

**TRANSCRIPT OF RESERVATION**  
**12 MARCH 2008 – 11H02 (GMT)**

*(The following transcript is based on a telephone conversation. Whilst every effort is made to accurately transcribe the interaction there may be anomalies in the text due to regional inflections and/or audio/line transmission quality).*

Brief burst of music.

**Employee:** *La Hotel International, bonjour.*

**Caller:** *Hello, could I speak to somebody about making a reservation?*

**Employee:** *This is for the hotel or the restaurant ma'am.*

**Caller:** *The hotel.*

**Employee:** *Just a moment, I will connect you, thank you for your call.*

Brief burst of music followed by 1 ring

**Employee:** *Reception, Marie speaking.*

**Caller:** *Hello, can you help me with a reservation?*

**Employee:** *I can indeed, how may I help you?*

**Caller:** *I'd like to book a room, arriving on the 14<sup>th</sup> of April.*

**Employee:** *For how many nights?*

**Caller:** *Two.*

**Employee:** *For two nights. Have you stayed with us before?*

**Caller:** *No.*

**Employee:** *Okay. So arriving on the Monday and departure on the Wednesday, I would have a deluxe double room available at the rate per night of €585.*

**Caller:** *Okay. Is it possible to have it with two beds?*

**Employee:** *Of course, that's not a problem.*

**Caller:** *Great.*

**Employee:** *Do you want to go and book it?*

**Caller:** *Sure.*

**Employee:** *Okay.*

**Caller:** *Is that the best priced room?*

**Employee:** *It's a very nice room, it has a nice view on the sea and on the patio of the establishment.*

**Caller:** *Okay.*

**Employee:** *You'd have free access to the swimming pool and the fitness room too and we have a very spa. The room is very comfortable you have a very nice room.*

**Caller:** *Okay.*

**Employee:** *Okay, so 585 arriving on the 14<sup>th</sup>, departure on the 16<sup>th</sup>. So, your surname is?*

**Caller:** *(Stated name).*

**Employee:** *(Clarified spelling).*

**Caller:** *That's right.*

**Employee:** *Your first name?*

**Caller:** *(Stated first name).*

**Employee:** *(Repeated first name). So you haven't stayed with us before. Can I take a telephone number (used caller's name).*

**Caller:** *It's in England (stated number).*

**Employee:** *(Repeated number). Otherwise I am just looking, I do have another room if you like, it's a standard room. This one has a nice view on the harbor and it's a bit less expensive, it would be at €330.*

**Caller:** *Oh let's do that, then we'll have more money to spend.*

**Employee:** *Yes.*

**Caller:** *Thank you.*

**Employee:** *You're welcome.*

**Caller:** *And that's still with two beds yes?*

**Employee:** *No problem.*

**Caller:** *Perfect.*

**Employee:** *So the telephone number's fine. Do you have an e-mail address or a fax number I can send on a confirmation?*

**Caller:** *Yes great, it's (stated e-mail address).*

**Employee:** *That's not too hard! Perfect, I am going to take a credit card number please (used caller's name).*

**Caller:** *Yes. I've got a MasterCard (stated number).*

**Employee:** *(Partially repeated number) expiry date please?*

**Caller:** *(Stated expiry date).*

**Employee:** *(Repeated expiry date) and the three last numbers on the back of the card?*

**Caller:** *(Stated security code).*

**Employee:** *(Repeated security code). Perfect (used caller's name).*

**Caller:** *Great.*

**Employee:** *Okay, so I'll send you on the confirmation for arriving on Monday the 14<sup>th</sup> April for two people for two nights, the standard room at the rate of €330 per night.*

**Caller:** *Great.*

**Employee:** *Okay?*

**Caller:** *Thank you.*

**Employee:** *Bye-bye (used caller's name).*

**Caller:** *Bye-bye.*

**Employee:** *Bye.*

# RESERVATIONS

**CATEGORY: RESERVATIONS**

**DATE AND TIME: 12 MARCH 2008 - 11H02 (GMT)**

**STANDARD**

**MEET BELOW N/A**

**TAKING A RESERVATION:**

1	Was the telephone answered within 3 rings or 10 seconds?	✓		
2	Did the employee answer the phone with the appropriate greeting (good morning/afternoon) and identify the department?		✗	
3	If caller is put on hold did it not exceed 30 seconds?			✓
4	Was the background free of any noise or disturbances?	✓		
5	Did employee confirm date in and date out?	✓		
6	Did employee offer information on full range of room types within the category requested?		✗	
7	Did employee describe the difference between room types (i.e. location, size, in room facilities)?	✓		
8	Did employee offer information on full range of applicable rates?	✓		
9	Did employee immediately check availability?	✓		
10	If dates unavailable, did employee offer alternative dates?			✓
11	Did employee obtain guest's name?	✓		
12	Did employee confirm the spelling of guest's name (if necessary)?	✓		
13	Did employee obtain guest's address?		✗	
14	Did employee obtain guest's telephone number?	✓		
15	Did employee obtain guest's fax number or e-mail address?	✓		
16	Did employee ascertain if it was a private or company booking (city hotels only)?			✓
17	Did employee clearly state room rate and what it included (i.e. tax, service, meals etc)?		✗	
18	Did employee clarify guest's smoking preference for hotels in excess of 100 rooms and in the case of a non smoking hotel was this made clear during the reservation enquiry?			✓
19	Did employee ascertain expected time of arrival?		✗	
20	Did employee explain check in times?		✗	

<b>CATEGORY: RESERVATIONS</b>				
<b>DATE AND TIME: 12 MARCH 2008 - 11H02 (GMT)</b>				
<i>Taking a reservation continued...</i>				
<b>STANDARD</b>		<b>MEET</b>	<b>BELOW</b>	<b>N/A</b>
21	Did employee ascertain if the guest required any transport arrangements?		x	
22	Did employee repeat and confirm all details of the reservation during or at the end of the call?	✓		
23	Did employee offer reservation number or booking reference/name?		x	
24	Did employee thank the guest?		x	
<b>THE EMPLOYEE:</b>				
25	Was the employee's speech clear and audible?	✓		
26	Did the employee have a good working knowledge of the English language?	✓		
27	Was the employee polite, organized and helpful whilst ascertaining information with regards to the reservation?	✓		
28	Did employee ascertain guest's name and use it at least once during the conversation?	✓		
29	Did employee offer his/her name for any future assistance required at the end of the call?		x	
<b>ACCOUNTING:</b>				
30	Did employee request advance deposit/guarantee in order to secure the booking?	✓		
31	If a credit card was offered as a deposit, did the employee repeat back the number?		x	
32	Did employee explain cancellation policy?		x	
<b>PRODUCT – CONFIRMATION:</b>				
33	Did employee automatically offer to send a confirmation?	✓		
34	Was the confirmation received within 24 hours?	✓		
35	Were all details typed on company letterhead?		x	
36	Was all information contained on confirmation correct?	✓		
37	Did confirmation promote in house food and beverage facilities?	✓		
38	Did confirmation explain cancellation charges?	✓		
	<b>TOTAL NUMBER OF STANDARDS:</b>	<b>MEET</b>	<b>BELOW</b>	<b>N/A</b>
	<b>38</b>	<b>21</b>	<b>13</b>	<b>4</b>
<b>61.8%</b>				

**RESERVATION SUMMARY**  
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The switchboard operator answered the telephone promptly with the correct greeting. When the agent requested to speak to somebody regarding making a booking, the employee confirmed the department required, extended a polite verbal acknowledgement and transferred the call accordingly.

A reception employee (Marie) subsequently answered the phone and identified her department. However, whilst she gave her name, a time of day greeting was not extended. The agent requested to book a room for the 14<sup>th</sup> of April and the employee clarified the number of nights required. Marie asked if the caller had stayed at the property before and then quickly checked availability. A deluxe double room was offered at the rate of €85. However, the employee did not actually offer the guest a choice of accommodation and when the agent asked if there was a better priced room available, simply gave a description of the accommodation. The caller's name and telephone number were then taken. At this point, the employee offered the guest a standard room, which the agent then accepted. However, the inclusions/exclusions of the given rate were not explained. The agent confirmed that it was possible to have the room made up with twin beds. Although Marie took down an e-mail address, a mailing address was not ascertained. A credit card guarantee was taken down but the number was not repeated back in full and the cancellation policy was not explained. Moreover, assistance with transport was not offered, the employee did not ask for the guests' arrival time and the check in time was not stated. Whilst a written confirmation was promised and the booking details were repeated, a booking reference was not quoted.

The e-mail confirmation was received as a typed message rather than as an attachment on hotel notepaper. Still, the restaurant was promoted and the cancellation policy was clearly explained.

Marie was pleasant in manner and well spoken. She appeared organized when dealing with the enquiry. However, although she addressed the guest by name, she did not

repeat her own name at the end of the call, for any further assistance required.  
Moreover, the employee omitted to thank the guest for making the reservation.