RQF LEVEL 4

FHOHC401

FRONT OFFICE AND HOUSEKEEPING OPERATIONS

Hotel Calls Handling

TRAINEE'S MANUAL

August 2024

HANDLE HOTEL CALLS

2024

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LIST OF ABBREVIATIONS AND ACRONYMS

CBET: Competence Base Education and Training

PPE: Personal Protective Equipment

RQF: Rwanda Qualification Framework

RS: Rwandan Standard

RSB: Rwanda Standards Board

RTB: Rwanda TVET Board

TVET: Technical and Vocational Education and Training

PBX: Private Branch Exchange

POS: Points of Sale system

PMS: Property management system

ADR: Average Daily Rate

NPS: Net Promoter score

ROI: Return on Investment

SWOT: Strength, Weakness, Opportunity and Trend

FOM: Front Office Manager

GM: General Manager

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to HANDLE HOTEL CALLS. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge and attitudes about the unit.

A discovery activity is followed to help you discover what you already know about the unit.
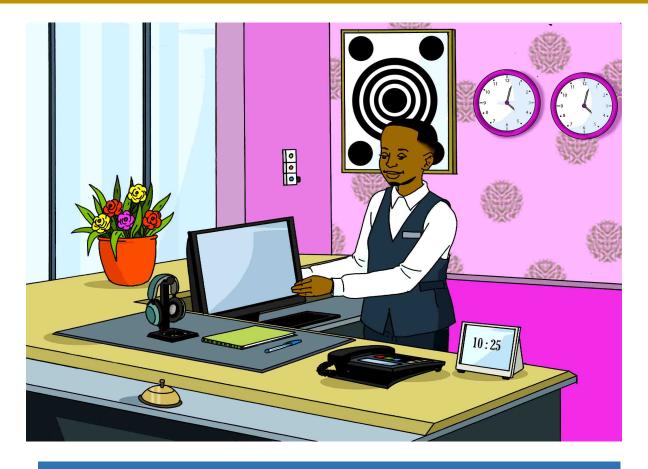
After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:
Unit 1:   Perform opening duties
Unit 2:   Manage calls
Unit 3:   Report switchboard activities

Unit summary

This unit provides you with the knowledge, skills and attitudes required to perform opening duties required to Handle hotel calls. It covers the identification of tools and equipment used in switchboard activities, checking of tools and equipment status and display of information materials.

Self-Assessment: Unit 1

1. Look at the unit illustration in the Manuals and together discuss:

    a. What does the illustration show?

    b. What do you think will be topics to be covered under this unit based on the illustration?

2. Fill out the below self-assessment. Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.

    a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process

    b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?

    c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

    d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify tools and equipment used in Switchboard activities					
Describe the main types of telephone calls used in switchboard activities					
Identify safety precautions considering while					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
checking tools and equipment					
Describe points to consider for inspection of tools and equipment status					
Identify areas which require cleanliness					
Identify materials used to display information					
Describe the design of information layout					
Identify the content design					
Describe the main types of telephone calls used in switchboard activities					
Describe points to consider for inspection of tools and equipment status					
Identify materials used to display information					
Describe the design of information layout					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify the content design					
Maintain personal grooming at workplace					
Take necessary safety precautions while checking tools and equipment					
Pay attention to details while cleaning					
Demonstrate endurance in equipment checking					
Comply with cleaning Standards procedures while cleaning					

Key Competencies:

Knowledge	Skills	Attitudes
1. Identify tools and equipment used in Switchboard activities	1. Select tools and equipment in Switchboard activities	1. Maintain personal grooming at workplace

Knowledge	Skills	Attitudes
2. Describe the main types of telephone calls used in switchboard activities	2. Check operation status of tools and equipment.	2. Take necessary safety precautions while checking tools and equipment
3. Identify safety precautions considered while checking tools and equipment	3. Comply with safety precautions while checking tools and equipment.	3. Pay attention to details while cleaning
4. Describe points to consider for inspection of tools and equipment status	4. Display information materials	4. Demonstrate endurance in equipment checking
5. Identify areas which require cleanliness	5. Design the information Layout	5. Comply with cleaning Standards procedures while cleaning
6. Identify materials used to display information	6. Design the information content	
7. Describe the design of information layout	7. Clean the floor	
8. Identify the content design	8. Clean the furniture	
	9. Clean the walls	

Discovery activity:

Task 1

1. Read and answer the following questions:

   a. What are the types of telephone calls?

   b. What is switchboard?

   c. What are the switchboard activities?

   d. Describe the tools used to perform switchboard activities?

   e. What are the switchboard activities equipment?

   f. What are the switchboard activities materials?

   g. What are the safety precautions while checking tools and equipment for switchboard?

   h. List the areas to be cleaned before starting switchboard activities?

2. Identify the information materials

3. What are the components of information materials display?

Topic 1.1: Identification of tools, equipment and materials used in switchboard activities

🔍 Activity 1: Problem Solving

Scenario 1: Identification of tools, equipment and materials used in switchboard activities

Jane works as a receptionist at X Hotel located in Kirehe district. Her duties include handling hotel calls at the front desk. Every day, she needs to get herself ready before performing her duties. Among the things she needs to pay attention to is identifying tools, equipment and materials used in switchboard activities.

📋 Task 2:

Referring to the scenario 1, help Jane to perform the following:

1. Describe the main types of telephone calls
2. Describe type of switchboard activities
3. Identify tools she will need to handle the different types of calls?
4. Identify Equipment she will need to handle the different types of calls?
5. Identify Materials she will need to handle the different types of calls?

Key Facts 1.1: Identification of Tools, equipment and materials for switchboard activities.

- **Definition and Description of telephone calls**

  ✓ **Definition**

  A switchboard is a telecommunications device used to manually or automatically manage and route telephone calls within an organization or between different locations. It serves as a central hub for connecting callers to their desired destinations, such as specific individuals, departments, or external lines.

  Historically, switchboards were operated manually by trained operators who physically connected callers by plugging and unplugging cables into jacks on a switchboard panel.

These operators would receive incoming calls, ask the caller for their desired destination, and then route the call accordingly by connecting the appropriate cables.

✓ **Description of telephone calls**

Telephone calls can generally be categorized into three main types:

🞢 Incoming calls

🞢 Outgoing calls

🞢 In-house calls/ Internal call

- o **Incoming Calls:** These are calls received by the telephone system of an organization or individual. Incoming calls can originate from various sources, such as customers, clients, colleagues, friends, or family members. They typically involve inquiries, requests for assistance, orders, appointments, or general communication. Incoming calls are essential for businesses as they represent potential opportunities for customer engagement, sales, or problem resolution.

- o **Outgoing Calls:** These are calls initiated by an individual or organization to external parties. Outgoing calls serve various purposes, including reaching out to customers or clients, following up on inquiries or orders, scheduling appointments, conducting interviews, or providing updates or notifications. Outgoing calls are vital for maintaining communication channels, building relationships, and facilitating business transactions.

- o **Internal Calls:** Also known as in-house calls, these are calls made within an organization or to individuals who are part of the same internal network or system. Internal calls facilitate communication between colleagues, departments, or branches within a company. They can involve discussions about projects, collaboration on tasks, seeking information or assistance from coworkers, or conveying internal announcements or updates. Internal calls are essential for efficient internal communication, teamwork, and coordination within an organization.

- **Switchboard activities**

These refer to the management of incoming calls, outgoing calls and in house calls

- ✓ **Managing Incoming Calls**
  - ↓ **Automated Systems:**
    - o **Interactive Voice Response (IVR):** Implement an IVR system to guide callers to the appropriate department or person based on their needs.
    - o **Voicemail:** Set up a voicemail system for after-hours or busy times, ensuring prompt follow-up on messages.
  - ↓ **Call Routing:**
    - o **Call Queuing:** Use call queuing systems to manage high volumes and reduce wait times.
    - o **Priority Routing:** Route calls based on importance or urgency, ensuring critical calls are handled first.
  - ↓ **Staff Training and Protocols:**
    - o **Training:** Train staff to handle calls professionally and efficiently, focusing on customer service skills and problem-solving.
    - o **Standard Operating Procedures (SOPs):** Develop and implement SOPs for handling different types of calls, including emergencies, complaints, and routine inquiries.
- ✓ **Managing Outgoing Calls**
  - ↓ **Planning and Scheduling:**
    - o **Call Scheduling:** Schedule calls during times when recipients are most likely to be available.
    - o **Preparation:** Ensure staff have all necessary information and context before making calls.
  - ↓ **Technology:**
    - o **Customer Relationship Management (CRM) Systems:** Use CRM systems to track call logs, customer interactions, and follow-ups.
    - o **Dialer Software:** Utilize auto-dialers or predictive dialers to improve efficiency.
  - ↓ **Performance Monitoring:**
    - o **Call Monitoring:** Regularly monitor outgoing calls for quality assurance and to provide training feedback.

- o **Metrics and Reporting:** Track key metrics like call duration, success rates, and customer satisfaction to identify areas for improvement.
- ✓ **Managing In-House Calls**
  - 🔸 **Internal Communication Tools:**
    - o **Unified Communication Systems:** Implement systems that integrate voice, video, messaging, and email to streamline internal communication.
    - o **Direct Lines:** Ensure key personnel have direct lines for quick and easy access.
  - 🔸 **Policies and Protocols:**
    - o **Communication Policies:** Establish clear policies on when and how to use phone communication versus other tools like email or messaging apps.
    - o **Emergency Procedures:** Develop clear procedures for handling in-house emergencies or urgent situations.
  - 🔸 **Collaboration Tools:**
    - o **Conference Calls:** Use conference call capabilities for team meetings and collaborative discussions.
    - o **Virtual Meeting Tools:** Implement virtual meeting tools for remote or hybrid teams to ensure seamless communication.
- • **Identification of tools, equipment and materials for switchboard activities**

  It is a combination of physical equipment, software and documentation.

Category of tools, equipment and materials	Tools, equipment and materials	Use of the tools and equipment
Tools	1. **Switchboard Console:** *Figure 1: Switchboard Console*	The central piece of hardware used by operators to manage incoming and outgoing calls. It typically includes a control panel with buttons, displays, and indicators for call handling and monitoring.
	2. **Telephones:** *Figure 2: Telephone*	Both landline and VoIP telephones are used for making and receiving calls. These may include desk phones for operators, cordless phones for mobility, and conference phones for group calls.
	3 **Headsets:** *Figure 3: Headsets*	Headsets with microphones and headphones allow operators to communicate hands-free while managing calls. They improve efficiency and comfort during prolonged periods of operation.
	4 Troubleshooting Tools:	Line testers, cable testers, diagnostic software, and other tools used for identifying and resolving issues with telephone lines, equipment, or network connectivity.

Category of tools, equipment and materials	Tools, equipment and materials	Use of the tools and equipment
Equipment	5. **Computers** *Figure 4: Computer*	: Computers are used for running call management software, accessing databases and directories, and performing administrative tasks related to switchboard operations.
	6. **Recording and Monitoring Equipment.**	: Systems for recording and monitoring calls for quality assurance, training purposes, or compliance purposes
Materials	7. **Call Management Software:**	This software automates call routing, monitors call queues, and provides features for call tracking, reporting, and analysis.
	8. **Caller Identification System:**	Software or hardware that displays information about incoming calls, such as caller ID, to help operators manage calls efficiently.
	9. **Customer Relationship Management (CRM) Software:**	CRM systems provide operators with access to customer profiles, history, and preferences, enabling personalized service and efficient call resolution.
	10. **Documentation and Reference Materials:**	Directories, manuals, and reference materials containing information about internal extensions, departmental contacts, company policies, and procedures for handling inquiries
	11. **Pens, paper, notepads, and other office supplies**	are used for taking notes, logging calls, and managing paperwork related to switchboard activities.

Activity 2: Guided Practice

Task 3:

Referring to scenario 1 in activity 1

A. Students acting as Jane should help the interns to identify tools, equipment and for materials for switchboard activities.

You have been hired at hotel **X** as switchboard operator. Before starting, you need to get prepared for the job. You are required to:

1. Identify the tools you will need to operate switchboard activities
2. Identify the equipment the tools you will need to operate switchboard activities
3. Identify the materials you will need to operate switchboard activities

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:1.1. in your manual.

Activity 3: Application

Task 4:

Visit your school workshop or the nearby hotel in community and perform the following tasks:

1. Select the tools used to operate switchboard activities
2. Select the equipment used to operate switchboard activities
3. Select the Materials used to operate switchboard activities

Topic 1.2: Checking of tools and equipment status

Activity 1: Problem Solving

Read this statement and answer the questions below:

You are hired as front office personnel at KK Hotel which is a new hotel opening soon. To get ready in the performance of your daily duty you are required to check the status of your workplace tools and equipment.

Task 5:

1. What are the safety precautions to apply?
2. What are the different possible statuses of tools and equipment?
3. What are the areas requiring cleanliness?

Key Facts 1.2: Checking of tools and equipment status

- **Safety precautions**

Many accidents at workplace result from improper use and lack of maintenance of equipment.

The following precautions must be adopted while working with equipment:

- ✓ Refer the operating manual/user manual of the equipment before starting operation. The manual will contain details of hazards and safety precautions to be taken during installation, operation and maintenance.
- ✓ The operating manuals of equipment must be located at an easily accessible location at the workplace.
- ✓ Personnel who are not authorized and trained must not carry out operation of the equipment.
- ✓ New users must carry out the operation under guidance of senior workers.
- ✓ A schedule for maintenance and inspection of equipment must be prepared as per manufacturer's instruction and must be adhered to.

- ✓ Un authorized maintenance activity must not be done. Service personnel must be contacted where required.
- ✓ Switch off and unplug the equipment while making adjustments.
- ✓ Switch off the equipment at the end of the operation and when not in use.
- ✓ Use personal protective equipment as recommended by the manufacturer while operating the equipment.
- ✓ Display contact details and action to be taken in case of emergency near the equipment.
- ✓ Display caution signages to warn visitors about the hazards. Equipment out of order or not in use must be labelled.
- ✓ Standard operating procedures (SOP) must be prepared and followed.
- ✓ Source of power must be at an easily accessible location so that it can be switched off quickly in case of emergency.
- ✓ Electric wires of equipment must not be laid along the passage where it can be a trip hazard.
- ✓ Emergency stop switch must be prominently labelled.

- **How to conduct equipment checks?**

Here's a general guide on how to conduct equipment checks:

Familiarize Yourself: Understand the equipment you'll be checking. Study its manual, specifications, and any relevant documentation. This will help you identify key components and potential issues.

- ✓ **Visual Inspection**: Perform a visual inspection of the equipment. Look for signs of damage, wear and tear, loose parts, leaks, or any abnormalities. Pay attention to warning labels and indicators.
- ✓ **Functional Checks**: Test the functionality of the equipment. Depending on the type of equipment, this could involve running a test cycle, activating different functions, or performing specific tasks to ensure everything operates as expected.
- ✓ **Measurements and Readings**: Use appropriate tools to take measurements and readings as needed. This could include checking pressure levels,

temperature, voltage, or any other relevant metrics. Compare these readings to acceptable ranges specified in the equipment's documentation.

- ✓ **Electrical Components**: Inspect electrical connections, wires, and components for signs of damage or overheating. Verify that all connections are secure and free from corrosion.

- ✓ **Calibration**: If applicable, ensure that sensors, gauges, and other measurement devices are calibrated correctly. Follow manufacturer guidelines for calibration procedures and intervals.

- ✓ **Documentation**: Maintain detailed records of the equipment checks, including any observations, measurements, and actions taken. This documentation is essential for tracking maintenance history and identifying recurring issues.

- ✓ **Reassembly and Cleanup:** After completing the checks, reassemble any disassembled components properly. Clean the equipment and surrounding area to remove any debris or contaminants.

- ✓ **Follow-Up Actions**: If any issues or abnormalities are discovered during the checks, take appropriate action to address them. This may involve repairs, replacements, or scheduling further maintenance.

- ✓ **Regular Maintenance Schedule**: Implement a regular schedule for equipment checks and maintenance based on manufacturer recommendations, usage patterns, and regulatory requirements.

By following these steps and maintaining a proactive approach to equipment checks, you can help ensure the safety, reliability, and longevity of the equipment you're responsible for.

- **Possible Status of inspection**

The status of checked switchboard equipment can vary based on the outcome of the inspection and the condition of the equipment. Here are some possible statuses:

- ✓ **Operational:** The equipment is in good working condition, with no issues identified during the inspection. It is safe to use and meets operational requirements.

- ✓ **Functional Issue**: The equipment has a functional issue or minor problem identified during the inspection. It may require minor repairs or adjustments to restore full functionality.

- ✓ **Safety Concerns**: Safety concerns have been identified with the equipment during the inspection. These may include loose connections, damaged components, or other hazards that need to be addressed to ensure safe operation.

- ✓ **Maintenance Required**: The equipment is in need of routine maintenance or servicing to prevent potential issues and ensure continued reliability. This may include tasks such as lubrication, cleaning, or parts replacement.

- ✓ **Out of Service**: The equipment is not operational and has been taken out of service due to a major fault, damage, or safety issue. It may require extensive repairs or replacement before it can be used again.

- ✓ **Scheduled Maintenance**: The equipment is in good condition but requires scheduled maintenance or inspection based on manufacturer recommendations or regulatory requirements. This status indicates proactive maintenance planning rather than immediate concerns.

- ✓ **Pending Repairs**: Repairs or replacement parts have been identified as necessary during the inspection, but they have not yet been completed. The equipment may be temporarily out of service until the repairs can be carried out.

- ✓ **Inspected and Certified**: The equipment has been inspected, found to be in compliance with safety standards, and certified for use. This status may be relevant for equipment subject to regulatory inspections or certifications.

- ✓ **Deferred Maintenance**: Maintenance tasks or repairs have been identified during the inspection but have been deferred or postponed due to resource constraints or scheduling conflicts. This status indicates that action is needed but has not yet been taken.

- ✓ **Not Applicable**: In some cases, certain equipment may be deemed not applicable for use or inspection due to changes in operational requirements, redundancy, or decommissioning.

These statuses help stakeholders understand the condition of switchboard equipment, prioritize maintenance and repairs, and ensure safety and reliability in electrical systems.

- **Key aspects to consider when checking hotel switchboard facilities**

    When checking the status of hotel switchboard facilities, here are some key aspects to consider for each item:

    ✓ **PBX (Private Branch Exchange):**

Figure 5: Private Branch Exchange

Ensure that the PBX system is powered on and functioning properly.

Check if incoming and outgoing calls are being successfully routed.

Verify that call transfer, hold, and other features are working correctly.

Test voicemail functionality and ensure messages can be retrieved.

    ✓ **Computer:**

    Check if the computer is turned on and booting up properly.

    Ensure that all necessary software applications are functioning correctly.

    Verify internet connectivity and test accessing relevant websites or systems.

    Check if any error messages or issues are appearing during computer operation.

    ✓ **Working table:**

    Ensure that the working table is clean and free from clutter.

    Verify that it provides enough space to accommodate essential equipment.

    Check for any damage or maintenance issues, such as loose screws or broken parts.

    Assess if the working table is adequately organized and ergonomic for staff use.

    ✓ **Shelves:**

    Check if the shelves are clean and well-maintained.

Ensure that they have sufficient space to store necessary documents and supplies.

Verify if shelves are properly labeled for easy identification of stored items.

Assess if the shelves are stable and secure, without any signs of damage or instability.

✓ **Office Chairs:**

Check the condition of office chairs for any visible damage or wear.

Assess if the chairs are comfortable and adjustable for proper ergonomics.

Test the functionality of chair adjustments (height, armrests, backrests, etc.).

Ensure that there are enough chairs available for all switchboard staff members.

✓ **Watch:**

Check if the watch is functioning correctly and displaying the correct time.

Verify if the watch strap or band is intact and not damaged.

Assess if the watch is synchronized with the hotel's official time or system clocks.

Ensure that switchboard staff members have access to working watches or reliable timekeeping devices.

✓ **Telephone:**

The status of telephones would depend on their functionality and availability. Hotel switchboard operators rely on working telephones to handle incoming and outgoing calls efficiently. If there are any issues with the telephones, such as malfunctions or lack of availability, it can affect the smooth operation of the switchboard.

✓ **Diaries:**

The status of diaries used in hotel switchboards would depend on their availability, organization, and accuracy. Switchboard operators use diaries to schedule appointments, track reservations, and manage other important information. It's important for diaries to be up-to-date and well-maintained to ensure effective communication and coordination.

✓ **Calculator:**

The status of a calculator would depend on its functionality and availability. Switchboard operators often use calculators to perform quick calculations related to guest charges, rates, or other financial matters. If a calculator is not working properly or unavailable, it could affect the speed and accuracy of calculations.

✓ **Pens:**

The status of pens would depend on their availability and condition. Switchboard operators rely on pens for writing down messages, taking notes, and recording important information. Sufficient availability of pens is important to ensure smooth communication and record-keeping.

✓ **Notebook:**

The status of a notebook would depend on its availability and organization. Switchboard operators use notebooks to jot down messages, record details, and maintain a log of calls and activities. An adequate supply of organized notebooks is essential for efficient communication and reference.

✓ **Register book:**

The status of a register book would depend on its availability, organization, and accuracy. Register books are used to record guest arrivals, departures, and other important information. Well-maintained register books help switchboard operators and other hotel staff stay informed about guest activities and requirements.

By examining these aspects, you can assess the status and functionality of the hotel switchboard facilities, ensuring that they are in good working order and meet the needs of the staff to efficiently handle guest inquiries and requests.

Check the status of the hotel switchboard tools

 Activity 2: Guided Practice

 Task 6:

To get ready in the performance of switchboard activities you are required to check the status of   tools and equipment for switchboard activities.

1.What are the safety precautions to apply while checking the equipment?

1.   How to conduct equipment checks?

2.   What are the different equipment statuses observed?

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:1.2. in your manual.

Activity 3: Application

Task 7:

Visit the nearest hotel to perform the checking of switchboard tools and equipment then describe their statuses by matching the following statements with the appropriate status of the equipment:

Statement	Status
1. The equipment has a functional issue or minor problem identified during the inspection. It may require minor repairs or adjustments to restore full functionality.	a. Out of Service
2. Safety concerns have been identified with the equipment during the inspection. These may include loose connections, damaged components, or other hazards that need to be addressed to ensure safe operation	b. Pending Repairs
3. The equipment is not operational and has been taken out of service due to a major fault, damage, or safety issue. It may require extensive repairs or replacement before it can be used again.	c. Safety Concerns
4. Repairs or replacement parts have been identified as necessary during the inspection, but they have not yet been completed. The equipment may be temporarily out of service until the repairs can be carried out.	d. Functional Issue

Topic 1.3: Displaying information materials

Activity 1: Problem Solving

Read this statement and answer the questions below:

You are hired as Switchboard operator at KK Hotel located in Kayonza district. You are required to display the information materials.

Task 5:

1. Explain the information materials.
2. What are the criteria of Information materials categorization?
3. Describe any 3 steps in design of information layout

Key Facts 1.3: Displaying information materials

- **Information materials**
  - ✓ **Definition and purpose:**

  Information materials is a broad term that encompasses any type of material or media that contains information. This can include traditional printed materials like books, newspapers, and magazines, as well as digital materials such as websites, databases, and multimedia presentations.

  Information materials are designed to convey knowledge, data, or instructions to the audience, and they can serve various purposes including education, entertainment, communication, and documentation.

  - ✓ **Criteria of categorization**
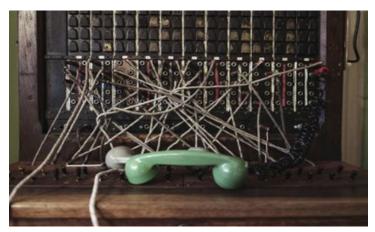
  Information materials may be categorized in various types of materials based on their content, format, and purpose.

  - ➕ **Content:** Identify the primary content or subject matter of the material. This could include topics such as news, education, entertainment, research, or reference.

- **Format:** Consider the physical or digital format of the material. Common formats include print (books, newspapers, magazines), digital (websites, ebooks, databases), audiovisual (videos, podcasts, multimedia presentations), and multimedia (interactive applications, simulations).
- **Purpose:** Determine the intended purpose or function of the material. Is it meant to inform, entertain, persuade, educate, document, or communicate?

- **Types of information materials:**
  - ✓ **Analog information materials:** refer to content that exists in a non-digital or non-electronic form. Analog information materials include various formats such as printed materials, audio recordings, and physical artifacts. Here are some examples:
    - **Printed Materials:** Books, newspapers, magazines, brochures, posters, and other printed materials contain analog information. They rely on ink, paper, and physical printing processes to convey text, images, and graphics.
    - **Audio Recordings:** Analog audio recordings are stored on physical media such as vinyl records, audio cassette tapes, and reel-to-reel tapes. Sound waves are captured and stored in an analog format, allowing playback through **mechanical or magnetic means.**
    - **Visual Media:** Analog visual media include photographic prints, slides, and film negatives. These materials capture images using chemical processes on physical substrates, such as film or photographic paper.
    - **Artifacts and Objects:** Physical artifacts, objects, and specimens can convey information about history, culture, science, and art. Examples include **archaeological artifacts, museum exhibits, and biological specimens.**
    - **Analog Broadcasts:** Analog broadcasting technologies such as AM (Amplitude Modulation) and FM (Frequency Modulation) radio, as well as analog television, transmit audio and video signals over the airwaves using analog modulation techniques.

Analog information materials have distinct characteristics and limitations compared to digital information. They may degrade over time due to physical wear and environmental factors, and they often require specialized equipment for

reproduction and playback. However, analog materials continue to hold cultural, historical, and artistic significance, and many are preserved in archives, libraries, museums, and private collections for posterity.

- ✓ **Digital Materials**:
  - 🔸 **Websites:** Online platforms containing text, images, multimedia, and interactive elements.
  - 🔸 **EBooks:** Electronic versions of printed books, accessible on e-readers, tablets, or computers.
  - 🔸 **Online** Articles and Blogs: Web-based articles, blog posts, and opinion pieces covering diverse topics.
  - 🔸 **Databases:** Collections of organized information, often searchable, such as library catalogs, academic databases, or research repositories.
  - 🔸 **Social Media:** Platforms for sharing and disseminating information, including text, images, videos, and links.

- ✓ **Audiovisual Materials:**
  - 🔸 **Videos:** Recorded visual content ranging from educational documentaries to entertainment.
  - 🔸 **Podcasts:** Audio recordings discussing various topics, often available for download or streaming.
  - 🔸 **Presentations:** Slideshows or multimedia presentations used for conveying information in a structured format.

- **Design of information layout.**

Designing the information layout involves organizing and presenting content in a visually appealing and user-friendly manner.

✓ **Here's a step-by-step guide to designing an effective information layout:**

  ↓ Understand the Content: Start by understanding the content you're working with. Identify the key messages, information hierarchy, and visual assets (such as images, charts, and videos) that need to be included.

  ↓ Define User Goals: Consider the goals and needs of your target audience. What are they trying to achieve by interacting with the content? Understanding user goals will help you prioritize and structure the information effectively.

  ↓ Sketch Wireframes: Sketch out rough wireframes to visualize the layout and structure of the content. Wireframes help you plan the placement of different elements on the page, such as headers, text blocks, images, and interactive elements.

  ↓ Establish Visual Hierarchy: Establish a clear visual hierarchy to guide users through the content. Use techniques such as size, color, typography, and spacing to emphasize important elements and create a sense of order.

  ↓ Use Grid Systems: Utilize grid systems to create a balanced and organized layout. Grids help maintain consistency and alignment across different sections of the content, making it easier for users to navigate and understand.

  ↓ Prioritize Content: Prioritize content based on importance and relevance. Place the most important information prominently at the top of the page or in a prominent location, and use visual cues to draw attention to key elements.

  ↓ Break Content into Digestible Chunks: Break up large blocks of text into smaller, more digestible chunks. Use headings, subheadings, bullet points, and short paragraphs to make the content easier to scan and read.

  ↓ Utilize White Space: Use white space (negative space) effectively to create breathing room around elements and improve readability. White space helps reduce visual clutter and makes the content feel more spacious and inviting.

  ↓ Ensure Consistency: Maintain consistency in layout, typography, colors, and visual style throughout the content. Consistency creates a cohesive and

professional look and helps users feel comfortable and familiar with the content.

- Optimize for Mobile: Design the layout to be responsive and mobile-friendly. Consider how the layout will adapt to different screen sizes and orientations, and prioritize content based on mobile user needs.

- Test and Iterate: Test the layout with real users to gather feedback and identify areas for improvement. Conduct usability testing, A/B testing, and user surveys to evaluate the effectiveness of the layout. Use feedback to iterate and refine the layout iteratively.

- By following these steps, you can design an information layout that effectively presents content in a visually appealing and user-friendly manner, ultimately enhancing the user experience and achieving your communication goals

- **Design of information content**

Designing information content involves several steps to ensure that the information is presented effectively, engagingly, and in a user-friendly manner.

Here's a systematic approach to designing information content:

- ✓ **Understand your Audience**: Start by understanding your target audience - their needs, preferences, goals, and behaviors.

- ✓ **Define Objectives**: Clarify the objectives of the information content. What do you want to achieve with the content? Are you informing, persuading, entertaining, or instructing? Define clear goals and outcomes for the content.

- ✓ **Gather and Organize information**: Collect all the relevant information that needs to be communicated. This may include text, images, videos, data, and other multimedia elements. Organize the information into logical categories or themes.

- ✓ **Create an Information Architecture**: Develop a clear and intuitive structure for organizing the information. Use techniques such as content hierarchies, navigation menus, and sitemaps to create a user-friendly information architecture.

- ✓ **Write Clear and Concise Content**: Craft clear, concise, and engaging content that communicates your message effectively. Use plain language, avoid jargon, and break up long blocks of text into smaller chunks. Structure content with headings, subheadings, and bullet points for easy readability.

- ✓ **Enhance with Visual Elements**: Use visual elements such as images, graphics, icons, and videos to enhance the presentation of information. Visuals can help to illustrate concepts, evoke emotions, and make the content more engaging and memorable.

- ✓ **Design for Readability and Accessibility**: Design content with readability and accessibility in mind. Choose legible fonts, appropriate font sizes, and sufficient contrast between text and background. Ensure that content is accessible to people with disabilities by providing alternative text for images and using semantic HTML.

- ✓ **Optimize for Search Engines (SEO):** Optimize content for search engines to improve visibility and ranking in search results. Incorporate relevant keywords, meta tags, and structured data markup. Ensure that URLs, titles, and meta descriptions are descriptive and keyword-rich.

- ✓ **Test and Iterate**: Test the content with real users to gather feedback and identify areas for improvement. Conduct usability testing, A/B testing, and user surveys to evaluate the effectiveness of the content. Use feedback to iterate and refine the content iteratively.

- ✓ **Monitor Performance**: Monitor the performance of the content using analytics tools to track metrics such as page views, engagement, bounce rates, and conversions. Use data insights to optimize and refine the content over time.

By following these steps, you can design information content that effectively communicates your message, engages your audience, and achieves your objectives.

Activity 2: Guided Practice

Task 6:

Displaying of information materials is nowadays one of the key factors of customer satisfaction. You are required to display the hotel information materials by:

1. Identifying 3 types of information materials
2. Describe any 3 steps in design of information layout
3. Designing the content through any two approaches.

Notes: -For any clarifications you may contact your trainer.

-You may also refer to the key facts:1.1. in your manual.

Activity 3: Application

Read and perform the task below:

Task 7:

Your nearest hotel is organizing an open day. At the occasion many visitors would like to be informed about the provided services and products. Display the information materials to meet the expectation of your visitors.

📝 Formative Assessment

1. What are the safety precautions to apply when checking tools and equipment status?

2. How to design the content of information materials?

3. What are the different possible statuses of tools and equipment?

⭐ Points to Remember

> ● Safety First: Before starting any checks, ensure the equipment is powered off and disconnected from any power sources. Wear appropriate personal protective equipment (PPE) if necessary.
>
> ● Always ensure that your PPE is in good condition, properly maintained, and appropriate for the specific tasks and hazards involved in inspecting switchboard equipment. Additionally, adhere to all relevant safety procedures, follow proper lockout/tag out protocols, and seek assistance from qualified personnel if unsure about any aspect of working with electrical systems.

😵 Self-Reflection

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify tools and equipment used in Switchboard activities					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe the main types of telephone calls used in switchboard activities					
Identify safety precautions considered while checking tools and equipment					
Describe points to consider for inspection of tools and equipment status					
Identify areas which require cleanliness					
Identify materials used to display information					
Describe the design of information layout					
Describe the design of information layout					
Identify the content design					
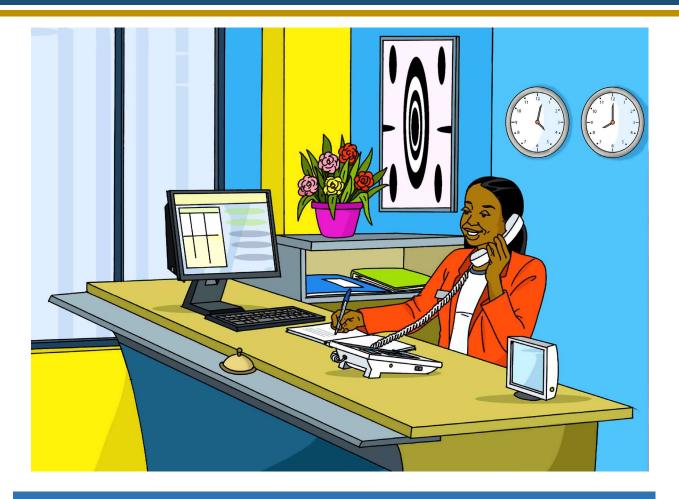
My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Maintain personal grooming at workplace					
Take necessary safety precautions while checking tools and equipment					
Pay attention to details while cleaning					
Demonstrate endurance in equipment checking					
Comply with cleaning Standards procedures while cleaning					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1. 2. 3.	1. 2. 3.	1. 2. 3.

UNIT 2: MANAGE CALLS

Unit summary

This unit provides you with the knowledge, skills and attitudes required to manage calls required to Handle Hotel calls. It covers the Handling of Incoming calls, Handling of Outgoing calls and management of Wakeup calls.

Self-Assessment: Unit 2

Look at the unit illustration in this Manuals and answer the following questions:

a. What does the illustration show?

b. What do you think will be topics to be covered under this unit based on the illustration?

Fill out the below self-assessment:

Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.

a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process

b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?

c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify Incoming and outgoing calls					
Describe Call setup request					
Determine the Destination switch processing					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify call path establishment					
Describe Call connection					
Determine the Termination of calls					
Identify types of telephone calls					
Describe call process					
Describe the types of wakeup calls					
Identify guest reminder					
Identify call path					
Determine the steps of call path					
Identify call initiation					
Identify the steps of call connection					
Show empathy when managing calls					
Pay attention to details while communicating					

My experience / Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Handle incoming calls					
Apply Destination switch processing					
Conduct calls Connection					
Handle calls connection					
Manage guest reminder					
Apply the communication phase					
Establish call path					
Initiate call					
Maintain personal grooming					
Use professional language when communicating					
Pay attention to details while managing calls.					

![Key icon] **Key Competencies:**

Knowledge	Skills	Attitudes
1. Identify types of telephone calls	Handle incoming calls	Maintain personal grooming
2. Determine the Destination switch processing	Apply Destination switch processing	Use professional language when communicating
3. Describe call process	Conduct calls Connection	Pay attention to details while managing calls.
4. Describe the types of wakeup calls	Handle calls connection	
5. Identify guest reminder	Manage guest reminder	
6. Identify call path	Apply the communication phase	
7. Determine the steps of call path	Establish call path	
8. Identify call initiation	Initiate call	
9. Identify the steps of call connection		

![Lightbulb icon] **Discovery activity:**

![Clipboard icon] **Task 8: Observe the above picture and answer the following questions:**

1. Describe the types of hotel calls?

2. What is call setup request?

3. What is a call path and how to establish it?

4. How to connect hotel calls?

5. What are the types of hotel wake up calls?

Topic 2.1: Handling of incoming calls

Activity 1: Problem Solving

Read the statement on task number 9 and answer the questions below:

Task 9:

As you are working at the position of   Switchboard operator at KM Hotel located in Gasabo district. You are responsible to manage hotel calls. You are now required to handle incoming calls.

a. How would you manage call setup request?

b. How do you establish call Path?

c. How to connect hotel calls?

d. In case of errors, how do you handle them?

Key Facts 2.1: Handling of incoming calls

- **Call setup request**

  ✓ A "call setup request" typically refers to a request initiated by a device or application to establish a communication session, usually a voice call.

  ✓ A call setup request is a communication initiated by a user or a system to establish a connection for a phone call or communication session.

  ✓ This request typically includes information such as: the identity of the caller, the identity of the callee (recipient), and any additional parameters necessary for establishing the connection.

  ✓ This request is sent to the network or another device to initiate the process of establishing the call connection. Once the request is accepted and processed, the call setup is completed, and the parties involved can start communicating.

  ✓ The network or receiving device processes the call setup request and responds accordingly. If the called party is available and the call can be established, the call setup process continues, leading to the ringing of the receiving device and eventually

---

the establishment of the call connection. If the called party is unavailable or there are other issues, the call setup request may result in a rejection or redirection of the call.

- **Call path establishment**

Call path establishment refers to the process of setting up the route or path for a communication session, such as a voice call, between two or more parties. This process involves several steps:

- ✓ **Call Setup Request**: As mentioned earlier, one party initiates the call setup process by sending a call setup request to the network or the intended recipient.

- ✓ **Routing**: The network analyzes the call setup request and determines the optimal path or route for the call to reach its destination. This may involve selecting the appropriate network nodes, gateways, and other infrastructure components through which the call will be transmitted.

- ✓ **Call Signaling**: Once the route is determined, signaling protocols are used to exchange information between network elements and devices involved in the call setup process. This signaling includes negotiating call parameters, exchanging capabilities, and coordinating the setup of the call session.

- ✓ **Call Establishment**: After the signaling process is completed successfully, the actual call connection is established between the parties involved. This involves allocating resources, such as bandwidth and channels, for the duration of the call.

- ✓ **Media Transmission**: With the call connection established, voice (or other media) data can be transmitted between the parties over the established call path. This data transmission typically occurs in real-time, allowing for interactive communication between the callers.

- ✓ **Call Termination**: Finally, when the call is completed, either party may terminate the call session. This involves releasing the allocated resources and tearing down the call path, allowing them to be used for other communications.

Overall, call path establishment is a crucial aspect of telecommunications that ensures reliable and efficient communication between parties.

- **Call connection**

Call connection refers to the successful establishment of a communication link between two or more parties, typically for the purpose of voice or video communication. It involves setting

up the necessary infrastructure and protocols to enable real-time transmission of audio or video data between the participants.

✓ **The process of call connection typically includes:**

+ **Call Setup**: One party initiates the call by sending a call setup request to the network or the intended recipient. This request includes information such as the called party's number, the type of call (voice, video, etc.), and any other necessary parameters.

+ **Routing**: The network determines the most efficient path for the call to reach its destination based on factors such as network congestion, quality of service requirements, and availability of resources.

+ **Signaling**: Signaling protocols are used to exchange information between network elements and devices involved in the call setup process. This includes negotiating call parameters, exchanging capabilities, and coordinating the establishment of the call session.

+ **Connection Establishment**: Once the route is determined and signaling is completed, the actual connection is established between the parties involved. This involves allocating resources, such as bandwidth and channels, for the duration of the call.

Data Transmission: With the connection established, voice or video data can be transmitted between the parties in real-time. This allows for interactive communication between the callers.

Call Termination: When the call is completed, either party may terminate the call session. This involves releasing the allocated resources and terminating the connection.

Overall, call connection is essential for enabling effective communication and collaboration between individuals or groups, whether for personal or business purposes.

Termination of calls

Termination of calls refers to the ending of a phone call or communication session between two or more parties.

Reasons of calls Termination:

o The call being completed successfully,

o One party hanging up, or

o Technical issues causing the call to disconnect unexpectedly.

In telecommunications, call termination can also refer to the routing of a call from one network to another until it reaches its destination. This process involves several steps, including signaling, routing, and switching, to ensure that the call reaches the intended recipient efficiently and reliably.

- **Error handling in calls**

Error handling in calls refers to the processes and mechanisms put in place to manage and address errors or issues that may arise during a phone call or communication session. Here are some common aspects of error handling in calls:

✓ **Call Failure Detection**: Systems need to be able to detect when a call has failed or encountered an error. This can include situations like dropped calls, network congestion, or hardware failures.

- ✓ **Error Code Reporting**: When an error occurs, it's important to provide meaningful feedback to the users or administrators. Error codes or messages can help identify the nature of the problem, making it easier to troubleshoot and resolve.

- ✓ **Automatic Retry Mechanisms**: Some errors may be temporary and can be resolved by retrying the call. Automatic retry mechanisms can attempt to reconnect the call after a certain period or under specific conditions.

- ✓ **Fallback Options**: In case a call cannot be completed through the primary method, fallback options such as alternate routes or communication channels (e.g., switching from a VoIP call to a traditional phone line) can be employed to ensure connectivity.

- ✓ **Redundancy and Failover**: Systems should be designed with redundancy and failover mechanisms to minimize the impact of errors. This can involve having backup servers, network paths, or communication links that can be activated if primary resources fail.

- ✓ **Error Logging and Monitoring**: Logging and monitoring tools can help track errors over time, identify patterns or trends, and provide insights into the overall health and performance of the communication system. This information can be valuable for troubleshooting and optimizing system reliability.

- ✓ **User Assistance and Support**: Providing users with guidance on troubleshooting common issues or accessing technical support can help mitigate the frustration associated with call errors. This can include self-help resources, FAQs, or access to customer support representatives.

- ✓ **Security Considerations**: Error handling mechanisms should also take into account security considerations, such as preventing unauthorized access to call data or sensitive information in case of errors.

By implementing robust error handling mechanisms, communication systems can improve reliability, minimize downtime, and enhance the overall user experience during calls.

Activity 2: Guided Practice

Task 10:

Handling hotel incoming calls requires application of some principles and attention to details.

Read and answer the following questions:

1. What are the necessary information of a call setup request?
2. Describe the following Call path establishment steps
3. What are the various Reasons of calls Termination?

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:2.1. in your manual.

Activity 3: Application

Read and perform the task number eleven (11).

Task 11

Hotel may receive calls from different destinations and with various purposes. Organize a role play in your front office workshop where you demonstrate the management of the incoming calls.

Topic 2.2: Handling of outgoing calls

Activity 1: Problem Solving

Read the statement on task number 12   and answer the questions below:

Task 12

As you are working at the position of   Switchboard operator at KM Hotel located in Gasabo district. You are responsible to manage hotel calls. You are required to handle outgoing calls.

- a.   How would you Initiate calls?
- b.   How do you process a call?
- c.   Describe the telephone communication phases.

Key Facts 2.2: Handling of outgoing calls

- **Call initiation**

  Call initiation refers to the process of starting a phone call or communication session between two or more parties.

- **How to initiate a call?**

  When a user initiates a call on a phone or through a communication application, the device or software sends a call setup request to the network or service provider. This request contains the necessary information to identify the desired recipient and initiate the call routing process. The network then processes the request, determines the appropriate route for the call, and establishes the connection between the caller and the callee.

- **Steps of call initiation process:**

- ✓ **User Action**: The call initiation process usually begins with a user taking action to start a call. This can include dialing a phone number on a traditional telephone keypad, selecting a contact from a digital address book or contact list, or using a voice command to initiate a call through a virtual assistant.

- ✓ **Signaling**: Once the user initiates the call, the device or application sends a call setup request to the network or service provider. This request contains information such as the identity of the caller, the identity of the callee, and any additional parameters needed to establish the connection.

- ✓ **Routing**: The network processes the call setup request and determines the appropriate route for the call. This may involve routing the call through various network elements, such as switches, routers, and gateways, to reach the intended recipient.

- ✓ **Connection Establishment**: Once the call has been routed, the network establishes the connection between the caller and the callee. This typically involves setting up a communication channel or path through which audio, video, or data can be exchanged between the parties.

- ✓ **Call Progress**: During the call initiation process, users may receive feedback or indications of call progress, such as ringing tones, connection tones, or visual indicators on their devices or applications.

- ✓ **Call Management**: During the call, various call management functions may be performed, such as call transfer, call hold, call conferencing, and call forwarding. These functions allow users to control and manage the call according to their preferences and requirements.

- ✓ **Call Termination**: When the call is complete, either party can terminate the connection by hanging up or ending the call through the communication application. The network then releases the resources allocated for the call, and the communication session is terminated.

- **Telephone communication phases**

  Telephone communication generally involves several distinct phases to ensure effective and efficient conversation.

  - ✓ **Preparation Phase**

    Gather Information: Before making a call, gather all necessary information and materials.

    Set Objective: Determine the purpose of the call and what you hope to achieve.

  - ✓ **Initiation Phase**

    Greeting: Start with a polite greeting. Identify yourself and the purpose of your call.
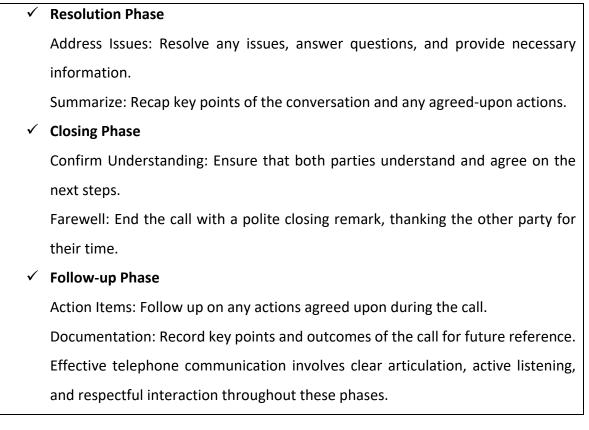
    Establish Connection: Build rapport with the other party. Ensure they are available and ready to talk.

  - ✓ **Engagement Phase**

    Clarify Purpose: Clearly state the reason for the call and ensure mutual understanding.

    Active Listening: Listen attentively, take notes, and ask clarifying questions if needed.

    Effective Communication: Use clear and concise language. Be mindful of tone and pace.

- ✓ **Resolution Phase**

    Address Issues: Resolve any issues, answer questions, and provide necessary information.

    Summarize: Recap key points of the conversation and any agreed-upon actions.

- ✓ **Closing Phase**

    Confirm Understanding: Ensure that both parties understand and agree on the next steps.

    Farewell: End the call with a polite closing remark, thanking the other party for their time.

- ✓ **Follow-up Phase**

    Action Items: Follow up on any actions agreed upon during the call.

    Documentation: Record key points and outcomes of the call for future reference.

    Effective telephone communication involves clear articulation, active listening, and respectful interaction throughout these phases.

Activity 2: Guided Practice

Read and perform the task number 13 .

Task 13

Handling hotel outgoing calls requires application of some principles and attention to details.

a. How would you Initiate calls?

b. How do you process a call?

c. Describe the telephone communication phases.

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:2.1. in your manual.

Activity 3: Application

Read and perform the task number fourteen (14) in your manuals.

Task 14

Hotel may send calls to different destinations and with various purposes. Organize a role play where you demonstrate   the management of the outgoing calls.

Topic 2.3: Management of wakeup calls

Activity 1: Problem Solving

Read the statement on task number 15 and answer the questions below:

Task 15

As a front office staff in charge of managing wakeup calls.

a. What are the types of wakeup calls?

b. What are the procedures of switchboard setting?

c. What is Guest reminder?

Key Facts 2.3: Management of wakeup calls

- **Wakeup call**

    Wake-Up Calls: Switchboard operators often manage wake-up call services for guests who require reminder at a specific time. They set up wake-up call schedules, ensure timely and accurate wake-up calls, and maintain records of wake-up call requests.

- **Types of wake up calls**

    ✓ **Automatic wake up**

Figure 7: Automatic wake up

Automated wake-up calls are a convenient service often used in hotels, hospitals, and for personal or business purposes. These calls are typically scheduled in advance and delivered automatically at a designated time to ensure timely wake-ups. Automated wake-up calls are a convenient and reliable method to ensure timely reminders and can be easily customized to fit various needs.

🞣 **Phases of an Automated Wake-Up Call System**

Setup Phase:

- o User Registration: Users provide their phone numbers and set their wake-up times.
- o Preferences: Users can set preferences for repeat calls, snooze options, and message types.

Scheduling Phase:

- o Data Entry: The system logs the wake-up call requests in its database.
- o Queue Management: The system manages the queue of scheduled calls to ensure timely execution.

Execution Phase:

- o Call Initiation: At the designated time, the system initiates the call.
- o Message Playback: The pre-recorded or customized message is played when the call is answered.

Confirmation Phase:

- o User Response: The system may prompt the user to confirm that they are awake.
- o Retries: If no confirmation is received, the system may retry the call.

Logging Phase:

- o Call Records: The system logs details of the call (time, duration, response).
- o Reports: Some systems provide reports on call success rates and user responses.

✓ **Manual wake up**

Manual wake-up services involve a person, typically a hotel staff member or a designated individual, calling or knocking on the door to wake someone up at a prearranged time. This traditional approach is still widely used in many settings, especially where a personal touch is valued.

Phases of a Manual Wake-Up Call Service

Request Phase:

- o Initiating Request: The guest or client requests the wake-up service, specifying the desired time.
- o Detail Collection: The staff collects any additional details, such as preferences for call timing or special instructions.

Scheduling Phase:

- o Log Entry: The requested wake-up calls are logged into a schedule, either electronically or on paper.
- o Shift Assignment: Staff members are assigned the task of making wake-up calls during their shift.

Execution Phase:

- o Wake-Up Call: At the scheduled time, the staff member calls the guest's room or phone number.
- o Message Delivery: The staff member delivers a polite and clear wake-up message.

Follow-Up Phase:

- o Confirmation: The staff member ensures that the guest has woken up and may offer additional services or assistance.
- o Additional Attempts: If there is no response, the staff member may make additional attempts or use alternative methods (e.g., physical knock).

Logging Phase:

- o Completion Record: The wake-up call is recorded as completed, including any pertinent details or notes for future reference

- **Setting wake up calls handling tips**
  - ✓ **Give Full Attention to Guest Details**: When recording the guest's room number, name, and wake-up time, give your full attention to avoid any mistakes. Double-check the information you write down to ensure accuracy.
  - ✓ **Repeat and Confirm**: Repeat the guest's room number, name, and requested wake-up time to them before ending the call. This confirms that you have accurately noted their information and helps prevent any misunderstandings.

- ✓ **Set Alarms or Reminders:** Set alarms or reminders for yourself to ensure that you make the wake-up call on time. This helps you stay organized and punctual, minimizing the risk of forgetting or delaying the call. 4. Use a Pleasant and Engaging Tone: When making the wake-up call, use a friendly and polite tone. Speak clearly and audibly to ensure the guest hears and understands the purpose of the call. 5. Confirm Guest's Wakefulness: After making the wake-up call, ask the guest if they are awake and ready to start their day. Allow them a moment to respond and ensure they acknowledge the wake-up call.

- ✓ **Set Alarms or Reminders**: Set alarms or reminders for yourself to ensure that you make the wake-up call on time. This helps you stay organized and punctual, minimizing the risk of forgetting or delaying the call.

- ✓ **Use a Pleasant and Engaging Tone**: When making the wake-up call, use a friendly and polite tone. Speak clearly and audibly to ensure the guest hears and understands the purpose of the call.

- ✓ **Confirm Guest's Wakefulness**: After making the wake-up call, ask the guest if they are awake and ready to start their day. Allow them a moment to respond and ensure they acknowledge the wake-up call.

- **Switchboard Setting**

Setting up a switchboard system for wake-up calls involves several steps to ensure efficient and reliable service. Here's a comprehensive guide:

- ✓ **System Setup**

  - 🔸 **Choose the Right Switchboard System**

    - o **Hardware/Software:** Depending on the size and needs of your establishment, select either a physical switchboard system or a software-based solution. Many modern systems offer integrated wake-up call features.

    - o **Compatibility:** Ensure the system is compatible with your existing telephone infrastructure.

  - 🔸 **Install the System**

    - o **Professional Installation:** Have the switchboard system installed by professionals to ensure proper setup and integration with your phone lines.

- o **Configuration:** Configure the system according to your needs, including setting up wake-up call functionalities.

✓ **Create a Wake-Up Call Procedure**

➕ **Standard Operating Procedures (SOPs)**

Documentation: Develop and document clear procedures for handling wake-up call requests, scheduling, execution, and follow-up.

Training: Train all switchboard operators and relevant staff on these procedures.

✓ **Request Handling**

➕ **Logging Requests**

- o **Reception Desk:** Establish a procedure for guests to request wake-up calls at the reception desk.

- o **Automated Logging**: If possible, use a computerized system to log wake-up call requests directly into the switchboard system.

- o **Manual Logging:** For manual systems, maintain a wake-up call logbook where requests are recorded with details like time, room number, and any special instructions.

✓ **Scheduling Wake-Up Calls**

➕ **Centralized Log**

Daily Schedule: Create a centralized log or schedule for all wake-up calls, organized by time.

Accessibility: Ensure the schedule is easily accessible to all switchboard operators.

✓ **Executing Wake-Up Calls**

➕ **Making the Call**

- o **Manual Dialing**: At the scheduled time, the switchboard operator manually dials the room phone or provided phone number.

- o **Automated Systems**: If using an automated system, ensure it is set to dial at the correct time and play the pre-recorded message.

- o **Scripted Message**

- ✓ **Standard Script:** Develop a standard script for wake-up calls to ensure consistency. For example:
  - ♦ **Greeting**: "Good morning, Mr./Ms. [Last Name]. This is [Your Name] from the front desk."
  - ♦ **Wake-Up Message**: "It's [Time], and this is your wake-up call as requested."
  - ♦ **Confirmation:** "Can I assist you with anything else this morning? Would you like another call in a few minutes?"
  - ♦ **Confirmation and Follow-Up**
    - o **Response Check**: Ask for confirmation that the guest is awake.
    - o **Retry Mechanism:** If there is no response, retry the call after a few minutes or inform housekeeping to knock on the door.
- ✓ **Logging and Reporting**
  - ♦ **Completion Logs**

  Record Keeping: Log each completed wake-up call with details such as the time the call was made and any relevant notes.

  Issue Tracking: Record any issues encountered, such as no response or special requests.
  - ♦ **Regular Reviews**

  Quality Control: Periodically review the wake-up call logs to identify any recurring issues and areas for improvement.

  Feedback: Gather feedback from guests on the wake-up call service to make necessary adjustments.
- ✓ **Maintenance and Support**
  - ♦ **System Maintenance**

  Regular Checkups: Schedule regular maintenance for the switchboard system to ensure it is functioning properly.

  Updates: Keep the system updated with the latest software or firmware updates.
  - ♦ **Operator Training**

  Ongoing Training: Provide ongoing training for switchboard operators to keep them informed about any system updates or procedural changes.

Refresher Courses: Periodically offer refresher courses to ensure all operators are proficient in handling wake-up calls.

✓ **Emergency Procedures**

⬇ **Backup Plans**

Alternative Methods: Have a backup plan in place for wake-up calls in case of system failures, such as manual calls or physical wake-ups by staff.

Emergency Contacts: Maintain a list of emergency contacts for technical support. By following these steps, you can set up an efficient and reliable switchboard system for wake-up calls, ensuring high-quality service for your guests or clients.

✓ **Guest reminder**

Guest Reminders consist of a varied range such as booking reminders, check-out reminders, wake up calls, and cloakroom services.

Hotel Reminders include meeting reminders, appointment reminders, event reminders, guest pickup reminders, and parcel and courier notifications among others.

The reminders are unconventional tools for enhancing the efficiency of the hotel business that helps to increase the collaborative effort among the staff and also in customer relationship management.

Activity 2: Guided Practice

Read and Perform this task number 16.

Task 16

Managing wakeup calls requires tacts and tips. In a play role scenario Perform the Manual Wake-Up Call Service.

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:2.1. in your manual.

Activity 3: Application

Read and perform the task number seventeen (17) in your manuals.

Task 17

From your Front Office workshop, play a scenario on Performing the Manual Wake-Up Call Service.

Formative Assessment

1. The followings are types of wakeup call. Answer by True or False.

   a. Automated call

   b. Forwarded call

   c. Rejected call

   d. Manual set up call

2. What are the reasons of calls termination?

3. How to connect hotel calls?

Points to Remember

Start your telephone call with a polite greeting. Identify yourself and the purpose of your call.

End the call with a polite closing remark, thanking the other party for their time.

When managing hotel calls positive attitude and attention to details must be maintained.

Automated wake-up calls provide a reliable and convenient way to ensure timely wake-ups, catering to various personal and professional needs.

Throughout the call process, various signalling, routing, and management functions are performed to ensure that calls are routed correctly, connections are established reliably, and users have the necessary control and flexibility to manage their communications effectively.

Self-Reflection

At the end of every unit trainees should:

Re-take the self-assessment they did at the beginning of the unit.

Fill in the table above and share results with the trainer for further guidance.

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify Incoming and outgoing calls					
Describe Call setup request					
Determine the Destination switch processing					
Identify call path establishment					
Describe Call connection					
Determine the Termination of calls					
Identify errors in calls					
Describe call process					
Define wakeup calls					
Identify the types of wakeup calls					
Handle incoming calls					

My experience / Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Handle Call setup request					
Apply Destination switch processing					
Connect Calls					
Manage wake up calls					
Maintain personal grooming					
Use professional language when communicating					
Show empathy when handling errors					
Pay attention to details while communicating					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

Unit summary

This unit provides you with the knowledge, skills and attitudes required to report switchboard activities required to manage hotel calls. It covers the gathering of Information, preparation of report, delivering of report.

Self-Assessment: Unit 3

1. Look at the unit illustration in the Manuals and together discuss:

    a. What does the illustration show?

    b. What do you think will be topics to be covered under this unit based on the illustration?

2. Fill out the below self-assessment. Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.

    a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process

    b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?

    c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

    d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Review stored data					
Describe the Techniques of gathering information					
Apply the Techniques of gathering information					
Being attentive					
Paying attention to details					
Apply report preparation techniques					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Determine the report delivery process					
Apply the report delivery process					
Being cooperative					
Interpret Data					
Identify types of report					
Identify the elements of report					
Fill a report format					

 Key Competencies:

Knowledge	Skills	Attitudes
1. Identify techniques of gathering Information	1. Apply techniques of gathering Information.	1. Being attentive
2. Determine report preparation techniques	2. Apply report preparation techniques	2. Paying attention to details
3. Describe the reporting channels	3. Comply with report delivery process	3. Being cooperative

 Discovery activity:

 Task 18: Observe the above picture and describe what you have observed.

Topic 3.1: Gathering of Information.

Activity 1: Problem Solving

Task 19:

By the end of your shift, you are tasked by your supervisor to collect information for the preparation of the switchboard activities report.

How do you collect guest personal information?

Key Facts 3.1: Gathering of Information.

Hoteliers can collect first-party data through all customer touchpoints, encompassing contact details, booking history, guest preferences, and feedback. It is crucial to handle this private information discreetly.

- **Review of stored data in hotel.**
  Reviewing stored data in a hotel involves accessing various systems and records to evaluate guest information, booking details, financial data, and operational metrics.

  ✓ **Here's a step-by-step guide**:

    ↓ Access Management System: Log into the hotel management system (PMS) where all data is stored.

    ↓ Review guest profiles for personal information, preferences, and stay history.

    ↓ Check reservation details like booking dates, room types, and special requests.

    ↓ Look at revenue reports including room rates, additional services (spa, dining), and miscellaneous charges.

    ↓ Review financial statements for income, expenses, and profit margins.

    ↓ Read reviews and feedback from guests collected through surveys, online review sites, and direct comments.

- **Collecting personal information**

  Various customer touchpoints offer opportunities for collecting personal information from guests, such as during booking or check-in.

✓ **Booking**

- Whether guests book online (directly or via third-party websites) or through your front desk, they usually provide contact information, including names, email addresses, and phone numbers. This data constitutes the foundation of your guest database. Consider requesting additional information that aligns with this stage in the customer journey. This may include:
- Special requests
- Dietary preferences
- Purpose of travel (business, leisure, or a special occasion)

Obtaining this information not only aids in meeting their needs but also facilitates surprise and delight initiatives.

- Reservation Data

An automated property management system tracks reservation data, including occupancy rates and fluctuations.

- Check-in

Whether in-person or online, check-ins are the perfect opportunity to round out guest profiles with additional information, such as preferred method of payment, spouse's name, mobile number, and any special requests or preferences.

- Email Subscriptions

Aside from encouraging email signups on your hotel's website. These emails will provide valuable insights into guest behavior, revealing which links they click on and what services/amenities pique their interest the most.

- Pre-stay and Post-stay Emails

You are entitled to email guests prior to their arrival and afterward, if it pertains to their stay. Both opportunities are excellent ways to not only collect first-party data but to build loyalty as well.

＋ Loyalty Programs

Implementing a guest loyalty program can encourage repeat bookings and provide opportunities to collect valuable data. Guests often sign up for these programs by providing their personal information.

＋ In Stay

Wi-Fi Access: Many hotels provide Wi-Fi access to guests. To access the Wi-Fi, guests may need to log in using their email addresses or social media accounts, providing the hotel with contact information.

Point-of-Sale (POS) Systems: Hotels with on-site restaurants, spas, or shops can collect data through POS systems when guests make purchases. When integrated with your PMS, the POS system can automatically post charges to guests' reservations

- **Methods of capturing data**

There are many methods for capturing guest data, both with their advantages and disadvantages. With the significant technological advances that have taken place within the tourism sector, opting for technology tools for data capture is a very useful method.

✓ **Manual data capture upon check-in or check-out**

In this day in age, there are not many modern establishments that continue to solely employ manual data capture methods to gather information about their guests, as they rely on their PMS. However, direct contact with guests is maintained, both during the check-in and check-out process.

For example, this can be done by carrying out surveys about the personal preferences of each guest at the start of their stay, or satisfaction surveys when they leave.

On the other hand, gathering guest data on paper requires consequent transfer to the PMS, which ultimately implies time spent by your staff. Additionally, upon transferring the data from a physical to a digital format, the parameters may not be recorded correctly, resulting in data being recorded prior to being reviewed.

✓ **Data capture during the booking process**

Establishments with their own booking engine can capture data from the basic booking information (verified email address, nationality, age, language, gender, GDPR status) without any issues.

✓ **Data capture via email marketing**

Email marketing campaigns are, without a doubt, one of the most effective methods for building a strong relationship between guests and the hotel brand. Access to guest data facilitates the launch of more effective automated campaigns, as this enables personalized email adaptation, in accordance with the preferences of each segment of the target group.

If a guest provides you with their data, this means that they trust you to make good use of them. In other words, the abusive sending of emails may annoy the customer.

✓ **Recording data on Social Media**

Social networks and reputation management portals are, without a doubt, two means of gathering genuine guest opinions. Upon sharing their satisfaction – or dissatisfaction – by way of the different online portals within which your brand is featured, guests want you to know their thoughts, in addition to sharing their experience with other customers.

✓ **Automatic data capture via WiFi**

Thanks to technological advances in the hotel sector, technology facilitates internal hotel management processes, including customer data capture.

This enables the hotel to capture guest data upon arrival at the hotel, during their stay and when leaving the establishment.

- **Categories of data to use for report**

When preparing a report for a hotel, you can categorize data into various key areas to provide comprehensive insights.

Here are some essential categories of data to consider:

✓ **Guest Information:**

⬇ Demographics (age, gender, nationality)

- Preferences and special requests
- Repeat visit rates and loyalty program participation

✓ **Booking Data:**
- Source of bookings (direct, online travel agencies, corporate)
- Lead time (time between booking and stay)
- Cancellation rates and reasons

✓ **Occupancy Metrics:**
- Occupancy rates (percentage of rooms occupied)
- Average Length of Stay (ALOS)
- Room type occupancy (standard, deluxe, suites)

✓ **Financial Data:**
- Revenue per Available Room (RevPAR)
- Average Daily Rate (ADR)
- Total revenue (rooms, food & beverage, additional services)
- Expenses (operational, staffing, maintenance)
- Profit margins

✓ **Operational Data:**
- Housekeeping efficiency (room turnover time, cleaning standards)
- Maintenance logs and issues resolved
- Inventory levels (supplies, amenities)

✓ **Customer Feedback:**
- Guest satisfaction scores (via surveys, reviews)
- Common complaints and praise points
- Net Promoter Score (NPS)

✓ **Market and Competitive Data:**
- Market share and positioning
- Competitive pricing and offers
- Market trends and demand forecasts

✓ **Staff Performance:**

  ➕ Employee productivity metrics

  ➕ Training and development records

  ➕ Staff satisfaction and turnover rates

✓ **Sales and Marketing:**

  ➕ Effectiveness of promotional campaigns

  ➕ Conversion rates (inquiries to bookings)

  ➕ Return on Investment (ROI) for marketing efforts

✓ **Compliance and Security:**

  ➕ Data privacy compliance status (GDPR, CCPA)

  ➕ Security incidents and resolutions

  ➕ Health and safety records

By organizing your report into these categories, you can present a structured and detailed analysis that addresses all critical aspects of hotel operations, performance, and guest satisfaction

- **Data interpretation**

  Interpreting data involves analyzing it to extract meaningful insights, patterns, and trends that inform decision-making.

  Here's a step-by-step guide to help you interpret data effectively:

✓ **Understand the Context:**

  ➕ Know the purpose of the data and the questions you are trying to answer.

  ➕ Understand the source and how the data was collected.

✓ **Clean the Data:**

  ➕ Check for and correct any errors, duplicates, or inconsistencies.

  ➕ Handle missing data appropriately (e.g., removing, imputing, or leaving as is, depending on the context).

- ✓ **Summarize the Data:**

  - Use descriptive statistics to get an overview (mean, median, mode, range, standard deviation).
  - Create visual summaries like charts, graphs, or tables.

- ✓ **Look for Patterns and Trends:**

  - Identify any obvious patterns or trends over time.
  - Compare different categories or groups within the data.

- ✓ **Use Comparative Analysis:**

  - Compare your data against benchmarks, past performance, or industry standards.
  - Look for deviations and investigate their causes.

- ✓ **Check for Correlations:**

  - Use statistical tests to determine if there are significant relationships between variables.
  - Be cautious of correlation vs. causation.

- ✓ **Segmentation:**

  - Break down the data into smaller segments (e.g., customer demographics, booking sources).
  - Analyze each segment to understand differences and similarities.

- ✓ **Contextualize with External Data:**

  - Compare your data with external data sources to gain broader insights (market trends, competitor data).
  - Understand how external factors may influence your data (seasonality, economic conditions).\

- ✓ **Hypothesis Testing:**
  - 🔸 Formulate hypotheses based on initial observations.
- ✓ **Use statistical tests (t-tests, chi-square tests) to confirm or refute these hypotheses.**
- ✓ **Use Advanced Analytical Techniques:**
  - 🔸 Employ regression analysis, clustering, or machine learning models for deeper insights.
  - 🔸 Identify predictive factors and potential future trends.
- ✓ **Interpret the Results:**
  - 🔸 Relate the findings back to your original questions and objectives.
  - 🔸 Consider the practical implications of your findings for decision-making.
- ✓ **Communicate the Insights:**
  - 🔸 Present your findings in a clear, concise manner using visualizations and summary points.
  - 🔸 Tailor your presentation to your audience, focusing on actionable insights and recommendations.
  - 🔸 By following these steps, you can systematically interpret data and derive actionable insights to inform strategic decisions
- ✓ **Call frequency**
  - 🔸 Call frequency refers to the rate or number of times calls are made within a specific period.

Activity 2: Guided Practice

Task 20:

As you are performing the closing duties activities gather the required information to report the switchboard activities.

1. How to perform the review of stored data?
2. What are the methods of capturing data?
3. Describe any 3 steps for effective data interpretation.

Activity 3: Application

Read and perform the task below.

Task 21:

Using a filled guest reservation form, perform the data interpretation.

Topic 3.2: Preparation of   report

Activity 1: Problem Solving

Task 22: Read and answer the following questions:

1. What are the types of report?

2. Enumerate the elements of a report

Key Facts 3.2: Preparation of   report

- **Types of reports**

When working with data, particularly in a hotel setting, various types of reports can be generated to serve different purposes. Here are the common types of reports:

  ✓ **Operational Reports**

  Daily Operations Report: Summarizes daily activities, including occupancy rates, revenue generated, check-ins and check-outs, and room status.

  Housekeeping Report: Details the status of each room, including which rooms need cleaning, are being serviced, or are ready for guests.

  Maintenance Report: Lists maintenance issues reported, their status, and any completed repairs.

  ✓ **Financial Reports**

  Income Statement (Profit and Loss Statement): Shows revenue, expenses, and profits over a specific period.

  Balance Sheet: Provides a snapshot of the hotel's financial position at a specific point in time, including assets, liabilities, and equity.

  Cash Flow Statement: Details the inflows and outflows of cash, showing how well the hotel manages its cash position.

  ✓ **Sales and Marketing Reports**

  Sales Report: Analyzes sales performance, booking sources, and revenue generated from different channels.

Marketing Campaign Report: Evaluates the effectiveness of marketing campaigns, including ROI, conversion rates, and customer acquisition costs.

Competitive Analysis Report: Compares the hotel's performance with competitors, including pricing, occupancy rates, and market share.

✓ **Customer Feedback and Satisfaction Reports**

Guest Satisfaction Report: Summarizes feedback from guest surveys and reviews, identifying key areas of satisfaction and areas needing improvement.

Net Promoter Score (NPS) Report: Measures guest loyalty and likelihood to recommend the hotel to others.

✓ **Staff and Performance Reports**

Employee Performance Report: Evaluates staff performance metrics, including productivity, attendance, and customer service scores.

Training and Development Report: Tracks employee training programs, completion rates, and effectiveness.

✓ **Booking and Reservation Reports**

Reservation Report: Lists current and upcoming bookings, cancellations, and no-shows.

Occupancy Forecast Report: Predicts future occupancy rates based on historical data and booking trends.

✓ **Inventory and Procurement Reports**

Inventory Report: Tracks inventory levels of supplies, food and beverages, and other consumables.

Procurement Report: Details purchasing activities, including order volumes, costs, and supplier performance.

✓ **Compliance and Safety Reports**

Compliance Report: Ensures the hotel meets regulatory requirements, including health and safety standards, and data privacy laws.

Incident Report: Records any accidents or incidents that occur on the hotel premises, detailing the circumstances and actions taken.

- ✓ **Analytical and Strategic Reports**

  Trend Analysis Report: Identifies long-term trends in bookings, revenue, and guest preferences.

  SWOT Analysis Report: Analyzes the hotel's strengths, weaknesses, opportunities, and threats to inform strategic planning.

  Revenue Management Report: Focuses on pricing strategies, demand forecasting, and revenue optimization techniques.

- ✓ **Environmental and Sustainability Reports**

  Sustainability Report: Details initiatives related to environmental sustainability, including energy usage, waste management, and water conservation efforts.

  By utilizing these various types of reports, a hotel can gain comprehensive insights into its operations, financial health, customer satisfaction, and strategic direction, allowing for informed decision-making and continuous improvement.

- **Elements of report**

  Creating a comprehensive and effective report involves including various elements that provide clear, structured, and actionable insights.

  Here are the key elements of a report:

  - ✓ **Title Page**
    - ⁜ Title: Clearly states the subject of the report.
    - ⁜ Subtitle (if applicable): Provides additional detail about the focus of the report.
    - ⁜ Author(s): Name(s) of the person or team who prepared the report.
    - ⁜ Date: The date the report was completed.

  - ✓ **Table of Contents**

    Lists the sections and subsections of the report with corresponding page numbers for easy navigation.

  - ✓ **Executive Summary**

    Overview: A brief summary of the report's purpose, key findings, and recommendations.

    Highlights: Concise bullet points or paragraphs that capture the main points of the report.

- ✓ **Introduction**
  - ↯ Purpose: Explains the objective of the report and what it aims to achieve.
  - ↯ Scope: Describes the boundaries of the report, including what is and isn't covered.
  - ↯ Background: Provides context or background information necessary to understand the report's content.
- ✓ **Methodology**
  - ↯ Data Collection: Details how the data was collected, including sources and tools used.
  - ↯ Analysis: Explains the methods and techniques used to analyze the data.
- ✓ **Findings/Results**
  - ↯ Data Presentation: Displays the data using tables, charts, graphs, and other visual aids.
  - ↯ Key Insights: Highlights the most important findings from the data.
- ✓ **Discussion**
  - ↯ Interpretation: Analyzes the findings, explaining what they mean in context.
  - ↯ Implications: Discusses the significance of the results and their potential impact.
- ✓ **Recommendations**
  - ↯ Actionable Suggestions: Provides specific, practical recommendations based on the findings.
  - ↯ Implementation: Suggests steps or strategies for implementing the recommendations.
  - ↯ Conclusion
  - ↯ Summary: Recaps the main points and reinforces the key takeaways from the report.
  - ↯ Final Thoughts: Offers any final observations or reflections.
- ✓ **References**

  Lists all the sources cited in the report, following a standard citation format.

✓ **Appendices**

Supplementary Information: Includes any additional material that supports the report but is too detailed to include in the main sections (e.g., raw data, detailed calculations, technical notes).

✓ **Glossary (if applicable)**

Defines technical terms, acronyms, and jargon used in the report for clarity

✓ **Filling of report format**

Filling out a format report involves organizing information in a structured manner to clearly convey the necessary details.

Here's a step-by-step guide to help you fill out a format report effectively:

✓ **Understand the Report Format**

- **Header**: Includes the title, date, and author's name.
- **Introduction**: Briefly explain the purpose of the report.
- **Body**: Main content divided into sections (methodology, findings, analysis, etc.).
- **Conclusion**: Summarize the findings and suggest recommendations if any.
- **Appendix**: Additional information like charts, graphs, or supplementary data.
- **References**: List of sources cited in the report.

✓ **Gather Information**

Collect all necessary data, documents, and references required for the report.

✓ **Fill Out the Sections**

- **Header**: Enter the title of the report, the date, and your name.
- **Introduction**: Provide a brief overview of the report's purpose, scope, and objectives.
- **Body**:
  - **Methodology**: Describe the methods used to gather data or conduct research.
  - **Findings**: Present the data or information gathered. Use bullet points, tables, or charts for clarity.

> - o **Analysis**: Interpret the findings, explain their significance, and how they relate to the objectives.
>   - **Conclusion**: Summarize the key points, conclusions drawn from the analysis, and any recommendations.
>   - **Appendix**: Attach supplementary material referenced in the report.
>   - **References**: List all sources cited in the report using a consistent citation style (APA, MLA, etc.).
> - ✓ **Review and Edit**
>   - Proofread the report for any grammatical errors or inconsistencies.
>   - Ensure all sections are complete and logically organized.
>   - Verify the accuracy of data and citations.
>
> By following this structured approach, you can ensure that your report is clear, comprehensive, and effectively communicates the intended information.

Activity 2: Guided Practice

Task 23:

As you are performing the closing duties activities elaborate a switchboard activities report by filling out the below format.

This report format provides a comprehensive overview of switchboard activities for a given day, ensuring all relevant information is recorded and reviewed.

Switchboard Activity Report

Date: [MM/DD/YYYY]

Prepared by: [Your Name]

---

1. Summary

A brief overview of the switchboard activities for the specified date.

Total Incoming Calls: [Number]

Total Outgoing Calls: [Number]

Total Wake-Up Calls: [Number]

Total Issues Reported: [Number]

---

2. Detailed Call Log

Incoming Calls

Time	Caller number	Department	Purpose	Comment

Outgoing Calls

Time	Dialed number	Department	Purpose/Reason for the call	Comment

Wake-Up Calls

Time	Room Number/Phone	Status (Completed/ No Response)	Comment

---

b. **Issues and Resolutions**

Time	Issues Description	Department/Extension	Resolution/Action Taken

List all issues encountered during the day and their resolutions.

4. Follow-Up Actions

Outline any follow-up actions that need to be taken based on the day's switchboard activities.

Actions to be Taken:

1. Description of action item
2. Description of action item
3. Description of action item

Include details on who is responsible for each action and the deadline for completion.

---

5. Feedback and Recommendations

Summarize any feedback received about the switchboard service and provide recommendations for improvement.

Feedback:

- [Summary of feedback received]

Recommendations:

1. [Recommendation for improvement]
2. [Recommendation for improvement]
3. [Recommendation for improvement]

---

6. Sign-Off

Prepared by: [Your Name]

Reviewed by: [Supervisor/Manager's Name]

Note: For any clarification you may refer to the key facts 3.2 or interact with your trainer.

Activity 3: Application

Task 23:

Visit a nearest hotel and assist the switchboard operator in his/her shift activities then prepare a switchboard activities report.

Topic 3.3: Delivering of report.

Activity 1: Problem Solving

Task 24:

By the end of your shift, you are tasked by your supervisor to deliver the switchboard activities report.   To perform this task: -What are the tips for effective report delivery?

1. Select the appropriate report delivery way
2. Explain the front office reporting channel

Key Facts 3.3: Delivering of report.

- **Tips for Effective Report Delivery**

  ✓ **Know Your Audience**: Tailor the delivery method to the preferences and needs of your audience.

  ✓ **Clarity and Accessibility**: Ensure the report is easy to read and accessible to all intended recipients.

  ✓ **Follow-Up**: Provide a way for recipients to ask questions or seek clarifications. This can be through follow-up meetings, Q&A sessions, or contact information included in the report.

  ✓ **Confidentiality**: Consider the sensitivity of the information in the report and choose secure delivery methods for confidential data.

- **Ways of report delivering**

  Delivering a report effectively is crucial for ensuring that your audience receives and understands the information.

  Here are several ways to deliver a report, each suited to different contexts and audiences:

  ✓ **Printed Reports**

  ➕ **Physical Handouts**: Suitable for meetings, presentations, or formal settings where a tangible copy is preferred.

  ➕ **Bound Copies**: Professionally bound reports are ideal for official submissions, such as to clients, stakeholders, or for archiving.

✓ **Digital Formats**

- **PDF**: A widely used format that preserves the layout and formatting across different devices. Ideal for email attachments, online sharing, or downloading.
- **Word Document**: Useful for reports that may need editing or collaboration. Can be shared via email or cloud storage.
- **PowerPoint Presentation**: For summarizing the report in a visual format. Useful for presenting findings in meetings or conferences.

✓ **Online Platforms**

- **Email**: Directly sending the report to recipients as an attachment or link.
- **Cloud Storage**: Sharing a link to a cloud storage service (e.g., Google Drive, Dropbox) where the report can be accessed and downloaded.
- **Internal Intranet**: Posting the report on a company's internal network for easy access by employees.

✓ **Presentations**

- **In-Person Meetings**: Presenting the report in a formal meeting with printed copies for attendees.
- **Webinars or Virtual Meetings**: Using video conferencing tools (e.g., Zoom, Microsoft Teams) to present the report to a remote audience. Sharing the report digitally before or after the presentation.
- **Workshops and Conferences**: Delivering the report as part of a larger presentation or panel discussion.

✓ **Interactive Formats**

- **Interactive PDFs**: Embedding hyperlinks, multimedia, and interactive elements in a PDF to enhance engagement.
- **Infographics**: Summarizing key points of the report in a visually appealing infographic. Useful for social media sharing or as a supplement to the full report.

- **Dashboards**: Using data visualization tools (e.g., Tableau, Power BI) to create interactive dashboards that allow users to explore the report data dynamically.

✓ **Other Methods**

- **Printed Posters**: Summarizing report findings in a poster format for display at conferences, trade shows, or office spaces.
- **Executive Summaries**: Providing a brief summary of the report to busy executives, either as a standalone document or at the beginning of the full report.
- **Audio and Video Reports**

Podcasts or video summaries can cater to audiences who prefer auditory or visual content.

Useful for reaching a broader audience through multimedia channels.

- **Reporting channel**

Selecting the appropriate reporting channel is crucial to ensure that the report reaches the right people in an effective and timely manner.

The hierarchy of communication within a hotel's front office is essential for ensuring smooth operations, efficient workflow, and excellent guest service. Here's a typical structure, outlining the flow of information and the key roles involved:

✓ **General Manager (GM)**

- **Role**: Oversees the entire hotel operation, including the front office.
- **Communication**: Receives reports from the Front Office Manager (FOM) and other department heads, communicates with hotel owners and key stakeholders.
- **Key Reports**: Daily operations summary, financial performance, guest satisfaction, and strategic updates.

✓ **Front Office Manager (FOM)**

- **Role**: Manages the front office operations, ensuring smooth functioning and guest satisfaction.

- **Communication**: Directly reports to the GM, communicates with Assistant Front Office Managers, Supervisors, and other department heads.
- **Key Reports**: Daily activity report, occupancy and revenue reports, guest feedback summaries, and staff performance.

✓ **Assistant Front Office Manager (AFOM)**
- **Role**: Assists the FOM in managing front office operations, overseeing specific areas or shifts.
- **Communication**: Reports to the FOM, coordinates with front office supervisors, and communicates with other departments as needed.
- **Key Reports**: Shift reports, guest issue logs, and specific task updates.

✓ **Front Office Supervisor / Shift Leader**
- **Role**: Supervises front office staff during their shift, handles escalated guest issues.
- **Communication**: Reports to the AFOM or FOM, communicates with front desk agents, concierge, and other front office staff.
- **Key Reports**: Shift handover reports, daily logs, and immediate issue updates.

✓ **Front Desk Agents / Receptionists**
- **Role**: Primary point of contact for guests, handles check-ins, check-outs, reservations, and guest inquiries.
- **Communication**: Reports to the Front Office Supervisor, interacts with guests, and coordinates with other departments for guest needs.
- **Key Reports**: Guest registration details, reservation updates, and incident logs.

✓ **Concierge**
- **Role**: Assists guests with special requests, provides information about local attractions, and coordinates guest services.
- **Communication**: Reports to the Front Office Supervisor, coordinates with other front office staff and external service providers.
- **Key Reports**: Guest requests and service logs.

- ✓ **Bell Staff / Porters**
    - ✦ **Role**: Assists guests with their luggage, escorts them to their rooms, and provides general assistance.
    - ✦ **Communication**: Reports to the Front Office Supervisor or Concierge, interacts with guests and coordinates with front desk agents.
    - ✦ **Key Reports**: Guest assistance logs and baggage handling records.
- ✓ **Guest Relations Officer (GRO)**
    - ✦ **Role**: Ensures high levels of guest satisfaction, handles VIP guests and special requests.
    - ✦ **Communication**: Reports to the FOM or AFOM, communicates with front desk agents and other departments for guest needs.
    - ✦ **Key Reports**: Guest satisfaction feedback, VIP guest logs, and issue resolution reports.
- **Choosing the Right Reporting Channel**
    - ✓ **Audience**: Consider who needs to receive the report and their preferred communication methods.

    - ✓ **Content**: Match the complexity and sensitivity of the report with the appropriate channel.

    - ✓ **Urgency**: For urgent reports, choose channels that offer immediate delivery and access.

    - ✓ **Security**: For confidential or sensitive reports, prioritize secure channels.

    - ✓ **Engagement**: Determine if interaction and feedback are necessary and choose channels that facilitate this.

    Using the right reporting channel ensures that your report is not only delivered effectively but also received and acted upon appropriately by the intended audience.

 Activity 2: Guided Practice

 Task 25:

As you are performing the closing duties activities perform the report delivery

Notes: -You may contact your trainer for any clarification

Refer to the key facts 3.3

 Activity 3: Application

Read and perform the task below.

 Task 26:

Visit the hotel nearby your school then perform the report delivery for the previous shift.

Formative Assessment

1. How do you collect guest personal information?

2. How to perform the review of stored data?

3. What are the methods of capturing data?

4. Describe any 3 steps for effective data interpretation.

5. What are the types of report?

6. Enumerate the elements of a report

7. What are the tips for effective report delivery

8. Select the appropriate report delivery ways:

9. Explain the front office reporting channel

Points to Remember

These are the key learning points from all activities in this learning outcome. What are the main take-always you want trainees to remember?

> You have to ensure that your report is thorough, clear, comprehensive, and effectively communicates the necessary information to your audience.
>
> Selecting the appropriate mode of report delivery enhances communication effectiveness and ensures that the report achieves its intended impact.

Self-Reflection

At the end of every unit trainees should:

a. Re-take the self-assessment they did at the beginning of the unit.

b. Fill in the table above and share results with the trainer for further guidance.

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Review stored data					
Describe the Techniques of gathering information					
Apply the Techniques of gathering information					
Being attentive					
Paying attention to details					
Apply report preparation techniques					
Determine the report delivery process					
Apply the report delivery process					
Being cooperative					
Interpret Data					
Identify types of report					
Identify the elements of report					
Fill a report format					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

Integrated situation

ABC Hotel located in western province, Rubavu district, has shortage of switchboard operators, the hotel guests complain on switchboard services. As a hired switchboard operator, your role is to handle hotel calls. For the resolution of guest's complain on switch board service delivery, you are requested to   perform the below tasks within 1 hour

1. Perform opening duties
2. Manage calls
3. Reporting switch board activities

Resources

Tools	Watch, telephones, office tray, staplers, punching machine
Equipment	PBX, computer, scanner, printer, control Panels, table, shelves, office chairs,
Materials/ Consumables	Markers, first aid box, stickers, log book, staples, scooches, files

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