

Email Communication Practice

Email is a very important form of communication in today's business world. Write an email for each of the scenarios.

Role: Front Desk Manager

Format: email communication

Create an email communication addressing the following scenarios.

Scenario #1: After returning home, the guest sends an email to the hotel complaining of the housekeeping service during their recent four-day stay. They complained of the odor in the room as being stale as well as the sheets not being changed on a daily basis. They did compliment the breakfast buffet.

Be sure to consider the following when writing your email.

- Format of the email communication
- Is the guest a frequent visitor?
- Is the guest likely to return?
- Is the guest staying as a member of a business that frequents the hotel?
- Is the guest likely to write a recommendation on the hotel's website?
- How will your response affect the recommendation from the guest?

Scenario #2: A guest wants to make reservations for a small group of 12 business guests. They will need 12 rooms for 3 nights each, a meeting room with a U-shaped table and chair design for two days, and a continental breakfast buffet and lunch for the two meeting days. They want single billing and to know what discounts will come with this type of reservation. You are able to meet these requests for the dates they need, but can only offer the standard 8% discount for this type of reservation.

Be sure to consider the following:

- How to address the communication, formal or informal
- How to acknowledge that you understand the requested reservation and meeting requirements
- Acknowledge that all their requests can be met with the dates they want
- The discount you are able to provide and how to make it or sound competitive to other hotels
- What other amenities you can offer without adding cost
- How to end the communication
- What are the next steps and who is responsible for the next action