

Reservations

The Confirmation Standard

Five steps for a confirmation sent the same day and a check before arrival. One wrong letter in a surname follows the guest from the airport sign to the bill.

Who	When	You need
Reservations agents, checked by the reservations manager	Every new booking or change, sent the same working day	The booking in the PMS, call notes or email, cancellation policy
Measured by Sent the same working day · Name and dates checked against the request · Reconfirmation sent 7 days before arrival		

1 Check the record

Before writing, compare the PMS booking with your call notes or the guest's email: name spelling, dates, room, bed type, rate, number of guests and children's ages. Correct the record first.

Note on the booking: "Checked vs email 3 June: twin beds, child aged 6, rate incl. breakfast. AF"

Common mistake Trusting the booking because you made it. The double bed you typed is the twin bed the guest wrote.

2 Write it plain

State dates with weekdays, nights, room name, bed, guests, rate per night, taxes, what is included, and the cancellation deadline as a date and hour in hotel time, never as a rule.

"Free cancellation until 18:00 hotel time on Tuesday 9 June. After that, the first night is charged."

Common mistake Pasting "cancellation 72 hours prior". A guest in another time zone counts differently, and the dispute starts at checkout.

3 Add one line

Add one personal sentence that shows a person read this booking: the occasion, the reason for the trip, or a request they made. Place it near the top, signed by the agent who took the booking.

"Congratulations on the anniversary, Mr Mensah. The terrace table you asked about is reserved for Saturday at 20:00."

Common mistake A personal line that every guest receives. "We look forward to welcoming you" was written by the template, not by you.

4 Send the same day

Send the confirmation the same working day, and within one hour for a booking made by phone. Check it has arrived: if the email bounces, call the guest that day and correct the address.

Log line: "Confirmation sent 11:42, bounced. Called guest 11:50, address corrected, resent 11:53."

Common mistake Sending to the address typed during the call and never checking it. Many "I never got a confirmation" calls start here.

5 Hand over

Seven days before arrival, send a short reconfirmation asking the arrival time, and pass every request to guest relations in the PMS. Changes go into the booking, never only into an email thread.

Trace to guest relations: "Mensah, arr. 14 June ~16:00 by car. Anniversary, terrace table Sat 20:00."

Common mistake Keeping the guest's reply in your inbox. Guest relations prepares the arrival from the booking, and it still says nothing.

What Every Confirmation Carries

Seven lines, in this order. Each one is there because leaving it out produces a predictable phone call, a dispute or a wrong arrival.

The line	Example	What it prevents
Name as the guest writes it	Mr Chinedu Okafor	A wrong name on the welcome card
Dates with weekdays	Friday 12 to Monday 15 June, 3 nights	Arrivals on the wrong day
Room and bed	Garden junior suite, king bed	"But we asked for twin beds."
Rate and inclusions	€640 per night, breakfast for two	"Wasn't breakfast included?"
Taxes, stated apart	City tax €7 per person per night	A surprise on the bill at checkout
Cancellation as a date	Free until 18:00, Tuesday 9 June	Arguments over "72 hours"
One personal line	The anniversary noted, the table held	A confirmation nobody reads

How to use this with your team

Brief one row a day for a week. On Friday the reservations manager opens five confirmations sent that week and checks each row is there. A missing row goes back to the agent who sent it, with the booking.

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