

# Reservations

## Role and Task Descriptions

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Human Resources



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# Year 1: The Reservations Associate

The Reservations Associate plays a key role in the reservations, facilitating the booking process and ensuring a positive experience for customers. This position involves handling inquiries, processing reservations, and maintaining accurate records. The Reservations Associates collaborate with other departments to fulfil customer requests and contributes to the overall efficiency of the reservations process. The roles and tasks include:

1. Reservations Processing:
  - a. Receive and respond to customer inquiries and reservation requests through various channels (phone, email, online platforms).
  - b. Accurately input reservations details into the system, including customer information, dates, rooms preferences, and special requests.
2. Customer Service:
  - a. Provide excellent customer service by answering questions, addressing concerns, and assisting with special requests.
  - b. Communicate reservation confirmations, modifications, and cancellations in a clear and professional manner.
3. Room Inventory Management:
  - a. Monitor and manage room availability and inventory to optimize occupancy levels.
  - b. Collaborate with other departments to ensure accurate information on room availability.
4. Collaboration with other Departments:
  - a. Coordinate with housekeeping, front office, and other relevant departments to fulfil guest requests and preferences.
  - b. Communicate special requirements or requests to ensure a seamless guest experience.
5. Reservations Systems Usage:
  - a. Utilise reservation software and systems effectively to process bookings and access relevant guest information
  - b. Stay informed about system updates and functionalities to enhance efficiency.
6. Problem Resolution:
  - a. Address and resolve issues related to reservations, such as booking errors, discrepancies and customer concerns.

- b. Escalate complex issues to supervisors or management when necessary.
7. Record Keeping:
  - a. Maintain accurate and up-to-date records of reservations, cancellations and modifications.
  - b. Ensure data integrity and confidentiality in handling customer information.
8. Upselling and Promotions:
  - a. Promote additional services, upgrades, or promotions to enhance the guest experience and increase revenue.
  - b. Provide information about special packages or discounts as appropriate.
9. Compliance with Policies:
  - a. Adhere to established reservation policies, including payment procedures, cancellations policies, and contractual obligations.
  - b. Ensure compliance with industry regulations and company standards.
10. Training and Development:
  - a. Participate in training sessions to stay updated on reservation procedures, customer service standards and company policies.
  - b. Seek opportunities for professional development and skill enhancement.

**Top characteristics for this role:**

- Strong communication and interpersonal skills.
- Attention to detail and accuracy in data entry.
- Familiarity with reservation software and basic computer skills.
- Ability to handle guest inquiries and concerns with professionalism

**Related Learning Outcomes:**

- Building a Professional Network (LO2)
- Sustaining a Professional Network (LO2)
- Creating valuable solutions for the hospitality industry (LO5)
- Implementing and evaluating innovative solutions for the hospitality industry (LO5)
- Tactical Leadership (LO6)
- Strategic Leadership (LO6)

# Year 2: Reservations Supervisor

The Reservations Supervisor is a leadership position within the reservations department, responsible for overseeing the daily operations of the team. This role involves managing and supporting reservations associations, ensuring the efficient processing of bookings, and maintaining a high standard of customer service. The Reservations Supervisor plays a key role in implementing policies, training staff, and collaborating with other departments to optimise the reservations process. The roles and tasks include:

1. Team Leadership:
  - a. Supervise and lead the reservations team, providing guidance, training, and performance feedback,
  - b. Foster a positive and collaborative work environment, promoting teamwork and professional development.
2. Reservations Processing:
  - a. Oversee the accurate and timely processing of reservations, ensuring adherence to established procedures.
  - b. Handle escalated customer inquiries and complex reservations issues.
3. Training and Development:
  - a. Conduct training sessions for reservations associates to ensure they are well-versed in company policies, procedures, and customer service standards.
  - b. Provide ongoing coaching and support to enhance the skills and performance of team members.
4. Quality Assurance:
  - a. Conduct regular quality assurance checks on reservations to ensure accuracy, completeness, and adherence to standards.
  - b. Implement corrective actions and provide feedback for continuous improvement.
5. Occupancy Optimisation:
  - a. Collaborate with other departments, such as sales and marketing, to implement strategies for optimising room occupancy and revenue.
  - b. Analyse reservation data to identify trends and opportunities for improvement.
6. Customer Service Excellence:
  - a. Ensure a high level of customer service is maintained by the reservations team.
  - b. Handle escalated customer issues and collaborate with team members to find effective solutions.

7. Reservations Systems Management:
  - a. Oversee the effective utilisation of reservation software and systems.
  - b. Stay informed about updates and enhancements to reservations technology, ensuring the team is trained accordingly.
8. Collaboration with Other Departments:
  - a. Coordinate with housekeeping, front office, and other relevant departments to fulfil guest requests and preferences.
  - b. Communicate special requirements or request to ensure a seamless guest experience.
9. Reporting and Analysis:
  - a. Generate regular reports on reservations metrics, including occupancy rates, revenue and booking trends.
  - b. Analyse data to identify opportunities for improvement and make informed decisions.
10. Policy Implementation:
  - a. Implement and enforce reservations policies, including payment procedures, cancellation policies, and contractual obligations.
  - b. Ensure compliance with industry regulations and company standards.

**Top characteristics for this role:**

- Strong communication and interpersonal skills.
- Proficiency in reservation software and systems.
- Analytical mindset with the ability to make data-driven decisions.
- Knowledge of industry trends and best practices.
- Ability to handle customer inquiries and concerns with professionalism.

**Related Learning Outcomes:**

- Provides creative solutions that add value to the hospitality industry and its environment (LO5)
- Acts as a leader who can adapt to situations and circumstances to guide, manage, and lead teams effectively (LO6)
- Develops and shares a sustainable mind-set to have a positive impact on tomorrow's world (LO7)
- Understands own norms and values to reflect on ethical behaviour as a professional (LO9)

# Year 3: Reservations Manager

The Reservation Manager is a leadership position responsible for overseeing the reservations department and ensuring the efficient management of bookings. This role involves strategic planning, team management, and collaboration with various departments to optimise occupancy levels and enhance the overall guest experience. The Reservations Manager plays a critical role in implementing reservation strategies, maintaining high standards of customer service, and contributing to overall success of the organisation. The roles and tasks include:

1. Strategic Planning:
  - a. Develop and implement strategic plans for the reservations department in alignment with organisational goals.
  - b. Analyse market trends, competitor activities, and customer preferences to optimise reservations processes.
2. Team Leadership:
  - a. Lead and manager the reservations team, providing guidance, training and support.
  - b. Foster a positive and collaborative work environment, promoting teamwork and professional development.
3. Reservations Systems Management:
  - a. Oversee the effective utilisation of reservations systems and technologies
  - b. Stay informed about updates and enhancements to reservation software, ensuring the team is trained accordingly.
4. Occupancy Optimisation:
  - a. Monitor and manage room inventory to maximise occupancy and revenue.
  - b. Implement pricing strategies and promotions to achieve financial objectives.
5. Customer Service Excellence:
  - a. Ensure a high standard of customer service is maintained throughout the reservations process.
  - b. Handle escalated customer issues and collaborate with the team to find effective solutions.
6. Cross-Departmental Collaboration:
  - a. Collaborate with other departments, such as sales, marketing, and front desk to coordinate efforts and achieve overall business objectives.

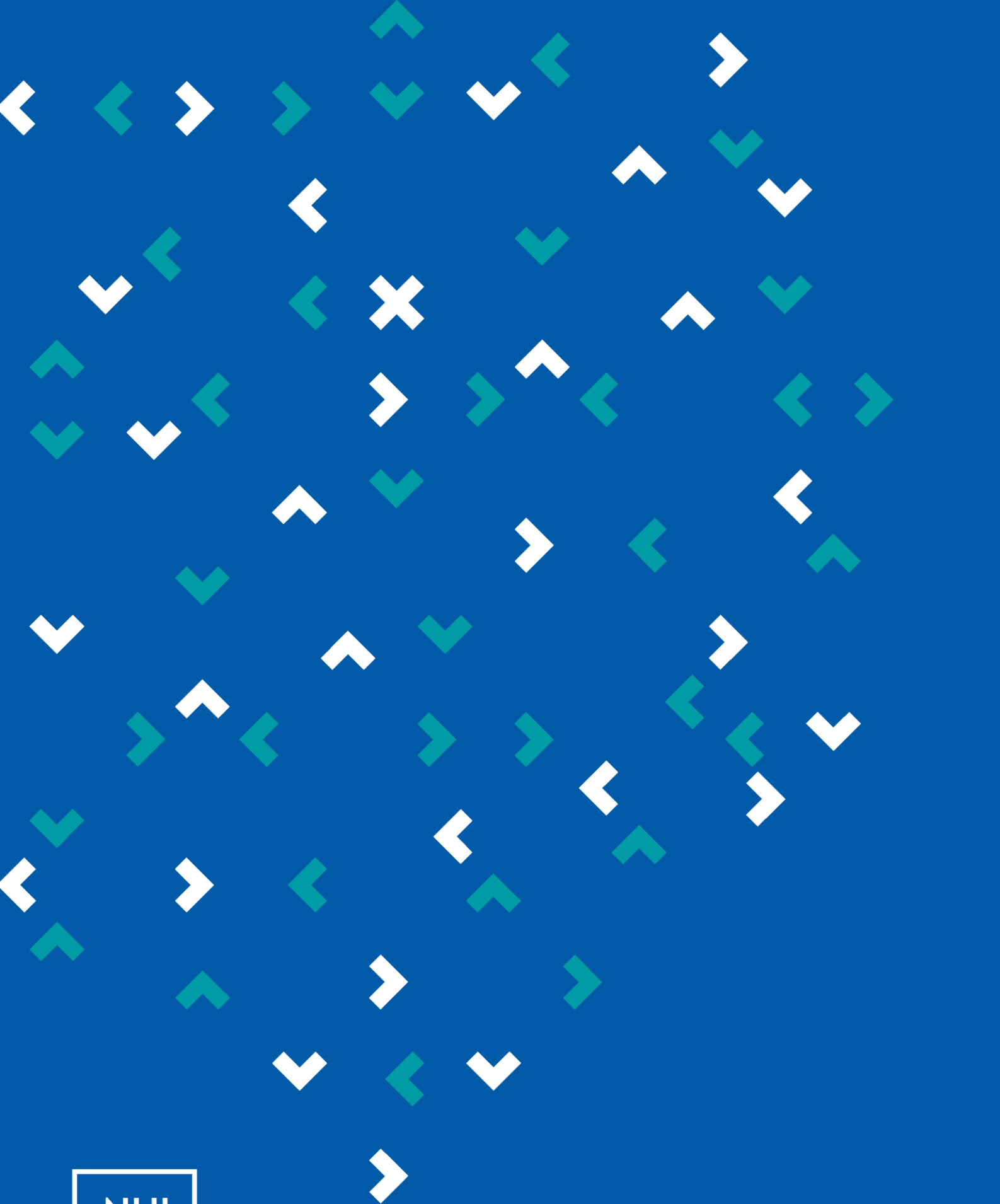
- b. Communicate special requests and guest preferences to relevant departments.
7. Training and Development:
  - a. Provide ongoing training to reservations to staff to enhance their skills and keep them updated on industry best practices
  - b. Conduct performance reviews and set development goals for team members.
8. Contract Negotiation:
  - a. Negotiate and manage contract with third-party booking platforms and travel agencies.
  - b. Ensure contractual agreements are favourable and aligned with business objectives.
9. Compliance and Quality Assurance:
  - a. Ensure compliance with company policies, industry regulations, and legal requirements.
  - b. Conduct regular quality assurance checks on reservations to maintain accuracy and consistency.

**Top characteristics for this role:**

- Strong leaders and team management skills.
- Excellent communication and interpersonal skills.
- Proficiency in reservations software and systems.
- Analytical mindset with the ability to make data-driven decisions.
- Knowledge of industry trends and best practices.

**Related Learning Outcomes:**

- Reflecting on personal sustainable mindset (LO7)
- Reflecting on professional sustainable mindset (LO7)
- Global citizenship – adapt own contribution effectively (LO8)
- Understanding professional behaviour (LO9)
- Solving professional and ethical issues (LO9)
- Strategic Business Improvement (LO1)
- Sustaining a professional network (LO2)
- Strategic Decision Making (LO3)
- Strategic Forecasting (LO4)
- Implementing and evaluating (LO5)
- Strategic Leadership (LO6)



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