
1 SOP Title

Front Office Telephone Etiquette SOP

2 Department

Front Office

3 Purpose

To ensure all telephone conversations are handled professionally, politely, and efficiently, creating a positive first impression and improving booking conversions in a 2–3 star Indian hotel.

Telephone is the first impression of the hotel.

One rude or careless call = Lost booking + Negative word of mouth.

4 Scope

Applicable to:

- Reservation calls
- Guest enquiries
- In-house guest calls
- Complaint calls
- Wake-up calls
- Internal staff calls
- OTA clarification calls

Applies to:

- Front Office Associates
- Reservation Executive
- Night Auditor
- FO Supervisor

Hotel Type Assumed:

2–3 Star Indian Hotel

30–60 Rooms

Mixed Demand (Business + Leisure)

5 Responsibility

Position	Responsibility
FO Associate	Answer & handle calls
Reservation Executive	Convert enquiries to bookings
FO Supervisor	Monitor quality
Duty Manager	Escalation handling

6 Step-by-Step Procedure

A. General Call Answering Procedure

1. Answer within **3 rings**.
2. Smile before speaking (voice becomes pleasant).
3. Standard greeting:

“Good morning/afternoon/evening, Hotel ____, this is ____ speaking. How may I assist you?”

4. Listen carefully.
5. Do not interrupt.
6. Take notes if required.
7. Provide clear answer.
8. End politely:

“Thank you for calling Hotel ____. Have a nice day.”

B. Reservation Enquiry Call Handling

1. Ask:
 - Check-in date
 - Check-out date
 - Number of guests

2. Check availability in PMS.
3. Quote rate clearly:
 - Room rate
 - Taxes
 - Inclusions
4. Mention cancellation policy.
5. Create urgency:
“We have limited rooms available for those dates.”
6. Ask for booking confirmation.
7. Take contact details.
8. Send confirmation via WhatsApp/email immediately.

Target: Convert enquiry to booking.

C. Handling Hold Request

If guest says: “Hold room for me”

1. Inform policy clearly:
“We can hold the room for 2 hours without advance.”
2. Mention advance amount required.
3. Share payment details.
4. Follow up if payment not received.

Never block room without record.

D. In-House Guest Calls

Examples:

- Extra towel
- Housekeeping request
- Restaurant order
- Complaint

Procedure:

1. Respond politely:
“Certainly Sir/Madam.”
2. Inform concerned department immediately.
3. Note in call log.
4. Follow-up within 10–15 minutes.

Never say “Call housekeeping directly.”

E. Handling Angry Caller

1. Do not argue.
 2. Lower your voice.
 3. Use apology statement:
“I understand your concern and I sincerely apologize.”
 4. Inform Supervisor immediately if needed.
 5. Never disconnect call.
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F. Wake-Up Call Procedure

1. Note:
 - Room number
 - Time
 2. Enter in wake-up call register.
 3. Call at exact time:
“Good morning Sir/Madam, this is your 6 AM wake-up call.”
 4. If no response:
 - Call again after 2 minutes.
 - Inform security if still no answer (for early departure cases).
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G. Transferring Calls

1. Inform caller:
“Please allow me to connect you.”

2. Transfer correctly.
3. If line busy:
 - Take message.
 - Inform concerned staff.
4. Confirm callback time.

Never transfer without informing.

7 Do's and Don'ts

Do's

- ✓ Speak clearly and slowly
- ✓ Use guest name if known
- ✓ Maintain polite tone
- ✓ Keep pen & notepad ready
- ✓ Confirm information before disconnecting

Don'ts

- ✗ Don't chew gum
 - ✗ Don't speak loudly
 - ✗ Don't put on hold without permission
 - ✗ Don't say "I don't know"
 - ✗ Don't argue
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8 Service Standards

- Answer within 3 rings
 - No call longer than 3–4 minutes (reservation enquiry)
 - No hold longer than 30 seconds
 - Zero rude tone
 - Call back if disconnected
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9 Escalation Matrix

Situation	Escalate To
Angry caller	FO Supervisor
Refund dispute	Duty Manager
Media / Police call	GM
VIP guest call	Duty Manager
Overbooking enquiry	Revenue / Manager

10 Documentation / Records Required

- Call Log Register
 - Reservation Enquiry Register
 - Wake-Up Call Register
 - Message Slip Book
 - Payment Confirmation Log
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11 Common Mistakes to Avoid

- Speaking too fast
- Giving wrong rates
- Not mentioning taxes
- Forgetting to send confirmation
- Putting caller on hold for long
- Not noting call details
- Not following up on payment

In Indian 2–3 star hotels, many bookings are lost due to poor call handling.

12 Training Notes

How to Train Staff:

1. Conduct live call role play:

- Reservation enquiry
 - Angry guest
 - Negotiation
2. Record sample calls for review.
 3. Teach voice modulation.
 4. Provide script but allow natural speaking.
 5. Monitor 10 random calls weekly.
 6. Correct mistakes immediately.

Training Duration:

- 1 day classroom
- 3 days supervised call handling

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- SOP Ready for Printing
 - Practical for Budget & 2–3 Star Indian Hotels
 - Improves Booking Conversion
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