

SOP: Sending Reservation Reminders and Follow-up Confirmations

This SOP details the process of **sending reservation reminders and follow-up confirmations to guests**. It covers the timing and methods for sending reminders, the content and format of communication, handling guest responses, and ensuring all reservations are confirmed accurately. The goal is to enhance guest experience, reduce no-shows, and maintain efficient reservation management through timely and clear communication.

1. Purpose

To provide a standardized procedure for sending reservation reminders and follow-up confirmations, aiming to:

- Enhance guest experience
- Reduce no-shows
- Ensure accurate reservation management

2. Scope

This SOP applies to all front desk, reservation, and customer service staff responsible for guest reservations.

3. Definitions

- **Reminder:** A message sent to guests prior to their reservation date.
- **Follow-up Confirmation:** A message sent to confirm a reservation after guest response or to reconfirm attendance.

4. Procedure

1. Schedule Reservation Reminders

- Send an initial reminder **48 hours** before the reservation date.
- If no response, send a final reminder **24 hours** before the reservation date.

2. Compose and Send Reminder

- Use preferred method: email, SMS, phone call, or booking system notification.
- Message must include:
 - Guest name
 - Reservation date & time
 - Reservation details (e.g., table/room, special requests)
 - Contact information for modifications/cancellations
 - Request for reply/confirmation
- Sample Text:

Dear [Guest Name], this is a reminder of your reservation on [Date] at [Time]. Please reply to confirm or contact us if you need to make changes. Thank you!

3. Handle Guest Responses

- Confirm reservation in the system upon positive reply.
- Update reservation status if guest cancels or modifies.

4. Send Follow-Up Confirmation

- Thank guest for confirming.
- Provide any final information (e.g., parking, arrival instructions).
- Sample Text:

Thank you, [Guest Name], your reservation on [Date] at [Time] is confirmed. We look forward to welcoming you. Please let us know if your plans change.

5. Update Records

- Ensure all communications and confirmation statuses are recorded in the reservation system.

5. Responsibilities

- **Reservations/Front Desk Staff:** Compose, send, and track reminders and confirmations.
- **Supervisors/Managers:** Monitor process compliance and resolve exceptions or issues.

6. Quality Control

- Review reservation logs weekly to ensure all reminders and confirmations were properly sent and recorded.

- Track no-show rates and adjust reminder process as needed.

7. References

- Reservation system manual
- Company communication policy

8. Revision History

Date	Description	Author
2024-06-23	Initial SOP creation	Admin