

Reservation Audit

Ideal for Bedrooms and Restaurants also enquiries for: Weddings, Meetings and Events

Audit overview

Do you really know how well and how quickly your calls are being answered and whether your team tries to up-sell your benefits and services?

This strategic reservation audit is perfect tool to assess just how dynamic your reservations team are, and how first contact with the guest can be a hugely successful or a poorly handled revenue management experience.

*The content for the audit is subject to change



About the audit

Perfect for hotel and restaurants, this audit is fully flexible with variable call schedules of once or twice a month, and you can personalise the questions to suit your business needs. You will receive a digital recording of the call within 5 working days and the performance of all the calls can be logged and analysed.



Benefits of the audit...

- Examine the call handling skills of your staff
- Offered support training and development strategies
- Increase revenue per available room and overall profitability
- Explore up-selling strategies
- Improved secondary spend and cross-selling effectiveness



We assess bookings and enquiries for:

- Accommodation (including evenings and weekends)
- Groups
- Restaurants
- Conferences and events
- Weddings
- Spa and leisure
- Membership enquiries
- Web booking follow up
- Special occasions



Find out if...

- The telephone is answered within five rings
- Was the initial salutation genuine and not automated?
- The receiver pick up was handled in a smooth uncluttered fashion
- The caller was acknowledged with a warm and friendly greeting
- The agent kept a friendly and interested tone throughout the booking
- The service is overall friendly and efficient
- The booking procedure is representative of your establishment

Don't forget you can set the questions yourself so you can find out what you really want to know about your reservation process.

Who is the assessor?

The AA Reservation Audit will be led by one of the AA's experienced and professional inspectorate team.



BOOK A SERIES NOW!

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