SOP Template: Room Assignments and Upgrade Guidelines

This SOP details **room assignments and upgrade guidelines**, covering the procedures for allocating rooms based on guest preferences and availability, criteria for room upgrades, and the process for managing upgrade requests. It aims to enhance guest satisfaction by ensuring efficient room allocation and transparent upgrade policies, while maintaining operational consistency and maximizing revenue opportunities.

1. Purpose

To provide clear and standardized procedures for room assignments and the management of room upgrades, ensuring guest satisfaction and optimal revenue.

2. Scope

This SOP applies to all front office and reservations staff involved in allocating guest rooms and managing upgrade requests.

3. Responsibilities

- **Front Desk/Reservations:** Execute room assignments and handle upgrade requests as per guidelines.
- **Front Office Supervisor/Manager:** Monitor compliance and approve exceptional upgrades.
- **Revenue Manager:** Review occupancy and revenue impacts of upgrade practices.

4. Procedures

4.1 Room Assignment Process

1. Review all incoming reservations daily for special requests or preferences (e.g., bed type, floor, view).
2. Match guest preferences with available inventory in the Property Management System (PMS).
3. Prioritize assignments for:
   - Loyalty members/ repeat guests
   - Special requests (anniversaries, disabilities, etc.)
   - Group block allocations
4. Assign the highest room category booked, unless a complimentary upgrade or oversell situation applies.
5. Record assignment in PMS and note any upgrades or special circumstances.

4.2 Room Upgrade Criteria

- Room upgrades may be provided under the following circumstances:
   - Subject to availability on the day of arrival
   - Loyalty program entitlements
   - Guest's special occasion or compensation for service recovery
   - Operational needs (e.g., oversales in lower room categories)
- Upgrades should be recorded and approved by a supervisor, if complimentary.
- Revenue upgrades (paid upgrades) should be offered whenever possible.

4.3 Upgrade Request Process

1. Identify potential upgrade opportunity at check-in or prior to arrival based on occupancy.
2. Offer paid upgrade options to guest if higher category rooms are available. Clearly communicate pricing and benefits.
3. If guest qualifies for a complimentary upgrade, explain reason for upgrade (loyalty status, operational need, etc.).
4. Update PMS to reflect new room assignment and any rate changes.
5. Notify Housekeeping and other relevant departments of room change, if necessary.

5. Documentation

- Record all room assignments and upgrades in the PMS.
- Maintain a daily log of complimentary and paid upgrades for managerial review.
- Document any guest issues or feedback related to room assignment or upgrades.

6. Review & Compliance

The Front Office Manager will conduct monthly audits of room assignments and upgrades to ensure compliance with this SOP. Any deviations should be addressed through additional training or process updates.

7. References

- Property Management System (PMS) User Manual
- Loyalty Program Terms & Conditions
- Guest Feedback Reports