
1 SOP Title

Reservation Handling SOP (Direct, OTA & Corporate Bookings)

2 Department

Front Office / Reservations

3 Purpose

To ensure all room bookings are handled accurately, professionally, and in a revenue-protective manner, avoiding overbooking, rate leakage, and guest disputes.

This SOP ensures:

- Correct rate quoting
- Proper data entry in PMS
- Advance collection control
- Reduced cancellation loss
- Better room inventory management

Suitable for:

2–3 Star Indian Hotel (30–60 Rooms, Mixed Demand)

4 Scope

Applicable to:

- Direct phone bookings
- Walk-in bookings
- WhatsApp enquiries
- Website bookings
- OTA bookings (MMT, Goibibo, Booking.com, etc.)
- Corporate bookings
- Group bookings (small groups 5–15 rooms)

Applies to:

- Reservation Executive

- Front Office Associate
 - FO Supervisor
 - Revenue-in-charge / Hotel Owner
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5 Responsibility

Position	Responsibility
Reservation Executive	Handle enquiries & block rooms
FO Associate	Update PMS
FO Supervisor	Rate approval & monitoring
Owner / Revenue Head	Pricing & allotment decisions

6 Step-by-Step Procedure

A. Direct Phone / WhatsApp Reservation

Step 1: Gather Basic Details

Ask clearly:

- Check-in date
- Check-out date
- Number of guests
- Room type required

Step 2: Check Availability

- Check PMS immediately.
- Confirm room category.
- Avoid manual blocking without PMS entry.

Step 3: Quote Rate Properly

Mention clearly:

- Room rate

- Taxes extra or inclusive
- Inclusions (Breakfast / CP / MAP)
- Cancellation policy

Never hide taxes.

Step 4: Confirm Booking

Collect:

- Full name
- Contact number
- Email ID
- Expected arrival time

Inform advance policy clearly.

Example:

“Sir, we require 50% advance to confirm the booking.”

Step 5: Block Room in PMS

- Enter complete guest details.
- Mention payment status.
- Add remarks (advance pending / confirmed).
- Send confirmation immediately via WhatsApp/email.

Never delay PMS entry.

B. OTA Reservation Handling

1. Check OTA extranets every 1 hour.
2. Download new booking.
3. Verify:
 - Rate
 - Meal plan

- Room type
- 4. Enter booking in PMS.
- 5. Block correct room category.
- 6. Prepare arrival list for next day.

If rate mismatch found:

- Inform supervisor immediately.
 - Do not cancel without approval.
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C. Corporate Booking Procedure

1. Check if company has approved rate.
2. Confirm credit limit.
3. Ask for:
 - Company GST details
 - Billing instructions
4. Mark booking as “Company Bill”.
5. Inform accounts team.

Never allow company billing without written confirmation.

D. Group Booking (5–15 Rooms)

1. Confirm total rooms & dates.
2. Check availability carefully.
3. Offer group rate (approved only).
4. Collect minimum 50% advance.
5. Create group booking ID.
6. Prepare rooming list before arrival.
7. Coordinate with housekeeping.

Avoid blocking large inventory without advance.

E. Cancellation Handling

1. Check cancellation policy.
2. Inform guest clearly.
3. Record cancellation in PMS.
4. Release inventory immediately.
5. Update OTA if required.

Never forget to release room — revenue loss happens.

F. No-Show Handling

1. Check arrival time.
 2. Call guest once.
 3. If no response:
 - Mark no-show after cut-off time.
 4. Charge as per policy.
 5. Release inventory next day.
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Do's and Don'ts

Do's

- ✓ Always check PMS before confirming
- ✓ Mention cancellation policy clearly
- ✓ Collect advance properly
- ✓ Send written confirmation
- ✓ Keep updated rate chart at desk

Don'ts

- ✗ Don't confirm without checking availability
 - ✗ Don't give unauthorized discount
 - ✗ Don't block rooms without entry
 - ✗ Don't ignore OTA bookings
 - ✗ Don't forget tax explanation
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8 Service Standards

- Respond to enquiry within 2 minutes (call)
 - WhatsApp reply within 5 minutes
 - OTA booking entry within 30 minutes
 - Confirmation sent within 10 minutes
 - Zero double booking
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9 Escalation Matrix

Situation	Escalate To
Overbooking risk	FO Supervisor
Rate mismatch OTA	Revenue Head
Corporate payment delay	Accounts
Group rate approval	Owner / GM
VIP booking	Duty Manager

10 Documentation / Records Required

- Reservation Register
 - PMS Booking Entry
 - Advance Payment Log
 - Cancellation Register
 - No-Show Report
 - Daily Arrival List
 - Corporate Rate Contract File
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11 Common Mistakes to Avoid

- Not collecting advance
- Overblocking rooms

- Wrong room type entry
- Not updating OTA allotment
- Forgetting to release cancelled rooms
- Not informing HK about group arrival
- Allowing heavy discounts in low-demand panic

In 2–3 star Indian hotels, reservation errors directly reduce profitability.

📋 Training Notes

How to Train Staff:

1. Practice rate quoting confidently.
2. Teach cancellation explanation clearly.
3. Role-play negotiation scenarios.
4. Train on PMS entry practically.
5. Conduct weekly booking audit.
6. Review daily pick-up report with staff.

Training Duration:

- 2 days classroom
- 5 days supervised live handling

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- ✓ SOP Ready for Printing
 - ✓ Practical for Indian Budget & 2–3 Star Hotels
 - ✓ Revenue-Protective & Easy to Implement
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