

VIP Guest Management

By Checklister

- ☐ **Verify VIP Status and Guest Profile** Confirm the guest's VIP designation and pull all relevant profile notes before arrival. This step ensures staff awareness and allows time for preparation.
 - Check the **reservation record** in the PMS for VIP flag, loyalty tier, or special designation.
 - Review the **guest history tab** for any previous stays, preferences, or known sensitivities.
 - Scan for **special requests**, room preferences (high floor, quiet, near elevator), and dietary or accessibility needs.
 - Cross-reference the **CRM or notes field** for any corporate affiliation, known associations, or media sensitivity.
 - If no profile exists or data is sparse, research the **company website or publicly available background** (only if appropriate) to understand context.
 - Flag any **security concerns, media sensitivity, or privacy requirements** and notify the manager on duty immediately.
 - Pitfall: Assuming a guest is not VIP because no flag is visible. Always ask the manager or check loyalty level before dismissing.
- ☐ **Coordinate Arrival Logistics and Timing** Confirm arrival details and alert all departments to prepare concurrently. Timing and coordination prevent delays and missed service moments.
 - Confirm **arrival date, time, and method** (car, airport transfer, walk-in) in the PMS or via reservation confirmation.
 - Note any **ground transportation**, parking needs (valet, garage), or luggage handling requirements.
 - Alert the **bell desk, housekeeping, and concierge** with arrival time at least 2 hours before check-in (use internal messaging or shift briefing).
 - If **executive suite or specialty room** is booked, verify room status with housekeeping and confirm availability.
 - Check the **front desk schedule** to ensure senior or trained staff are on duty; reassign if needed.
 - Identify the **primary contact person** (usually a manager or senior agent) to lead the check-in and handoff.
 - Note any **prior-night coordination** if the guest arrived early or stayed previously.
 - Pitfall: Assuming the standard check-in time applies. Always confirm the exact arrival window and buffer for variability.

- ❑ **Prepare Room and Amenities** Ensure the assigned room meets VIP standards and all personalized amenities are in place before arrival. This step is performed jointly by housekeeping and front office.
 - Verify the room is **cleaned to premium standard**, inspected for cleanliness, and stocked with luxury toiletries and linens.
 - Place **complimentary welcome amenities** (fruit basket, wine, chocolate, branded notepad, premium pen) in the room as per hotel policy.
 - Confirm **room technology** (WiFi, TV, phone, climate control) is tested and functioning.
 - Add any **personalized touches** noted in the profile (e.g., fresh flowers if guest prefers, specific pillow type, newspaper preference).
 - Ensure **premium toiletries** are visible and restocked (shampoo, conditioner, lotion, luxury soap).
 - Check that **room amenities** (robes, slippers, minibar, coffee machine) are fully stocked and in working order.
 - If **suite or specialty room**, verify all areas (living room, bedroom, bathroom, balcony) meet standards.
 - Coordinate with **front office** to confirm room readiness before check-in signal.
 - Pitfall: Over-personalizing without confirmation. Use only preferences documented in the reservation or prior stay history.
- ❑ **Greet and Acknowledge VIP Guest** Deliver a warm, personalized greeting that immediately sets a premium service tone. Use the VIP script provided to ensure consistency.
 - Position a **manager or senior agent** at the front desk or lobby entrance to greet the guest by name if feasible.
 - Use the greeting script: 'Welcome back to [hotel name], [Mr./Ms./Guest Name]. We're delighted to have you with us. We've prepared everything for your stay.'
 - If the guest is **unfamiliar**, use: 'Welcome to [hotel name]. Thank you for choosing us. We're here to make your stay exceptional.'
 - Note any **companions, family members, or assistants** traveling with the guest and acknowledge them briefly.
 - If the guest **appears rushed or tired**, keep the greeting brief and offer immediate assistance (luggage, fast-track check-in).
 - Offer a **beverage** (water, coffee, tea) while check-in details are handled.
 - Avoid **excessive questioning** or lengthy processing at this stage; move quickly and smoothly.
 - Pitfall: Treating the VIP guest like a standard arrival. The first 30 seconds set the tone for the entire stay.
- ❑ **Expedite Check-In Process** Complete registration efficiently without sacrificing attention to detail. Use express check-in procedures if available.
 - Offer **express check-in options**: tablet-based registration, pre-printed folio, or verbal confirmation of details.
 - Verify **identity and payment method** as standard, but do so professionally and discreetly.
 - Confirm **room assignment** and mention any special setup or amenities already prepared.
 - Ask: 'May we have a contact number for your stay to ensure we reach you quickly if needed?'
 - Provide **key cards** or access cards with a brief explanation of lobby/room access and services.
 - Hand off a **room guide or service menu** with key hotel contacts (concierge, room service, spa, business center).
 - If the guest is **traveling on a corporate account or has negotiated terms**, confirm billing and rate without dwelling on price.
 - Pitfall: Asking the VIP guest to fill out lengthy forms or answer repetitive questions. Minimize friction.

- ☐ **Assign and Brief Concierge or Room Attendant** Hand off the guest to the concierge or room attendant with clear instructions and priority context.
 - Inform the **primary concierge or room attendant** assigned to this guest of their VIP status.
 - Share the **guest profile**, preferences, and any known requests in a brief, private conversation.
 - Provide the **contact details** for the front office manager in case urgent requests arise.
 - Confirm the **room number, check-out date, and any known plans** (early breakfast, late checkout, special events).
 - Ask: 'Is there anything you anticipate this guest will need during their stay?'
 - If the guest has **prior relationships** with specific staff, arrange for that person to check in during their shift.
 - Pitfall: Failing to communicate VIP status to housekeeping or concierge, resulting in standard-level service.
- ☐ **Escort Guest to Room (if protocol applies)** A manager or senior staff member should escort VIP guests to their room to ensure satisfaction and offer immediate assistance.
 - Personally **escort the guest** from the front desk to the elevator and room (if hotel policy permits).
 - During the walk, mention **key facilities**: restaurant hours, gym access, pool, concierge availability.
 - Upon arrival at the **room**, briefly highlight amenities: 'Your room has WiFi [password], room service available 24/7, and the concierge is at [extension].'
 - Confirm the room **temperature, lighting, and amenities** are satisfactory.
 - Ask: 'Is there anything else you'd like us to arrange for your stay?'
 - Provide a **direct contact card** with the manager's name and after-hours extension.
 - Exit gracefully and avoid lingering once the guest is settled.
 - Pitfall: Leaving the guest to find their own way or providing a cursory introduction.
- ☐ **Confirm Special Requests and Arrange Services** Proactively address any noted requests and offer premium services during a follow-up check at 30 minutes post-arrival.
 - **30 minutes after arrival**, the room attendant or concierge should call the guest: 'We want to ensure you're completely comfortable. Is there anything else we can help arrange?'
 - If the guest mentioned **dining, spa, transportation**, confirm details and make reservations or arrangements immediately.
 - If the guest requested **specific room adjustments** (temperature, lighting, blinds), offer to send staff to optimize now.
 - Document any **new requests** in the PMS notes and inform all relevant departments.
 - Offer **premium services**: turndown service, newspaper selection, breakfast reservation, car service.
 - If the guest is **unresponsive** or indicates they wish not to be disturbed, note this preference and respect it.
 - Pitfall: Failing to follow up post-arrival or making assumptions about what the guest wants.

- ☐ **Monitor Stay and Respond to Requests** Maintain high service visibility and responsiveness throughout the stay. Ensure all requests are logged and prioritized.
 - Brief the **entire team** (front desk, housekeeping, concierge, room service) at shift changes about the VIP guest's presence.
 - If a **request is made** via phone or in person, log it immediately in the PMS with priority flag.
 - **Respond to requests** within 15 minutes (or sooner if feasible); confirm completion with the guest.
 - If the guest **encounters a problem** (room issue, service delay, missing amenity), escalate to the manager immediately for resolution.
 - Avoid **disturbing the guest unnecessarily**; housekeeping and room service should coordinate with the concierge before entry.
 - If the guest **dines in-house** or uses hotel services, brief restaurant/spa staff beforehand on their status and preferences.
 - Pitfall: Ignoring small requests or delays in responding. VIP guests notice responsiveness and remember it.
- ☐ **Handle Sensitivity and Privacy** Protect the guest's privacy and manage any media, visitor, or security concerns discreetly.
 - **Never disclose** the guest's presence, room number, or arrival date to external callers or walk-ins without prior authorization.
 - If a **caller inquires** about the guest, say: 'We don't confirm guest arrivals. May I take a message for them?'
 - If a **visitor arrives** without prior authorization, confirm the guest's permission before directing them upstairs.
 - If the guest is **media-sensitive** or high-profile, consider **discreet room access** (rear elevator, side entrance) and alert security.
 - Coordinate with **security** if the guest has expressed safety concerns or if paparazzi or protesters are present.
 - Document any **privacy requests** in the PMS with a clear marker so all staff are aware.
 - If the guest is **traveling incognito** or using an alias, use only the registered name in all communications.
 - Pitfall: Discussing the guest with colleagues or allowing unauthorized access. Discretion is a cornerstone of premium hospitality.
- ☐ **Ensure Flawless Checkout** Close the VIP stay with the same attention and courtesy used at arrival. Gather feedback and ensure the guest departs satisfied.
 - A **manager or senior agent** should conduct the checkout process personally if possible.
 - If the guest is **checking out early**, offer to expedite the process and avoid delays.
 - Review the **folio** before presenting to ensure no errors or unexpected charges.
 - If there are **questions about charges**, resolve them calmly and without debate.
 - Ask: 'Did we meet all your needs during your stay? Is there anything we could have improved?'
 - Invite the guest to **complete a feedback survey** (in-room or mobile link) and emphasize that feedback helps improve service.
 - Offer **complimentary services** for the next stay if appropriate (upgrade, dining credit, late checkout).
 - If the guest is **on a corporate account**, confirm billing is correct and provide a detailed invoice if needed.
 - Arrange **luggage handling** and ground transportation if the guest requires it.
 - Send a **thank-you note or email** within 24 hours referencing something specific about their stay.
 - Pitfall: Rushing checkout or allowing a negative final impression to overshadow the stay.

☐ **Log and Archive VIP Stay Record** Document the stay details, preferences, and feedback for future reference and service continuity.

- Update the **guest profile** in the PMS with new preferences discovered during the stay (e.g., 'prefers high floor', 'requests quiet room').
- Note any **special accommodations** made and whether they enhanced the guest's experience.
- Record **spending patterns**: which restaurants, services, or amenities did the guest use?
- If the guest **expressed preferences** for future stays (loyalty program, membership, communication), update accordingly.
- Save any **notes about the guest's companions, interests, or upcoming events** (e.g., 'celebrating anniversary next year').
- If there were **issues or complaints**, document the resolution and how it was handled.
- Archive a copy of the **folio and any correspondence** for audit and historical reference.
- Flag the **profile for future bookings** so staff know this is a returning VIP and can anticipate preferences.
- Pitfall: Failing to document the stay means the next visit will feel like the first, missing an opportunity to build loyalty.