

SOP: Reservation Confirmation Procedures

This SOP details the **reservation confirmation procedures**, including customer verification, booking details review, confirmation communication methods, payment processing, cancellation policies, and follow-up reminders. The aim is to ensure accurate and timely confirmation of reservations, enhance customer satisfaction, and reduce no-shows by maintaining clear and consistent communication throughout the booking process.

1. Purpose

To standardize and optimize reservation confirmation procedures, ensuring accuracy, efficiency, and customer satisfaction.

2. Scope

Applies to all staff involved in processing reservations, confirmations, and follow-ups for customers.

3. Procedure

1. **Customer Verification**
 - Obtain customer's full name, contact number, and email address.
 - Verify identity using previous booking records (if applicable).
2. **Booking Details Review**
 - Confirm reservation date, time, number of guests, and any special requests.
 - Review booking source (phone, website, third-party, in-person).
3. **Confirmation Communication**
 - Send reservation confirmation via customer's preferred method (email, SMS, phone call).
 - Include all relevant booking details in the confirmation message.
4. **Payment Processing**
 - Inform customer of payment requirements (deposit, pre-payment, or pay-on-arrival).
 - Process payments securely and provide receipts/confirmation of payment.
5. **Cancellation Policy Communication**
 - Provide clear information about the cancellation policy at the time of confirmation.
 - Include deadlines for free cancellations and any applicable fees.
6. **Follow-up and Reminders**
 - Send a reminder message 24-48 hours before the reservation.
 - Provide options for the customer to modify or cancel the booking if necessary.

4. Documentation

- Log all reservation confirmations and communications in the booking system.
- Record payment transactions and receipts.
- Document any changes or cancellations along with timestamps.

5. Responsibilities

- Front desk or reservations staff are responsible for following all steps outlined above.
- Management is responsible for periodic review and training on confirmation procedures.

6. Review and Updates

This SOP should be reviewed annually or as needed to reflect changes in policy, technology, or customer feedback.