

The background features a gradient from light green at the top to dark blue at the bottom. It is decorated with various circular and semi-circular patterns, including dashed lines, solid lines, and arrows. A prominent feature is a large circular scale on the left side, with numerical markings from 150 to 260 in increments of 10. The text 'FRONT OFFICE' is displayed in a clean, white, sans-serif font on the right side of the image.

FRONT OFFICE

Presentation / Lecture from-

Dr. Anjana Singh Gour
Dept. of Ancient Indian History & Archaeology
Vikram University Ujjain, M.P.

FRONT OFFICE

Different Features of Front Office Department

- Front office department plays a vital role in a hotel, and it is the face of the hotel or hospitality establish.
- It is the first and the last department where a guest interacts.
- The Front Office Department is responsible for creating first hand impressions regarding the level of services and facilities provided.
- The Front desk is responsible for answering enquiries, directing queries to correct personnel/department.
- There are different parts in the front office of a hotel, which included reception, providing services when customers asked like mailing information, transaction of money etc.

FRONT OFFICE RECEPTION

RECEPTION

- The front office in the hotel industry, also called as reception area.
- Receptionist is one who works at reception and get in touch with the customers, most importantly, confirm their reservation and answer their questions.
- The receptionist also pick up phone calls from customers to, welcome customers and help customers checking out at last.

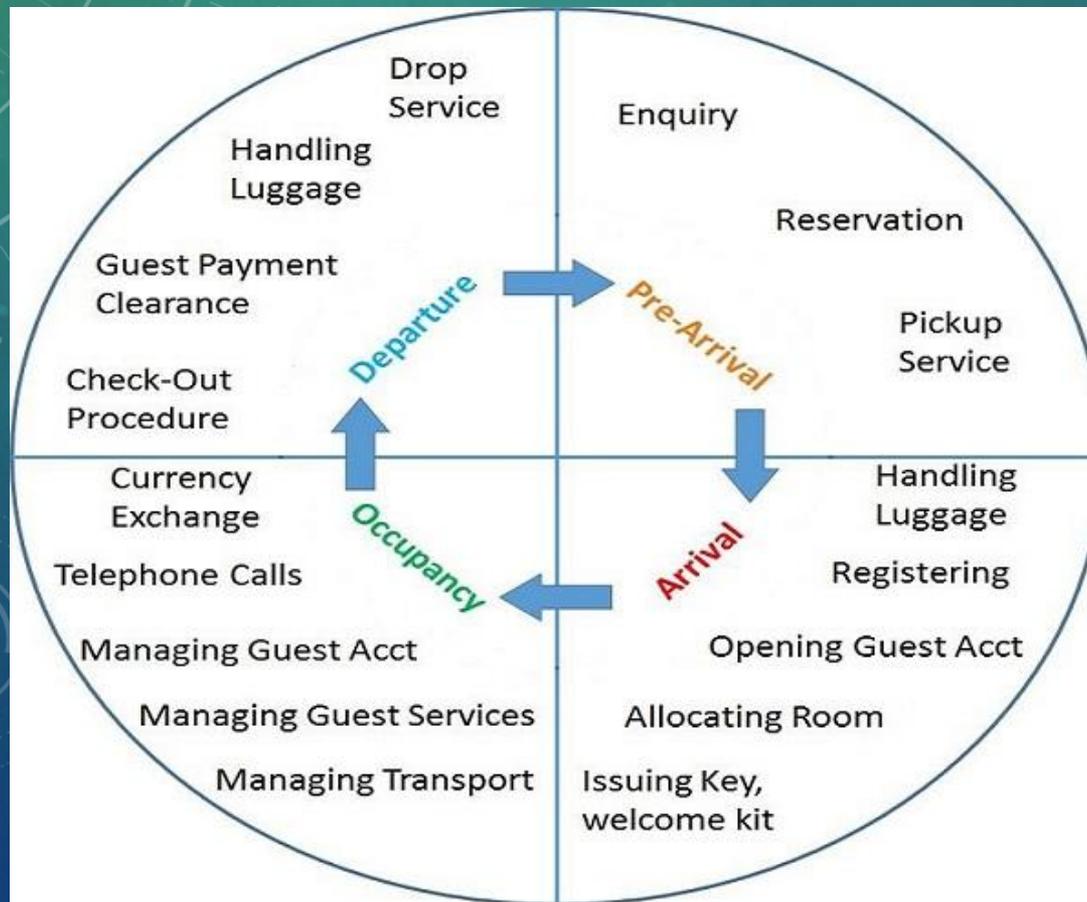
FRONT OFFICE

Basic Responsibilities of Front Office Department

- Creating guest database
- Handling guest accounts
- Coordinating guest service
- Trying to sell a service
- Ensuring guest satisfaction
- Handling in-house communication through PBX

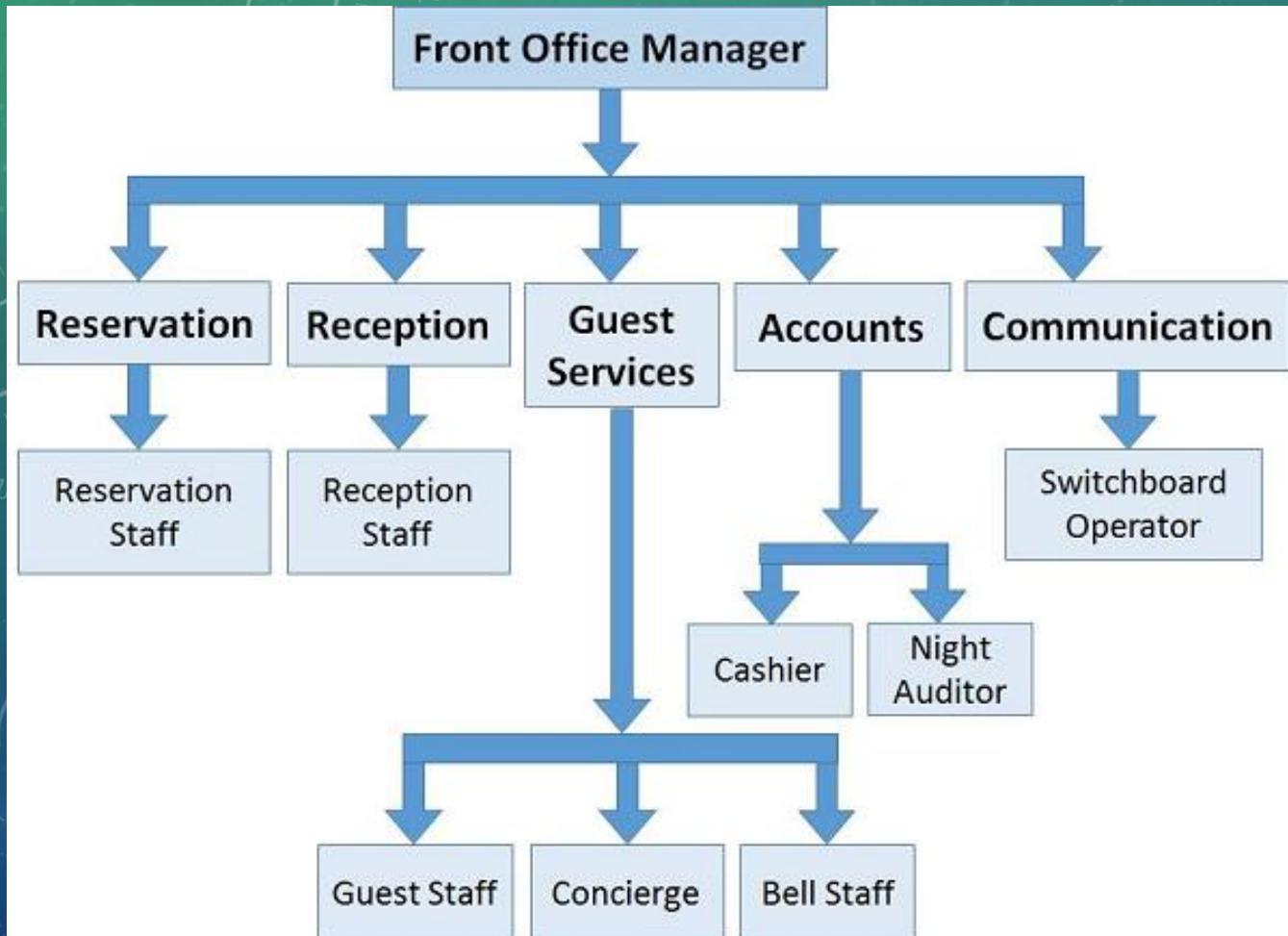
FRONT OFFICE

Responsibilities of Front Office Department from “Enquiry to drop service”



FRONT OFFICE

Various Functional Departments in Front Office



FRONT OFFICE

Role of various functional departments in Front Office

➤ Hotel Front Office Sections

Front office department manager heads the team of staff members in the front office department. Few prominent activities that the front office staff is involved in are –

- ❖ **Reservation** – It includes handling request of customers for reserving accommodations.
- ❖ **Reception** – It includes receiving the guests according to the highest standards and registering them appropriately. It also includes bidding the guests off.
- ❖ Arranging for reservations at the places of entertainment outside the hotel.

FRONT OFFICE

Role of various functional departments in Front Office

- **Accounts** – It mainly includes a front office cashier and a Night Auditor. The cashier is responsible for handling guest payments. He typically reports to the accounts manager rather than the front office manager.
The night auditor performs the duties of front desk reception as well as accounting partly during the night shift. He needs to report to the heads of both departments, front office, and accounting.
- **Communication** – It involves handling communication among various other departments and guests of the hotel.
- **Guest Services** – Various services related to service the guest like, laundry, room services etc.

FRONT OFFICE

Various terminology related to front office

Account receivables

The amount of money an organization has the right to receive within some specified period (say 30 days) against the delivery of products/services.

Bell desk

An extension of front desk that deals with personalized guest services.

Cancellation charges

They are the charges borne by the guest on cancellation of a confirmed reservation or for not showing-up on confirmed reservation.

Concierge

Information desk that assists guests for transportation, booking of events outside the hotel.

GRC

Guest Registration Card, which the guest needs to fill in with personal information at the time of registration.

FRONT OFFICE

Various terminology related to front office

- **Guest**
Customer of the hotel business being served
- **IP-PBX**
Internet Protocol Private Branch Exchange, where internet protocol is used for call transmission.
- **MICE**
Acronym for Meetings, Incentives, Conferences, and Exhibitions.
- **Non-guest**
Customer of a hotel business not being served at the moment.
- **No-show**
A guest who has reserved an accommodation neither turns up nor cancels it.
- **OHMS**
Online Hotel Management System, a software system to manage all back-office operations of a hotel.

FRONT OFFICE

Various terminology related to front office

- **PBX**
Private Branch Exchange, a private network of telephones within an organization.
- **POS**
Acronym for Point of Sale. It is the revenue generating place in the hotel where retail transactions are carried out.
- **Rack rate**
The price at which the hotel rooms are sold before applying discount.
- **SMERF**
Acronym for Social, Military, Educational, Religious, and Fraternal.

FRONT OFFICE

Various terminology related to front office

- **Trial balance**
It is a report of accounts that represents ending balance of each account in the list. It is prepared at the end of an accounting period.
- **Uniformed services**
Personalized services provided to the guests.
- **Valet**
A male attendant to park and clean the car.
- **Whitney System**
An old reservation system for hotel accommodations.
- **Yield Management**
A variable pricing strategy, based on understanding, anticipating and influencing consumer behaviour in order to maximize revenue from a fixed, perishable resource.



THANKS