

Guest Relations Officer

Role and Task Descriptions

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Human Resources



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The Guest Relations Officer is a pivotal role within the hospitality organization, dedicated to ensuring guests have a positive and memorable experience. This position involves managing guest interactions from pre-arrival to post-departure, addressing inquiries, resolving issues, and enhancing the overall guest experience. The Guest Relations Officer acts as the primary point of contact for guests, delivering exceptional service and fostering positive relationships. The roles and tasks include:

1. Guest Interaction:
 - a. Greet and welcome guests upon arrival, providing a warm and friendly first impression.
 - b. Assist with check-in and check-out procedures, ensuring a smooth and efficient process.
 - c. Handle guest inquiries, requests, and complaints promptly, and professionally.
2. Customer Service:
 - a. Deliver personalised service to guest, anticipating their needs and preferences
 - b. Provide information about hotel facilities, services and local attractions,
 - c. Coordinate with other departments to fulfil guest requests and resolve issues.
3. Problem Resolution:
 - a. Address and resolve guest complaints or concerns, escalating to management when necessary.
 - b. Follow up with guests to ensure issues are resolved to their satisfaction.
 - c. Maintain a log of guest feedback and complaints for continuous improvement.
4. VIP and Special Guests:
 - a. Identify and acknowledge VIP and returning guests, ensuring they receive special attention.
 - b. Arrange special amenities, services, and personalised touches for VIP guests.
 - c. Coordinate with relevant departments to meet the specific needs of VIP guests,
5. Event Coordination:
 - a. Assist guest in planning and organizing special events, such as weddings, conferences, and parties.
 - b. Liaise with the events team to ensure seamless execution of guest events.

- c. Provide on-site support during events to address any guest needs.
6. Communication:
 - a. Maintain clear and effective communication with guests, providing accurate information and assistance.
 - b. Communicate guest preferences and feedback to relevant departments.
 - c. Ensure all guest interactions are recorded documented in the guest relations management system.
7. Guest Feedback:
 - a. Solicit and gather guest feedback through surveys, comment cards, and direct interactions.
 - b. Analyse feedback to identify trends and areas of improvement.
 - c. Implement and follow up on action plans to enhance guest satisfaction.
8. Training and Development:
 - a. Assist in training new staff on guest relations protocols and standards.
 - b. Stay updated on industry trends and best practices in guest relations.
 - c. Participate in continuous professional development to enhance skills and knowledge.

Top characteristics for this role:

- Exceptional customer service skills.
- Strong organisational and multitasking abilities.
- Ability to work independently and as part of a team.
- Familiarity with hotel operations and guest service standards.
- High level of professionalism and presentation.

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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