

Front Office

The Kerbside Standard

Five steps for the first sixty seconds, from the car door to the reception desk.
Most guests have decided how the stay will go before they reach the lobby.

Who	When	You need
Doormen and bell attendants, checked by the bell captain	Every car, taxi or guest on foot reaching the entrance	Today's arrivals list with car details, luggage tags, a trolley
Measured by Greeted within 30 seconds of the car stopping · Every bag tagged before it leaves the kerb · Handed to reception by name		

1 Watch the drive

Stand at the entrance, not behind the glass. Read the arrivals list at the start of the shift for expected cars and times, so the car that stops at 15:10 already has a name before its door opens.

"15:10, Mr Okafor, two adults, airport transfer, four bags, first stay."

Common mistake Waiting indoors where the air conditioning is. The car stops, nobody moves, and the guest opens their own door.

2 Open and greet

Reach the car within 30 seconds of it stopping. Open the rear kerbside door first, keep a hand above the frame if it is low, and greet the guest before they are fully out of the car.

"Good afternoon, and welcome. Mr Okafor? We've been expecting you."

Common mistake Going straight to the boot. The bags get a welcome before the guest does.

3 Take the bags

Offer to unload at once, count the pieces aloud with the guest and tag each one with their name before it leaves the kerb. Check the seats and footwells for phones and jackets before the car pulls away.

"Four pieces: two cases, a garment bag and a briefcase. Would you like to keep the briefcase with you?"

Common mistake Letting the taxi go before checking the back seat. The phone on the floor leaves with it.

4 Walk them in

Open the lobby door and walk the guest inside yourself, half a step ahead and to the side. Never point the way: take them all the way to reception or to the guest relations host waiting for them.

"This way, please. Let me introduce you to my colleague at reception."

Common mistake "Reception is just on the left." The guest crosses the lobby alone with a coat, a phone and the first doubt of the stay.

5 Introduce by name

Introduce the guest to the agent by name, with one useful fact so reception never asks again: the bag count, a long journey, a child asleep. Once the room is issued, the bell desk takes the bags up.

"Ms Rossi, this is Mr Okafor, just in from the airport. His four bags are with us."

Common mistake Leaving without a word. Reception asks the guest for their name and the welcome at the door is wasted.

Sixty Seconds at the Door

Who does what between the car stopping and the guest reaching the desk. Two people can cover it on a busy afternoon if each knows their part.

Seconds	Who	What happens
0–10	Doorman	Moves to the car as it stops, name from the list
10–30	Doorman	Opens the door, greets, confirms the guest's name
30–45	Bell attendant	Unloads, counts and tags every bag
45–50	Bell attendant	Checks seats and footwells before the car leaves
50–60	Doorman	Walks the guest in and hands over by name

How to use this with your team

Brief it at the start of every arrival shift. Time three arrivals a day for a week on a phone stopwatch, and let the bell captain read the times aloud at the next briefing. Fix the slowest row first.

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