

A Study of Front Office Guest Relation Executive (GRE) and the AYS (at Your Service) Concept within the Hospitality Industry

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Abstract: *In the realm of hospitality, the Front Office Guest Relations Executive (GRE) stands as the quintessential orchestrator of guest experience, ensuring a seamless and personalized sojourn. The GRE, also known as a Guest Relations Executive, may also be known as Guest Relations Coordinator or Specialist, plays a pivotal role from the moment of guest arrival, offering a warm welcome and overseeing the intricacies of their stay. Over the last decade, the GRE has evolved into what is now known as the At Your Service (AYS) concept. By providing a proactive, individualized, and round-the-clock approach to hospitality, AYS shows a commitment to anticipate and surpass guest expectations. It is an assurance that every request will be handled with promptness, respect, and a sincere desire to improve the entire experience—not just to meet, but to go beyond, the needs of guests. Many properties have transitioned into the implementation of an all-encompassing AYS, while many others chose to work with a blended system of GRE & AYS. The AYS idea and the Front Office GRE work together to create a symbiotic connection, with the GRE serving as the spokesperson for this dedication.*

Keywords: Front office, Guest Relation Executive, At your service concept, Customer service

I. INTRODUCTION

Within the complex fabric of the experience provided to guests, these elements serve as models of professionalism and steadfast dedication.

The Front Office GRE is a living example of the commitment to provide the best possible service to guests from the minute they arrive. They lead the way in guest interactions, making sure that every interaction is smooth and enjoyable from the moment of arrival till it ends. They do this by having a composed and friendly manner. "At Your Service" is more than just a simple catchphrase; it is a philosophy that permeates every aspect of the hospitality business. In addition, the AYS idea perfectly captures the proactive strategy for ensuring guest happiness. By anticipating and exceeding the sophisticated clientele's expectations, it goes beyond simple service.

Together, the Front Office GRE and the AYS idea create a seamless experience that is defined by careful attention to detail and a steadfast dedication to the welfare of guests.

FRONT OFFICE

Front office is the first department of hotel which comes in guest contact, at the time of guest arrival and the last department when they depart from the hotel. This department performs the various functions like reservation, reception, registration, room assignment and bills settlement of a resident guest. The guest remains in contact of front desk for information and any kind of help.

GRE – GUEST RELATION EXECUTIVE

A Guest Relations Executive, also known as a Guest Relations Officer or Guest Relations Specialist, works as a customer service representative and mostly welcomes guests to hotels. A comfortable and fulfilling stay at a hotel is ensured by guest relations officers, who do everything from show guests to their rooms to helping with reservations.

Although hotels are their primary employer, guest relations managers can find employment in any sector where providing excellent guest experiences are a major priority, such as spas, amusement parks, and cruise ships.

ROLE OF GRE IN FRONT OFFICE

Guest relation executive is a subdivision in the Front Office department of a hotel. The entire guest experience in a hospitality industry is greatly influenced by the work of a Guest Relations Executive (GRE) in the Front Office division. The GRE acts as a point of contact between the visitors and the hotel, guaranteeing a comfortable and enjoyable stay.

- Welcome guests during check-in and give a fond farewell to guest while checkout.
- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrivals, and departures.
- Detailed information regarding arrivals and room requirements.
- Have up to date information on daily room occupancy
- Providing excellent customer service as per hotel standards.
- Should possess detailed information about the Hotel, city as well as the competition.
- Check on VIP reservations, complete their pre-registration formalities.
- Providing information regarding the Hotel, town attractions, activities etc.
- Ensure that all check-ins and check-outs are handled smoothly without unnecessary delay or discomfort to any guest.
- Should be able to handle all guests without bias or prejudice.
- Adhere to strict staff grooming and hygiene standards.
- Consciously and continuously strive to better his/ her skills and increase his/ her knowledge.

AT YOUR SERVICE

"At Your Service" (AYS) in a hotel is a service concept that reflects the commitment of the hotel staff to anticipate and fulfill the needs and desires of guests. It suggests a proactive approach to hospitality and goes above and beyond the call of duty. The phrase basically means that the staff at the hotel is available and willing to help guests with anything they may need during their stay.

KEY ELEMENTS IN AYS CONCEPT-

Proactive Support:

Instead of waiting for customers to ask for assistance, staff members actively look for ways to help them. This may entail estimating requirements considering guest preferences or behaviour.

Personalization:

AYS entails customizing services to meet each guest's unique needs and preferences. This can entail keeping in mind and accommodating demands or preferences expressed by the visitor.

Prompt Response:

In response to guest requirements, prompt and effective service is emphasized in the concept. The aim of every service, including housekeeping and room service, is to swiftly attend to the needs of the guest.

Hospitality Beyond Expectations:

By going above and beyond for visitors, AYS hopes to make their stay enjoyable and unforgettable. It entails going above and beyond to make sure visitors are treated with respect and feel valued.

"At Your Service" is more than simply a tagline; it stands for a hospitality concept that prioritizes the comfort and happiness of the visitor. It captures the hotel employees' pledge to be attentive, accommodating, and committed to making sure that guests have the best possible experience.

II. LITERATURE REVIEW

Hoanganh Setup in his article 'Guest Relation Executive Hotel' suggests duties and responsibilities of a Guest Relation Executive.

Some duties and responsibilities mentioned by Hoanganh Setup are here below-

- Welcome guests during check in and giving a fond farewell to guest while checkout.

- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrival and departures.
- Coordinating and multi tasking job duties in a busy environment.
- Should possess detailed information about the hotel, city as well as the competition.
- Detailed information regarding arrivals and room requirements.
- Have up to date information o daily room occupancy.
- Providing excellent customer service as per hotel standards.

Augustine, in her article ‘Job Description for Guest Relation Executive(GRE) describes about the Job of guest relation executive.

Position Summary by Author Augustine,

Attend to guests courteously and deal promptly with their requests and queries. Have detailed information about the hotel and city. Check on VIP guest movements, complete their pre-registration formalities.

Allocate rooms to all arriving guests after checking the guest preferences. Collect guest feedback forms and do any possible first hand service recovery steps.

GRE Duties and responsibilities by Author Augustine-

- Welcome guests during check-in and giving a found farewell to guest while checkout.
- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrivals and departures.
- Coordinating and multi-tasking job duties in a busy environment.
- Should possess detailed information about the Hotel, city as well as the competition.
- Detailed information regarding arrivals and room requirements.
- Have up to date information on daily room occupancy
- Providing excellent customer service as per hotel standards.
- Greeting guests as they enter and exit the hotel.
- Providing information regarding the Hotel, town attractions, activities etc.
- Check on VIP reservations, complete their pre-registration formalities.

Augustine, in her article ‘Job Description for Front Office Manager (FOM) describes about the Job of guest relation executive.

Position Summary by Author Augustine,

Directly supervises all front office personnel and ensures proper completion of all front office duties. Directs and coordinates the activities of the front desk, reservations, guest services, and telephone areas. Prepare monthly reports and budget for front office department.

Front Office Manager Duties and responsibilities by Author Augustine-

- Trains, cross –trains, and re-trains all front office personnel.
- Participates in the selection of front office personnel.
- Schedules the front office staff.
- Supervises workload during shifts.
- Evaluates the job performance if each front office employee.
- Maintains working relationships and communicates with all departments.
- Maintains master key control.
- Resolves guest problems quickly, efficiently, and courteously.
- Updates group information. Maintains, monitors, and prepares group requirements
- Relays information to appropriate personnel.
- Reviews and completes credit limit report.

Augustine, in her article 'Etiquettes for Hotel Staff/Front Office' explains about how Hotel staff should behave.

- Always greet guest and colleagues with a smile and maintain a friendly and pleasant expression.
- Stand upright, do not fold your arms in front of the guest.
- Keep your hands out of your pockets.
- Do not lean on the counter at any time and especially when dealing with the guest.
- Do not play with your hair and jewellery when you are at the front of the house area.
- Ensure a positive body language at all times.
- Always be tactful and courteous, never argue with guests.
- Be humoured and even-tempered, do not become over friendly with guests.
- Always be attentive when speaking to guest and look at a guest when addressing him/ her.
- Always look and act professionally, do understand that there are other guests watching your behaviour.

III. CONCLUSION

In conclusion, the foundation of an unmatched hospitality experience is the synergy between the At Your Service (AYS) philosophy and the Front Office Guest Relations Executive (GRE). The hotel's dedication to guest satisfaction is personified by the Front Office GRE, who embodies this devotion with their warm and attentive manner and excellent attention to detail. Every guest has a smooth and unforgettable experience because to the combination of the Front Office GRE and the AYS idea. It's not just about doing what people ask; it's about planning an experience in which every little thing is carefully chosen, and every conversation is efficient and friendly. As a result of this cordial collaboration, the Front Office GRE represents hospitality and makes sure that guests are treated with sincerity and competence from the beginning. However, AYS is the unspoken dedication that reverberates throughout a guest's stay, providing a lasting impression of first-rate service. The partnership between the GRE and AYS is what sets them apart in the realm of front office operations, where each interaction influences the story of a guest's stay. It is an obligation to go above and above what is expected of employees of the hospitality industry, so that guests are satisfied and leaving them with a desire to return.

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