

Design Document

Training Title: Guest Services Strategies for Hotel Phoenix Front Desk Staff

Business Goal and Problem	The goal for Hotel Phoenix is to increase the number of five star online reviews on front desk customer service staff by 40%. The problem for Hotel Phoenix is that the front desk staff are not engaging with guests appropriately, resulting in low online reviews for the hotel.
Target Audience	All current and new hotel front desk staff will be required to complete this training.
Learning Objectives	Terminal LOs: <ul style="list-style-type: none">• Greet guests appropriately• Use appropriate questioning to assess guest needs.• Display empathy in high pressure situations.• Implement strategies to diffuse situations with unsatisfied guests.
Training Recommendation	Delivery Method: <ul style="list-style-type: none">• Articulate Rise Approach: <ul style="list-style-type: none">• Scenario-based learning with performance based assessment
Training Time	20 minutes
Deliverables	<ul style="list-style-type: none">• Source file (index.html) eLearning course developed in Articulate Rise• Published SCORM files (.zip)
Training Outline	<ol style="list-style-type: none">1. Appropriate greetings.<ol style="list-style-type: none">a. Front desk staff are the first to meet and welcome guests, so the first impression depends on their friendliness and efficiency.b. Front desk staff are expected to provide a warm and friendly greeting and assure guests they are there to assist them.c. The goal for front desk staff is to provide an overall pleasant customer experience to ensure guests are happy during their stay.2. Confidently manage guest needs.

	<ul style="list-style-type: none"> a. Front desk staff are expected to act as the point of reference for guests and to be knowledgeable in all aspects of the hotel and the area. b. Front desk staff should use appropriate questions to help provide guests with personalized solutions to best meet their needs. c. Front desk staff are to exhibit confidence in assisting guests with their needs <p>3. Empathize with guests in difficult situations.</p> <ul style="list-style-type: none"> a. Characteristics of an empathetic person b. Ways to handle difficult situations in a positive and respectful way c. Recognizing high pressure situations and addressing appropriately <p>4. Handle difficult guests with poise.</p> <ul style="list-style-type: none"> a. Recognizing signs of unhappy guests b. Learning to read emotions c. De-escalation techniques
Assessment Plan	<p>Assessments will reveal that clerks are able to correctly answer customer calls, use appropriate questioning to best assess their needs and provide assistance, and explain the reservation process for boat and campsite rentals.</p> <p>Level 2 Assessment:</p> <ul style="list-style-type: none"> • One final quiz <ul style="list-style-type: none"> ○ 5 graded questions ○ Learner must score 80% or better to pass ○ Scenario-based questions ○ Unlimited attempts given