

SOP: Handling Special Requests and VIP Services

This SOP details the procedures for **handling special requests and VIP services**, ensuring personalized attention and exceptional customer experience. It covers identification and recording of VIP clients, customization of services according to preferences, prompt and discreet communication, coordination among team members, and follow-up to ensure satisfaction. The goal is to maintain high standards of service quality, confidentiality, and professionalism when managing special client needs and VIP engagements.

1. Purpose

To provide clear procedures for handling special requests and VIP services, ensuring exceptional, confidential, and professional customer care at all stages of guest/service interaction.

2. Scope

This SOP applies to all staff members interacting with clients, especially Front Desk, Guest Relations, Concierge, and Management teams.

3. Responsibilities

- **Front Desk/Reception:** Initial identification, ensuring requests are logged and communicated.
- **Guest Relations/Concierge:** Service customization and execution of special/VIP requests.
- **Managers/Supervisors:** Oversight, approval (where required), and ensuring standards are upheld.
- **All Staff:** Maintaining confidentiality and professionalism.

4. Procedures

Step	Procedure
4.1 Identification of VIPs/Special Requests	<ul style="list-style-type: none">• Refer to customer records, reservations, and CRM databases for VIP indicators.• Note any special requests made during booking or communicated prior to arrival.• Highlight VIP/special status in the system for visibility to relevant team members.
4.2 Recording Client Preferences	<ul style="list-style-type: none">• Document client preferences (room type, amenities, dietary needs, etc.) in the designated system.• Update client profiles as new preferences are communicated or identified.
4.3 Service Customization	<ul style="list-style-type: none">• Review client profiles before service delivery.• Coordinate with other departments (Housekeeping, F&B, Transport, etc.) as needed.• Prepare and deliver personalized amenities/services per client preferences.
4.4 Communication	<ul style="list-style-type: none">• Communicate special/VIP status discreetly between relevant staff.• Respond to special/VIP requests promptly and courteously.• Record any further requests or feedback from the client.
4.5 Coordination	<ul style="list-style-type: none">• Ensure all departments involved are informed and ready to deliver required services.• Hold quick briefings for major VIP arrivals when appropriate, emphasizing confidentiality.

4.6 Follow-Up	<ul style="list-style-type: none">• Contact the client or review feedback after service delivery to ensure satisfaction.• Address any concerns or unmet needs immediately, escalating to management if required.• Update client records to reflect new preferences or comments for future reference.
4.7 Confidentiality & Professionalism	<ul style="list-style-type: none">• Do not disclose VIP status or special request details to unauthorized persons.• Maintain discretion at all times before, during, and after the guest's/service recipient's stay or interaction.

5. Documentation

- Client profiles and preference logs (digital or physical, as applicable)
- Service request forms and follow-up records
- Internal communication/briefing notes regarding VIP arrangements

6. Quality Control & Review

- Regular audits of VIP service cases and special requests handling
- Team feedback and bi-annual reviews of procedures
- Continuous improvement based on client feedback and incident reports

7. References

- Company Privacy Policy
- Customer Experience Standards Manual
- Relevant Local/International Regulations regarding data privacy and guest services

8. Revision History

Date	Version	Description	Author
2024-06-05	1.0	Initial creation	[Your Name]