile prior to talking. The caller will notice that you smile! Make sure you talk straight into the mouthpiece so the caller understands you clearly.

When you decide to answer the phone you should have the time to do so. There is no point in taking a call a rush the conversation. The caller will feel that you don't have the time and have a negative feeling about it.

Practice your voice as to where to emphasise certain words to give the caller the right impression.

STEP 2

Greet the caller:

- Moment of the day
- Company/organisation/household (discretion if required!)
- Optional: your name
- Service question

Example: **“Good-morning, Restaurant The Crown, this is Frank (speaking), how can I be of assistance?”**

Sometimes there is a debate if you should mention the company first, but we have noticed that the first few words might get lost in the beginning since callers will start focusing at that point and might miss the first words.

It's more important that the caller is certain of the fact that he/she is connected with the right company.

STEP 3

Taking a correct message includes getting the name correctly spelled, the reason of the call and the message as well as what needs to be acted upon after the call; calling back, passing on the message or maybe nothing.

STEP 4

Thank the caller for calling and ask the most important question: *‘is there anything else I can do for you?’*



POWERFUL PHRASES

GREETING

- The ___ hotel, (your name) speaking, how may I be of assistance ?
- Good afternoon, thank you for calling ____, my name is (your name), how can I help you today?

WHEN YOU CAN'T ANSWER THE QUESTION AND NEED TO TRANSFER THE CALL

- *“That is a very good question, sir/madam. Allow me to transfer you to my colleague, Mr Smith. He is the most adequate person to help you with this issue”*

SAYING GOODBYE

- *“Thank you for calling us, is there anything else I can do for you?”*
- *“Thank you for your call and allow me to remind you that _____”* here you can mention an upcoming event or something the client has to think about e.g. roadworks, closing periods, etc...