



COOPERATIVE EDUCATION REPORT

Customer Services Excellence in the Hospitality as Guest Relations officer in Vie Hotel

MGallery collection Bangkok

WRITTEN BY:

Diana Elizabeth Jah

Student Id: 6508100028

**This Report is Submitted in Partial Fulfillment of the Requirements for Cooperative
Education.**

Faculty of Hotel and Tourism Management

Academic Semester: 2/2024

Siam University

Title: Customer Services Excellence in Hospitality as a Guest Service Agent
Written by: Diana Elizabeth Jah
Department: Bachelor of Hotel and Tourism Management
Academic Advisor: Ms. Yhing Sawheny

Oral Presentation Committees

Yhing Sawheny.

(Yhing Sawheny)

Academic Advisor



(Mr. Paphop Thabduang)

Job Supervisor

Ashutosh Mishra

(Mr. Ashutosh Mishra)

Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of cooperative Education

Project Title: Customer Services Excellence in Hospitality as a guest agent
Author: Diana Elizabeth Jah
Degree: Bachelor of Business Administration
Major: Hotel and Tourism
Credit: 3 Credits
Faculty: Hotel and Tourism Management
Semester/Academic Year: 2/2024

ABSTRACT

This study presents a report on customer service excellence in hospitality as a guest service agent. It explores the factors contributing to outstanding customer service at VIE Hotel Mgallery collection Bangkok, one of the famous Accor Brand in Thailand. The study presented a brief background of the hotel and identified key determinants of service excellence, including staff professionalism, personalized guest and traveler experiences, seamless check-in and check-out processes, communication and coordination, problem Resolution.

The goal of the study includes: (1) how hotel culture, leadership, and continuous staff training contribute to maintaining high service standards, (2) the mission, vision, services, and strategies (3) the strengths, weaknesses, opportunities, and threats of VIE Hotel. My primary responsibility was to look after VIP visitors, particularly those who are Accor program members and for special events like birthdays, anniversaries, honeymoons, and long-stay guests. In this study, every task and responsibility given throughout my internship is describe. The hotel team members produced solutions to every issue that were encountered during my workdays. I have learned loyalty and relationship building and how to be more accountable and customer-focused from working for a five-star hotel. This experience will aid in my development career wise.

Keyword: Guests Service Agents, Accor, MGallery collection,

ACKNOWLEDGMENT

First of all I want to thank the almighty God for giving me the zeal and sparing my life to start, continue, and end of this program. Others that we started together are unable to continue.

I also want to send many thanks to my parents for their continuous support towards my education since childhood. I pray God continues to spare their lives. I want to acknowledge the efforts of my manager and other employees for their utmost support and motivation, their words are worthy of courage.

I perceive the experiences and knowledge that I gained from this internship will open the door in my career development after I graduate. I would like to take this opportunity to thank all Professors in Siam University for sharing their knowledge and concepts of the foundation of Hospitality and tourism management during my study. I hope that the concepts and knowledge from the university and the experiences and skills from my internship at the VIE Hotel will carry out my desired career in the future somehow and somewhere.

Thank you

Sincerely

Diana Elizabeth Jah

Student ID:6508100028

Table of Contents

ABSTRACT	3
ACKNOWLEDGMENT	4
CHAPTER ONE: INTRODUCTION	6
1.0 COMPANY PROFILE	7
1.1 THE MISSION OF VIE HOTEL	8
1.2 VISION OF VIE HOTEL	8
1.3 STRATEGIES OF VIE HOTEL	9
STAFF TRAINING AND EMPLOYEE ENGAGEMENT	9
2.0 <i>Vie Hotel Mgallery Collection Brands</i>	9
2.1 <i>Diagram of VIE Hotel Organizational Structure</i>	9
2.2 <i>My Job Position in VIE's Organizational Structure</i>	9
2.3 <i>My Job Position</i>	10
1.4 <i>My Job Position and Responsibilities</i>	10
3.0 <i>My Intention and Motivation</i>	11
4.1 <i>Strengths</i>	11
4.2 <i>Weaknesses</i>	12
4.3 <i>Opportunities</i>	13
4.4 <i>Threats</i>	13
5.0 <i>Objectives of the Study</i>	14
CHAPTER 2 CO-OP ACTIVITIES	16
1. MY JOB DESCRIPTION	16
2. MY JOB RESPONSIBILITIES	16
3. ACTIVITIES IN COORDINATING WITH CO-WORKERS	17
4. MY JOB PROCESS DIAGRAMS	18
5. CONTRIBUTIONS AS A CO-OP STUDENT IN THE COMPANY	19
CHAPTER 3 LEARNING PROCESS	21
1. PROBLEM OF THE COMPANY	21
2. HOW TO SOLVE THE PROBLEM	22
3. RECOMMENDATIONS TO THE COMPANY	23
DEALING WITH LANGUAGE TRANSLATION	23
IMPROVE THE HOTEL ELECTRICITY SERVICES	23
REGULAR MAINTENANCE	23
IMPROVE ON SERVICE DELIVERY	23
4. WHAT I HAVE LEARNED DURING THE CO-OP STUDIES	24
5. HOW I APPLIED THE KNOWLEDGE FROM COURSEWORK TO THE REAL WORKING SITUATION	24
COMMUNICATION SKILLS	25
TIME MANAGEMENT	25

DIGITAL SKILL	25
PROBLEM SOLVING	25
TEAMWORK	26
MULTITASKING SKILLS	26
SELF-EVALUATION AND INVOLVEMENT IN MY PROFESSIONAL GROWTH	28
EXCELLENT CUSTOMER SUPPORT	28
HANDLING CRISES AND ADDRESSING PROBLEMS	29
GROWTH MINDSET: MY CONTINUING JOURNEY	29
Bibliography	31
APPENDICES	38

List of Figures

- Figured:1 VIE Hotel Main Building
- Figure: 2 Penthouses 1
- Figure: 3 VIE Hotel WE Fitness Hub
- Figure: 4 Diagrams of VIE Hotel Organizational Structure
- Figure: 5 Team Members of Front Office
- Figure: 6 Weekly Program
- Figure: My certificate of completion

List Of Abbreviations

- VIP: Very Important Person
- ACDC: Accor Customer Digital Card
- OPERA V5: Property Management Solutions

Chapter One: Introduction

1.0 Company Profile

In 2008, the VIE Hotel Bangkok was founded. Its opulence, contemporary style, and ideal location in the center of Bangkok have made it a popular choice for both business and pleasure travelers since its opening. In the center of Bangkok, Thailand, sits the opulent five-star VIE Hotel Bangkok. The hotel has a chic and sophisticated ambiance and is well-known for its modern design and upscale services. Highlights of the VIE Hotel include the following The VIE Hotel emphasizes comfort and elegance while combining traditional and modern European design elements. Large windows in the hotel's roomy accommodations offer breathtaking views of the metropolitan skyline.

The hotel has a range of accommodations, such as suites, penthouses, and premium rooms. Modern conveniences like minibars, flat-screen TVs, and plush mattresses are included in every room. A private balcony with expansive city views is another feature of some accommodations.

The hotel is located near well-known retail centers like Central World, Siam Paragon, and MBK Center in the bustling Sukhumvit neighborhood. It's also conveniently located for city exploration, only a short stroll from the BTS Skytrain station (Ratchadamri).

The hotel is renowned for its exceptional service, with friendly and attentive personnel who go above and beyond to make sure visitors have a happy stay.

Figure 1.1: VIE Hotel Main Building



VIE is a boutique hotel that offers a variety of themes, and designs that prioritize creating a cozy and inviting atmosphere, with many amenities with a focus on delivering exceptional customer service.

One of the competitive edges swimming Pool VIE Hotel has over the others is its classic luxury with a unique artistic flair, offering guests an unforgettable experience aligned with its luxurious customized services. Compared to others in terms of reaching the airport, VIE Hotel is located near the Airport, making it easier for guests to save time in catching flight schedules and looking for hotels.

Figure 1.2: VIE Hotel Penthouse 1



1.1 The mission of VIE Hotel

Delivering a distinctive and superior hospitality experience that blends luxury, comfort, and first-rate service is the main goal of the VIE Hotel Bangkok. The hotel's overall philosophy can be summed up as follows: "To provide an exceptional and unforgettable experience for every guest, blending modern luxury with personalized service, while maintaining a commitment to excellence in every aspect of hospitality." However, their precise mission statement may not be publicly available in a single, succinct form. The hotel strives to provide: Top-notch amenities that satisfy the most exacting requirements. Outstanding customer service that makes each visitor feel appreciated and taken care of. Ideal for both business and leisure travelers, it strikes the ideal mix between comfort and contemporary style.

1.2 Vision of VIE Hotel

VIE hotel is a flagship brand, Vie Hotel, operates under Accor label to cater to various consumer tastes and market sectors. The "versions" or brand tiers that fall under various category of segments and customer preferences.

Its vision statement explains the organization's **aspiration to become the first choice** for travelers worldwide in both hospitality and travel services. It includes:

“Your Best Global Hotelier and Travel Mate”

Luxury Collection (12): includes brand such as Raffles, Orient OE Express, Faena. These establishments prioritize upscale, opulent experiences with attentive service.

Premium collection (12): Mantis, Art Series, Pullman, this business and leisure traveler including hotel stays, dining options, entertainment access, and loyalty program benefits.

Midscale (11): consists of Mantra, Novotel, Handwritten Collocation, these hotels provide facilities like in-room kitchens and workplaces and are intended for extended stays.

Economy (7): includes Break-free, Ibis, Ibis Styles. These hotels provide facilities like budget friendly and are intended for extended stays.

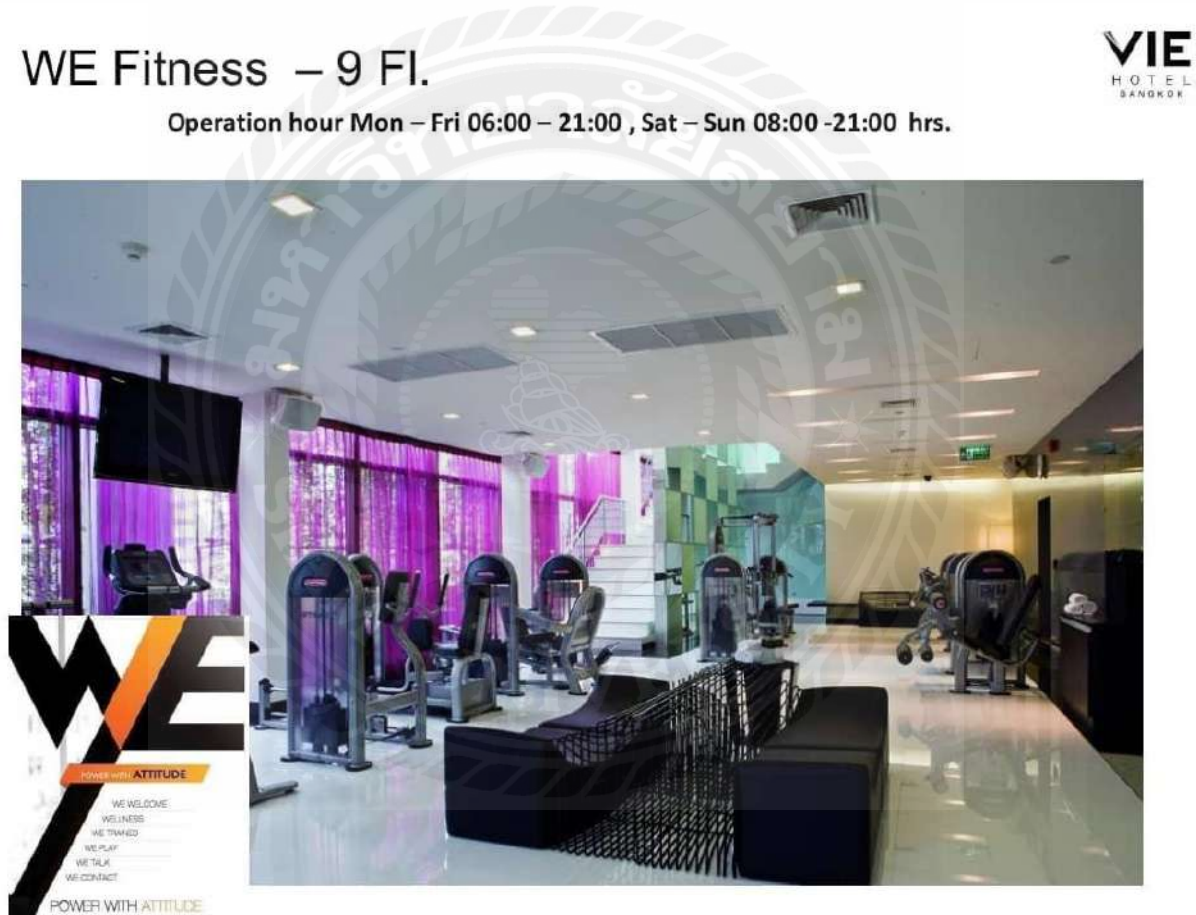
MGallery collection is able to appeal to a wide range of tourists worldwide by offering specialized services and amenities to each "version" or tier, which caters to a distinct clientele.

1.3 Strategies of VIE Hotel

Targeting wealthy leisure and business tourists and putting a focus on design, cultural components, and distinctive experiences are part of their approach. Integration with the ALL (Accor Live Limitless) loyalty program, Prioritize fine dining and wellness services.

Fitness Club: WE Signature Club is the fitness phenomenon in the Bangkok and now is located right in the heart of the action, at VIE Hotel Bangkok. Designed with the concept of a “Stylish Fitness Society” to deliver a superior workout experience with world-class services and facilitates; WE Fitness is the place to be for the hip and health-affluent. This strategy incorporated by the Hotel management has helped to boost its customer base as many guests look out for such when selecting a hotel for a lodge.

Figure 1.3: VIE hotel WE Fitness Hub



Brand expansion: VIE is expanding its worldwide reach and serving a range of demographics by continuously breaking into new markets and regions. To cater to a diverse variety of travelers, the company has built a comprehensive portfolio with brands encompassing premium, upscale, select, and extended-stay segments.

Entice Guest Needs: VIE Hotel is known for enticing guests at all costs, a strategy that cannot be easily seen in other hotels in Bangkok. They always make sure everything guests request is met provide them with exactly what they paid for and provide them the luxury services from Accor Group. At a point when there is a problem in meeting guests' needs, they will apologize, change the guest location, and fix the problem straight away with a special offer to the guest.

VIE Spa: one of the finest boutique spas in the city, VIE Spa combines the timeless wisdom of Thailand healing arts with the very best of contemporary practice, all in the chic surroundings of VIE Hotel Bangkok. VIE Spa is comprised of six intimate treatment rooms and a luxurious suite equipped with a twin treatment bed, shower bath, and Jacuzzi.

Loyalty program- Accor: Customer loyalty is greatly influenced by the hotel loyalty program. Members receive points, deals, and access to special events as rewards, which encourage return business and enduring client relationships.

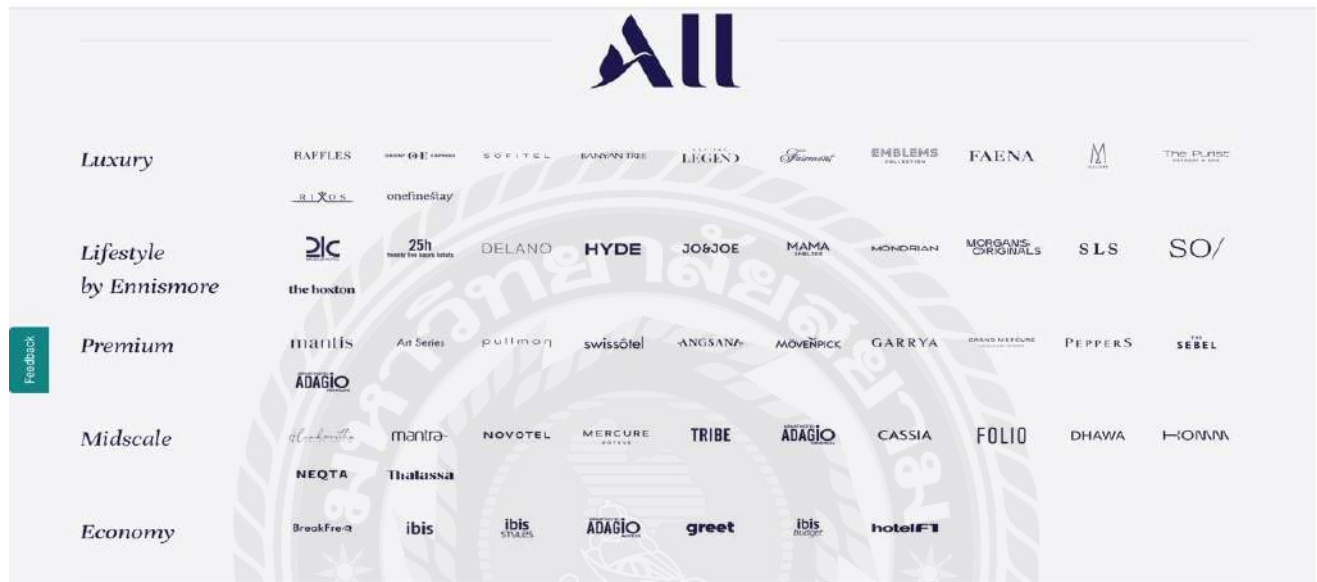
CLASSIC	SILVER	GOLD	PLATINUM	Diamond
As soon as you join	From 10 nights or 2,000 Status points (i.e. 800 EUR spent*)	From 30 nights or 7,000 Status points (i.e. 2,800 EUR spent*)	From 60 nights or 14,000 Status points (i.e. 5,600 EUR spent*)	From 25,000 Status points (i.e. 10,400 EUR spent*)
<ul style="list-style-type: none"> Member rate Free Wi-Fi Exclusive offers Partner benefits 	All the benefits of Classic status, plus: <ul style="list-style-type: none"> Welcome drink Priority Welcome Late check-out 	All the benefits of Silver status, plus: <ul style="list-style-type: none"> Guaranteed room availability Room Upgrade Early check-in or late check-out 	All the benefits of Gold status, plus: <ul style="list-style-type: none"> Suite Night Upgrade(s) Lounge access Premium Wi-Fi 	All the benefits of Platinum status, plus: <ul style="list-style-type: none"> Free breakfast on weekends Dining & Spa Rewards Free Gold status for the person of your choice
	24% bonus on Reward points earned during stay	48% bonus on Reward points earned during stay	76% bonus on Reward points earned during stay	100% bonus on Reward points earned during stay

VIE Lounge: is the very definition of contemporary chic, it is a stylish venue of offering respite and relaxation in the heart of hectic Bangkok. In the colorful and creative lounge, guests can sink into luxurious silk sofas and sip aromatic coffees and teas while savoring tasty light snacks and enticing desserts. Designed with your unique lifestyle in mind, the VIE Lounge experiences is pure pleasure, it offers a delicious decadent selection of light bites throughout the day.

Staff training and employee Engagement

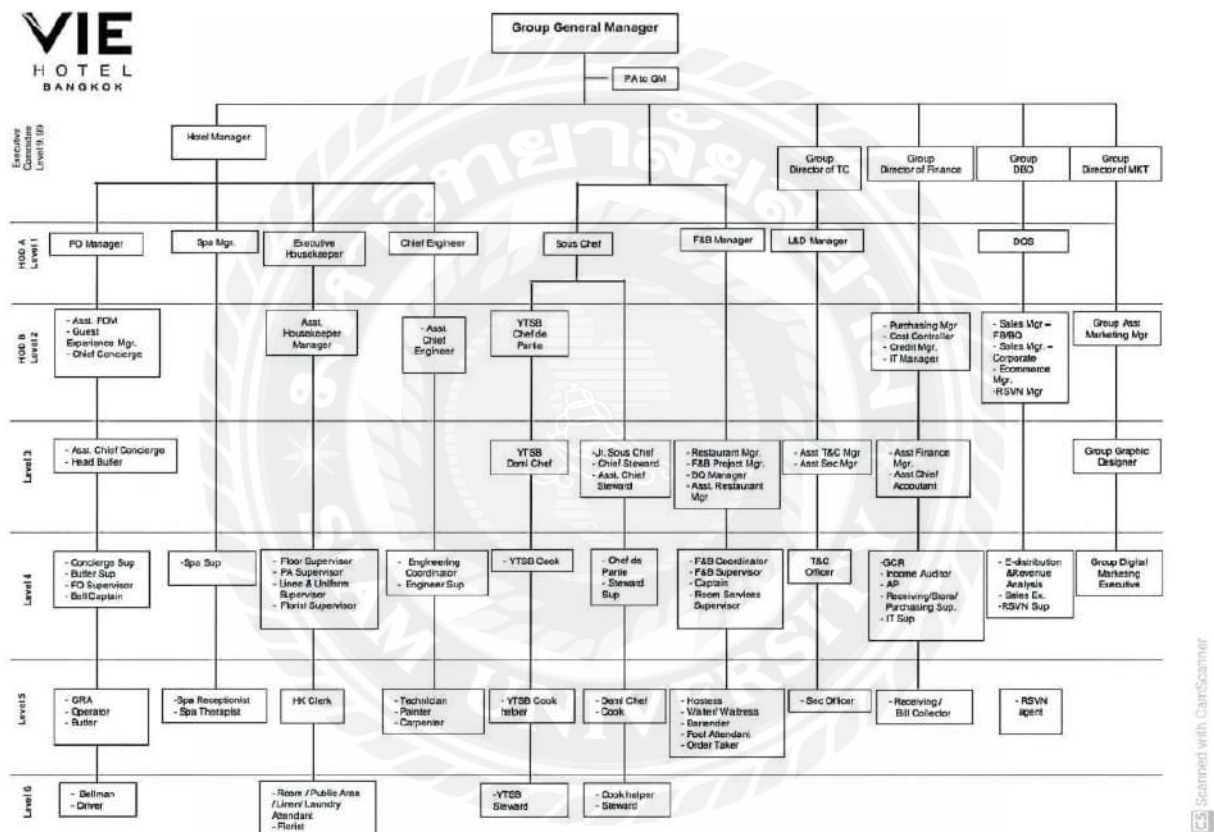
Vie hotel training and development initiatives to draw and keep top people, highlighting an inclusive culture and a dedication to professional growth. Strong brand consistency and excellent service quality are correlated with high employee engagement.

2.0 Vie Hotel Mgallery Collection Brands



2.1 Diagram of VIE Hotel Organizational Structure

Figure 1.4: Diagram of VIE Hotel Organizational Structure



2.2 My Job Position in VIE's Organizational Structure

As an intern, my job position in VIE's organizational structure is directed to the Guest Experience Manager, who also report directly to the FO Manager at the Hotel. All the information that I gathered is reported directly to the Guest Experience Manager for further meaningful analysis and decision-making.

2.3 My Job Position

My job position at VIE Hotel is that I serve as the guest relation officer and my main job is to ensure exceptional guest experience by addressing inquiries, handling complaints, and providing personalized services.

1.4 My Job Position and Responsibilities

My job position was a guest service agent to take care of guests, more especially Elite members and special guests for the Loyalty section, which is under the Front Office Department. There were many job positions at VIE Hotel each aligned with responsibilities. Each position is unique from the other performed by the right person. My job position was serving as a guest agent under the auspices of the Front Office Department; the following are my responsibilities at the hotel:

- Checking the list of arrivals of VIP guests in advance
- Taking care of VIP guests
- Preparing the VIP report daily before his arrival
- Sending pre-arrival emails three days ahead to VIP member
- Escorting guests to their assigned rooms
- Setting up amenities in each of the VIP' rooms that Room Controller assigned
- Inspecting the rooms making sure, everything is intact before the guests arrive
- Helping with checking in and checking out
- Taking care of the VIP guests when they arrive and making sure everything is okay
- Serving welcoming drinks
- Handling guest's complaints and providing solutions
- Writing a welcoming message on the mirrors with guests name

3.0 My Intention and Motivation

Many reasons motivate me to select VIE as a place to do my cooperation education report Among these are as follows:

Firstly, it was because of its five-star rating. VIE Hotel has top-notch five-star services with luxury and its boutique services are top-tier. Hotel with such nature normally provides extraordinary services to its customers. As a result, I know I will learn a lot from its professional services on how to deal with customers and VIP guests which will help to boost my experience soon.

Another reason is that, VIE is one of the hotel brands that goes beyond expectations to make their guest feel comfortable with their services and products. The services and products they provide are always the best and fit for purpose. Their services always match international hoteling standards, which marks it as a first choice for every traveler or guest in Bangkok.

Moreover, I also admired the good global reputation, industrial leadership, and strong career plans of the hotel. As an intern, VIE allows me to understand an environment known for its classic standards, high-quality guest services, and commitment to providing professional work within the hotel industry. As a global brand, VIE serves guests all over the world, allowing interns to develop cultural awareness and adaptability. It enhances my interpersonal and communication skills and social and emotional intelligence so that I can handle troublesome situations in my future career

4.0 Strategic Analysis of the Company VIE Hotel

4.1 Strengths

Location: one of the strengths of VIE Hotel is its location being at the heart of the city, few steps away from shopping malls, Siam Center, Central World, and MBK mall, Central Embassy. The hotel is also close to the city Airport, making it simple for travelers to get access to flight and accommodation schedules.

Good Accommodation Services: VIE Hotel Hoteling services make it to be as a first choice for guests and help it to promote its image with the hotel industry in Bangkok. This is one of its

strengths as compared to other hotels. The Hotel also has Michelin one star restaurant, VIE Pool as well as meeting and wedding venues.

Spacious Rooms: the hotel has free and spacious rooms with top-class conditions making it comfortable for its guests.

Global Brand Recognition: VIE hotel is Known for its first-rate service and opulent lodgings, VIE hotel is one of the most well-known and reliable names brand in Bangkok. This acknowledgment increases client loyalty and draws in clients from both inside and beyond the nation.

Alternative Accommodation options: Vie hotel offers a variety of room options for guests to select from during their visit. Additionally, VIE hotel has other accommodation options located in provinces such as the V Villas Hua Hin, and V Villas Phuket are all part of the MGallery Collection, and they are known for their personalized service and exclusive contemporary designer interiors. V Villas Hua Hin and V Villas Phuket are luxury resorts that offer private pool villas with butler service.

4.2 Weaknesses

Dependent: one of the weaknesses often VIE Hotel is that it does not operate on it own, it works under the supervision of Accor Group where VIE buys licenses. This makes it a bit different from other five-star hotels that have their licenses and operate independently.

Language Barriers: Most of the staff at VIE Hotel are unfamiliar with guests' languages, which makes it difficult for them to communicate.

Dim light: the lighting system within the hotel rooms is very dim and not bright.

A Decline in Services: hotel services seem to decline yearly compared to their prime time. The decoration is getting old as well, poor breakfast facilities and noisy location.

Long and Narrow: despite its good accommodation services the hotel pool is very narrow and not wide as compared to other five-star hotels with long and spacious pool facilities.

High Running Costs: The luxury and premium nature of VIE Hotel and resorts requires significant investment in maintenance, amenities, and innovative technologies, which lead to high operational costs and lower margins, compared to economy hotels and resorts. This makes it one of the most expensive hotels in Bangkok.

4.3 Opportunities

Access to International Guests/Travelers: Since it is closer to the Airport and big malls, VIE Hotel has an opportunity to first get access to international guests and travelers ahead of other hotels that are far off. These people usually look for nice places to stay when they get into the country, especially those without a prior booking.

Growth in Emerging Markets: In Southeast Asian emerging markets, there is an increasing demand for five-star hotel brands. VIE is ideally positioned to grow in this area thanks to its excellent brand positioning. It plans to open its two new high-end hotel and resort brands in Maldives island in the upcoming years.

Flexible Work Culture: With the growing popularity of remote work, VIE can provide specialized services that combine work and play to freelancers, remote workers, and digital nomads. **Other**

Places to Stay: The VIE Hotel offers a variety of accommodations for visitors to select from during their visit. In order to compete with other hotels, VIE can also thinking about growing its presence in other lodging options like extended-stay hotels or luxury rentals.

4.4 Threats

Economic Downturns: instability in the economy can lead to reduced travel and leisure spending, affecting hotel occupancy and revenue.

Intense Competition: The rise of alternative accommodations like Airbnb and increasing competition from other hotels with simple booking services can affect the market share and pricing power of VIE Hotel.

Rising Operational Costs: Increasing expenses related to labor, utilities, insurance, tax etc., and technology reduce profitability.

Labor Shortages: Finding and maintaining qualified employees can be challenging, potentially leading to service disruptions and increased costs.

Cyber Security:

Generally, hotels are vulnerable to cyberattacks, including data breaches and ransomware attacks, which can compromise guest information and damage reputation.

Reputational Damage: Adverse publicity, security breaches, or guest complaints and also guest committing suicidal on the property can severely affect a VIE hotel reputation and future business.

Natural Disasters and Climate Change:

Events like hurricanes, earthquakes, or floods can disrupt operations, damage infrastructure, and reduce tourism. Creating fear for the guest not to travel to another country due to this natural disaster.

5.0 Objectives of the Study

One of the first for many embassies and consulates to offer visas to travelers is their accommodation and lodging. This is important to both emigrants and immigrants traveling through land, sea, and Air. No matter the circumstances, they need a place to stay for some time. This is why this study is important and has many objectives to achieve. In addition, many people think that working in the Hospitality Industry is simple, it does not need too many skills, and knowledge to pursue but it is hard to deal with different people in unfamiliar cultures with diverse backgrounds. The following are the main goals why I chose this position and studied for my cooperative education:

1. To understand how the front office department works
2. To assess hoteling facilities at VIE Hotel
3. To understand how the Hotel Industry operates
4. To explore the different services offered by VIE Hotel
5. To put into practice what I have learned throughout university
6. To gain first-hand hoteling experience

7. To fulfill the requirement of my coursework
8. To provide guests and travelers on the hoteling system in Bangkok
9. To experience the nature of human beings
10. To practice how to handle complaints from guests
11. To enhance multitask skills
12. To learn how to use tools in Hotels and Resorts
13. To improve teamwork and communication skills
14. To measure the level of emotional intelligence among staff and customers
15. To boost personal development
16. To get to know the working culture in an international brand
17. To understand how to make guests satisfied



CHAPTER 2 CO-OP ACTIVITIES

1. My Job Description

I served as a guest relations officer (trainee) under the supervision of the front office manager at VIE Hotel. My job description includes guest engagement and satisfaction, welcoming guests upon arrival, handling guest inquiries, personalized guest services, assisting guests with special occasions like anniversaries, birthdays, honeymoons, etc. My job description also includes handling feedback documented so guests can leave a comment on the trip.com website and followed up accordingly, or such documentation to serve as a way to assess and improve the hotel services and proffer new strategies.

2. My Job Responsibilities

There are 3 shifts at VIE Hotel but in some weeks, it has morning, afternoon and night. As a trainee serving as a guest relations officer, I worked for 10 hours per day and five days a week. I handle the following tasks:

- To maintain effective communication and coordination, I ensure that I liaise with the other departments, such as housekeeping, front office, concierge, F&B, etc. and communicate effectively with them to fulfill guest needs.
- I need to check the VIP arrivals for the next day by using Opera, which is a hotel management program. After knowing the list of guests, after that I prepared the guest report with names, dates of arriving, and the type of vip setup, preferences, membership tiers and things they liked or disliked. And writing personalized welcomed card for them. we also order fruit, chocolate platter for honeymoon and anniversary, mini cake for birthday guests, etc.
- I am also responsible for engaging guests and ensuring they are satisfied with our services. Part of their engagement includes welcoming them upon their arrival at the hotel with a cold welcome drink, getting their response towards the services

they have ordered, observing them, walking around, and chit-chatting with them, etc.

- After engaging with them, I also ensure that their requests and feedback are documented and followed up on for further use. This helps the Hotel to do a proper analysis and provide viable strategies, and identify which areas need some improvements.
- I am responsible for coordinating special guest requests such as room decoration, handling guests' inquiries, preferences, anticipating their needs for further visits, ensuring that all arrangements meet the guests' expectations, and enhancing their overall experience. In addition, provide multilingual assistance if applicable.
- Moreover, I am responsible for maintaining effective communication and coordination. Liaise with co-workers at other departments like housekeeping, front office, concierge, F&B, etc., in order to fulfill guests' needs.
- In addition, based on the feedback I got from guests, I normally provide recommendation strategies to management, for instance, for dining attractions and hotel services.

3. Activities in Coordinating with Co-Workers

Some of the activities I performed with my co-workers include.

I communicate with them on any requests, feedback, and input given by guests. Like communicating with housekeeping, front office, concierge, and F&B upon any request made by a guest, and I make sure that I coordinate it to the appropriate department and worker. Before conducting any room checks, I always communicate with my supervisor or manager first. I also inform anyone present in the area that I am about to inspect the rooms, ensuring there are no defects and no guests in the room.

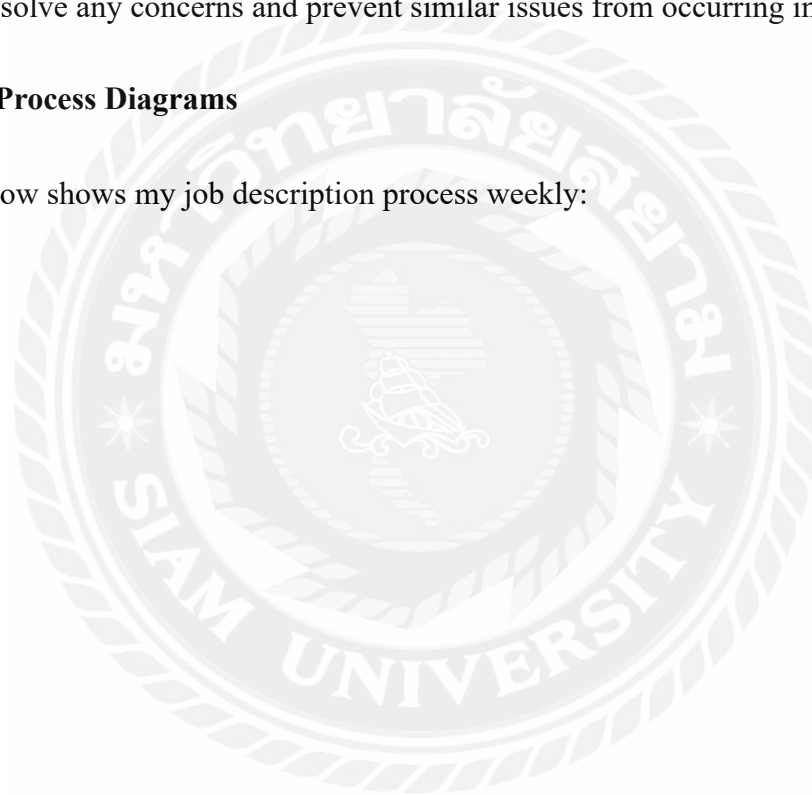
Additionally, I ask if there were any tasks they would like me to complete. Depending on the schedule, I work either the morning or afternoon shift. If I am on the morning shift, I complete all morning duties, such as checking on VIP guests, updating the Line group, performing room inspections, and writing on the mirror in the guest assign room. When my fellow trainees arrive, I

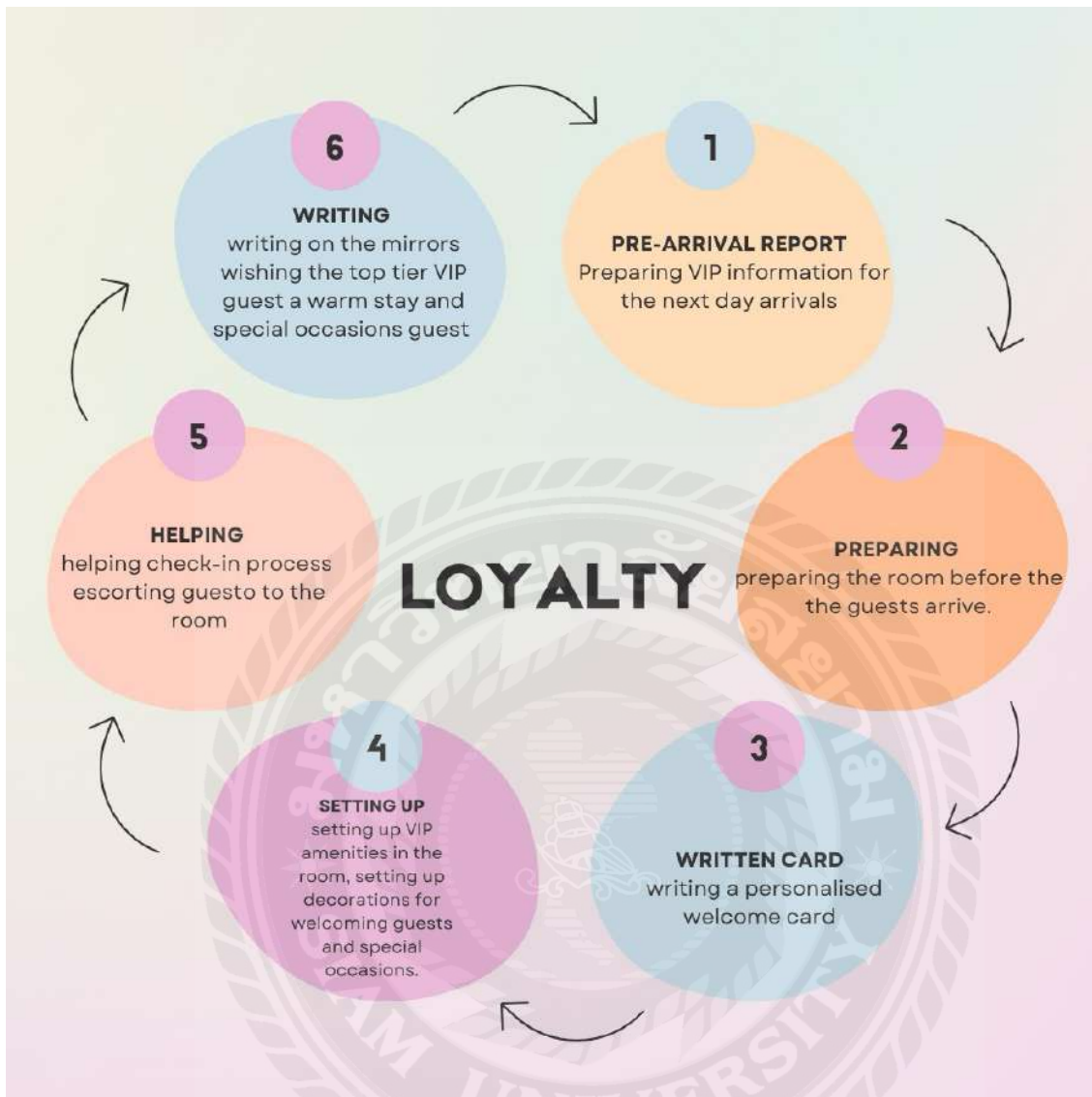
brief them on what has been completed, what is still pending, and what tasks need immediate attention.

The daily briefing occurs at 1 PM, where all managers, concierges, supervisors, operators, and trainees gather. During the meeting, each department provides updates on current activities, reviews past events, and discusses upcoming plans. For example, if a special guest is arriving, the concierge team may organize airport pickups or drop-offs. The operator team might share information about ongoing promotions or address any previous issues. They also review guest feedback, particularly negative comments from platforms like Trip.com, and work on following up with guests to resolve any concerns and prevent similar issues from occurring in the future.

4. My Job Process Diagrams

The diagram below shows my job description process weekly:





5. Contributions as a Co-Op Student in the Company

Maintain Effective Communication: One of the contributions I have made at VIE Hotel is that I ensure effective communication is maintained between management, staff, and guests. I make sure that information is transmitted from guests to staff and from staff to management and vice versa. As a result, this has made the hotel services crucial for building strong relationships, fostering teamwork, and resolving conflicts.

Relate Guests' Feedback: I have made sure that all feedback from guests is related to the appropriate staff and department for work improvement and strategic decision-making. Relating feedback helps to VIE Hotel staff to review guest service at the right time and for the right guest.

Proffer Recommendations: from the feedback and inputs, I provide recommendations to staff and management on what to work on and what not to work on. This has helped management and staff to provide valuable insights and social proof, helping guests and the hotel itself to make informed decisions, build trust, and enhance reputations.

Problem Solving and Decision Making: I have also contributed to solving issues and disputes between guests and staff. I handle guests' complaints with professionalism and empathy, providing solutions effectively. This has created a huge impact at VIE Hotel by effectively addressing complaints and concerns, improving guest satisfaction, retention, and promoting the hotel's reputation.

Ensure Guests Needs are Met: as a co-op student at VIE Hotel, based on their requests, inputs, and feedback, I ensure that guests' needs are considered and satisfied at all possible costs. This has helped VIE Hotel to understand and proactively address guest needs, create a memorable experience, increase satisfaction, and ultimately achieve greater success.

Team Collaboration: As my job position implies, I have always ensured teams collaborate through establishing clear goals, fostering open communication, building trust, and utilizing collaboration tools.

Diversity: Collaborating with individuals from many nations can help us. Employee productivity will increase, and we can all learn from one another about mutual respect and workplace culture.

CHAPTER 3 LEARNING PROCESS

This chapter focuses on providing a background of what I have learned from the Co-Op studies including what is working and not working at VIE hotel, what are its solution, how the studies have impacted me very greatly, what skills and new knowledge I have gain, what recommendations I have proffer so far for the Hotel, and how I will apply such skills from Coursework to the Real Working Situation.

1. Problem of the Company

Aside from the good services offered by VIE Hotel, it also encountered many challenges in carrying out its day-to-day activities, which have led to problems for the Hotel. The following are some of the difficulties it encounters:

Problem with Language: Understanding the various languages of guests has been a major issue for VIE Hotel staff. Most of the staff at VIE Hotel are unfamiliar with guests' languages, and there are no staff members directly responsible for translating languages. As a result, it has been very difficult for both staff and guests to communicate efficiently.

Dim light: Dimmed lights within the VIE Hotel have also been a problem that guests and even staff have raised great concerns about. The hotel's lighting system is no longer producing high voltage to send clear visual light. This can be because of loose bulbs, faulty wiring, overloaded circuits, power grid issues, or problems with dimmers.

Depreciation on its Services: for many months, guests normally reported that the hotel's services seemed to decline yearly compared to their prime time. VIE hotel was known for delivering high quality services to its guests, but recently it has faced a challenge for the hotel to get back to that standard. No renovation or maintenance, the decoration is too old as well, poor breakfast facilities, narrow pools, dim light, and a noisy location with a a lot of new construction going around the area.

Narrow Pools: despite its good accommodation services, the hotel pool is very narrow and not as wide as compared to other five-star hotels with long and spacious pool facilities. This is a result of insufficient space available at the hotel.

Lack of Maintenance: One of the factors that led to the deterioration of the hotel services is a lack of maintenance. Many of the materials and gadgets installed at the hotel were obsolete and are getting old. They need proper maintenance, if possible, replacement. Items like AC, lights, pools, trash, etc, need proper cleaning and maintenance.

High Running Costs: The luxury and premium nature of VIE Hotel and resorts requires significant investment in maintenance, amenities, and innovative technologies, which lead to high operational costs and lower margins, compared to economy hotels and resorts. This makes it one of the most expensive hotels in Bangkok.

2. How to Solve the Problem

Hire Multilingual Staff: To solve the problem of language understanding and translation, VIE Hotel needs to employ staff who understand different languages more especially the common ones. Alternatively, management should hire special people to help translate those languages and create understanding between staff and guests.

Adjust the Lights: The management, through its electrical department, to resolve the issue of dimmed light by checking the light bulbs regularly, ensuring they are properly sealed, and trying new ones, especially if they are old ones. They should also investigate potential electrical problems like overloaded circuits or faulty wiring, which can be addressed by a professional electrician, if the dim light issue persists.

Combating Service Decline: VIE Hotel to solve the problem of service depreciation, needs to improve on service quality audit, thereby assessing every aspect of the hotel's operations, housekeeping, guest service, maintenance, amenities, and gather guest feedback through surveys and interviews regularly.

Facility Renovation and Maintenance: solving maintenance issues involves repairing or upgrading worn-out furniture, plumbing, air conditioning, and investing in modern, comfortable amenities to match guest expectations. A focus on cleanliness, comfort, and fast response to guest needs is needed.

Audit Expenses and Target Major Cost Drivers: To reduce high running costs, VIE hotel management should audit expenses and target major cost drivers like energy, staffing, and supplies. Out-sourcing non-core and mitigating waste in operations also helps maintain quality while lowering expenses to cut down costs.

3. Recommendations to the Company

Based on the weaknesses and challenges encountered by VIE Hotel, the following are recommendations I proffer for its operations

Dealing with Language Translation

- Hire special staff or experts who can be able to translate or understand different languages
- Train existing staff on items to understand other languages, or make guests familiar with the common or official language spoken at the Hotel or City.

Improve the Hotel Electricity Services

- Schedule inspections and maintenance to prevent faults and ensure safe, efficient operation
- Replace traditional bulbs with LED lights to mitigate energy consumption and cost
- Invest in renewable energy sources

Regular Maintenance

- Develop a maintenance calendar for electricity and electrical gadgets and items
- Employ weekly or monthly checks on guest rooms for leaks, furniture obsolete, lighting, and ensure cleanliness
- Order staff to report and document maintenance issues daily, to ensure accurate repairs and tracking of problems.

Improve on Service Delivery

- Provide feedback cards, surveys, and virtual reviews to identify service issues and amend them promptly through targeted maintenance and training

- Regularly train and evaluate staff performance to maintain high service standards and address gaps

4. What I have Learned During the Co-Op Studies

During my Co-Op studies, I gained valuable insights into the service industry. I learned how important it is to create a welcoming environment for guests and to always make them feel comfortable during their stay. Paying attention to small details can go a long way in improving the guest experience.

I also developed skills in handling guest concerns and resolving issues efficiently and politely. This taught me the importance of patience, active listening, and professionalism when dealing with complaints or service-related problems.

One of the key technical skills I acquired was learning how to perform check-ins and check-outs. I also became familiar with using the Opera Cloud system, which is essential in managing guest reservations and ensuring smooth front desk operations.

Lastly, I learned how to conduct myself appropriately around guests, maintaining a friendly and respectful demeanor at all times. These experiences helped me understand what good hospitality looks like and how to contribute positively to a guest's overall experience.

5. How I Applied the Knowledge from Coursework to the Real Working Situation

There is more to the hospitality industry than what we studied in college, but the majority of the coursework only covered the fundamentals

My coursework also covered customer service strategies, which I put into practice when handling guest complaints and special requests. I learned to remain calm, attentive, and solution-oriented—skills that proved essential in maintaining guest satisfaction during real-time interactions.

In class, I was introduced to hotel management systems. This knowledge helped me quickly adapt to the system during my placement, allowing me to manage bookings, access guest information, and perform updates with accuracy and ease.

And also I find that studying organization management greatly aids me in working in a real-world setting since it allows me to see several responsibilities, guidelines, advantages, limitations, and more. I see that people approach one another differently and have varying leadership abilities. In the workplace, it is the most effective method of learning human nature.

6. Special Skills and New Knowledge I have Learned from the Co-op Studies

The following are the skills and new knowledge I have learned from my Co-Op Studies:

Communication Skills

During my Co-Op studies at VIE hotel, I developed effective communication skills; I understand how to communicate with guests and be confident when dealing with customers, especially the VIP ones

Time Management

To prepare everything I had before time to make sure all the information about the guest before the arrival, make sure everything is properly planned before time.

Digital Skill

I learned different digital skills like how to use the Opera Cloud system, how to send pre- arrival email, and how to use Microsoft Excel and Word.

Problem Solving

Throughout my job experience at VIE Hotel, I learned how to solve problems critically. For instance, if a guest is having a problem with transportation, he or she wants to go outside but is having trouble with transportation language barrier with a taxi. I will step in and help with the location and communication for the guest.

Teamwork

I learned how to collaborate with other employees or trainees to achieve an objective. Working with them helps us to share tasks and responsibilities, thereby making work done faster and accurately.

Multitasking Skills

I also learned how to perform different tasks altogether in order to manage time and resources. This has helped me in creating a to-do list and prioritizing tasks and grouping similar tasks together to reduce mental switching.



CHAPTER 4

CONCLUSION

This is the final chapter of my Co-Op studies at the VEI hotel. It provides an evaluation of my work experience, discusses its limitations, and provides recommendations for VIE Hotel to work on.

1.Summary of Highlights of my Co-op Studies at VIE Hotel

This study has provided a clear understanding of Customer Services Excellence in the Hospitality Industry And also explains the duties of a front desk guest service agent, how to get ready for a job in the hotel industry, and how an intern acquired the abilities and information at the end. It focuses on VIE Hotel, It has provided a brief background of VIE Hotel and the services it provides. It has also highlighted some challenges the hotel is encountering. In the other chapters my entire experience, job description, and skills I have acquired throughout the study.

To start with, the studies reveal that the VIE hotel is one of the leading five-star hotels in Bangkok. The hotel was known for providing excellent services to its guests and providing development for developing its staff as well. One of the competitive edges VIE Hotel has over the others is its classic luxury with a unique artistic flair, offering guests an unforgettable experience aligned with its luxurious customized services. Compared to others in terms of reaching the airport, VIE Hotel is located near the Airport, making it easier for guests to save time catching flight schedules and looking for hotels, and making it attractive to guests and travelers, and serving as a first choice for them.

Despite its excellent services, it was also found out that VIE hotel has some weaknesses and encounters some challenges in its operation. High cost of operation, dim lights, deteriorated services, lack of maintenance, language barrier, narrow pools, and a few lapses in sanitation. Sometimes, guests raised many comments about the above issues highlighted.

Moreover, the studies have revealed my Co-Op activities at the hotel. Which includes my job position, my job description, my responsibilities, the activities I performed in coordinating with co-workers, and my contributions as a Co-Op student to VIE Hotel. I served as a guest relations officer (trainee) under the supervision of the front office manager at VIE Hotel. My job description includes guest engagement and satisfaction, welcoming guests upon arrival, handling guest inquiries, personalized guest services,

and helping guests with special occasions like anniversaries, birthdays, honeymoons, parties, and VIP guests.

In addition, the studies found out that excellent customer services have a great impact on the overall performance of a company more especially in hotel companies like VIE. The studies revealed that excellent customer service increases guest satisfaction and loyalty, ensuring that guests feel valued, respected, and well cared for. When guests are satisfied with their requests, needs, and experience, they are more likely to return and serve as a referral for the hotel to others, leading to customer loyalty and repeat orders.

Moreover, during the study, it was found that excellent customer service enhances VIE Hotel's reputation and image. Positive reputation often leads to good reviews and word-of-mouth referrals, both of which are powerful tools in building the hotel reputation

My Evaluation of My Work Experience

Self-evaluation and involvement in my professional growth

I envision myself becoming stronger and more mature with dealing with my emotions at work after my internship is over. During my internship, my ability for quick learning and work adaptation was a bit hard but I managed to overcome it. I was eager to help guests always and had a good outlook and was open to taking on additional duties in that way I can easily adapted to the work. Additionally, I developed my time management abilities, which now enable me to oversee several projects concurrently without sacrificing output or client happiness.

Excellent Customer Support

I discovered the true value of genuine connection in hospitality. With every greeting, check-in, or question answered, I focused on the person, not just the process. By communicating warmly and solving problems creatively, I turned routine interactions into moments that matter. The sincere smiles and personal thanks from guests showed me that authentic care creates the experiences people remember long after they leave.

Handling crises and addressing problems

Among the many difficulties I encountered during my internship were complaints from customers, problems with the rooms, and mistakes in reservations. I developed my ability to remain composed under duress, find rapid solutions to problems, and guarantee client happiness.

Growth Mindset: My Continuing Journey

While I have grown tremendously, I still see room to evolve particularly in handling complex guest challenges that link multiple departments. I am eager to deepen my understanding of marketing and revenue strategies to see the hotel industry through a wider lens. These months have planted seeds of confidence and competence that I am excited to nurture throughout my hospitality career. I am genuinely grateful for this transformative experience and the foundation it is built for my future.

Limitations of my Co-Op Studies

Despite my excitement language barriers sometimes created moments of misunderstanding with international guests teaching me to communicate beyond words. Being confined to basic desk duties limited my exposure to the hotel's full operations, leaving me eager but unable to help during complex situations. The hotel sophisticated operating systems initially overwhelmed me, with limited training time that meant learning through trial and error rather than proper guidance. I often found myself hesitant with the property management system during guest interactions, wishing for more hands-on practice sessions before facing real guests. Balancing VIP guest expectations with my developing skills tested my adaptability, while the fast pace during peak hours pushed me to prioritize effectively without always having a mentor nearby to consult. These challenges were not setbacks but steppingstones that shaped my growth and resilience, teaching me to seek knowledge proactively and build confidence even when support was not immediately available.

Recommendations for VIE Hotel

The following are recommendations I have developed for VIE Hotel to consider when improving their operations:

- Hire special staff or experts who can be able to translate or understand different languages
- Train existing staff on items to understand other languages or make guests familiar with the common or official language spoken at the Hotel or City.
- Schedule inspections and maintenance to prevent faults and ensure safe, efficient operation
- Replace traditional bulbs with LED lights to mitigate energy consumption and cost
- Invest in renewable energy sources
- Develop a maintenance calendar for electricity and electrical gadgets and items
- Employ weekly or monthly checks on guest rooms for leaks, furniture obsolete, lighting, and ensure cleanliness
- During my internship, I saw a bit of discrimination among the staff who are from
- Same country with special privileges and treatment This makes me feel bad.
- Provide feedback cards, surveys, and virtual reviews to identify service issues and amend them promptly through targeted maintenance and training
- Regularly train and evaluate staff performance to maintain high service standards and address gaps
- The hotel should provide trainees with modest incentives like health coverage and career development initiatives. Motivated.

Bibliography

Takatsu, S. (2023). *Analyzing essential hospitality skills in a cruise at Heiwa Maritime*. <https://e-research.siam.edu/kb/analyzing-essential-hospitality-skills-in-a-cruse-at-heiwa-maritime/>

Tun, A. M. (2023). *Experiencing and analyzing as a guest service agent in Phuket Marriott Resort*. <https://e-research.siam.edu/kb/experiencing-and-analyzing-as-a-guest-service-agent/> VIE

Hotel Bangkok. (2024). *Welcome VIE*. Magallery. <https://www.magallery.com>

VIE Hotel Bangkok MGallery Collection. (2024). *[Discover new home]*. <https://www.apartment.com>



WEEKLY PROGRAM

WEEK 1

Monday 04/11/2024	Tuesday 05/11/2024	Wednesday 06/11/2024	Thursday 07/11/2024	Sunday 10/11/2024
Learning hotel information	Learning hotel information	Test about hotel information	Learning the process of checking in guest in Opera system	Learning the process of checking out guest in Opera system

WEEK 2

Monday 11/11/2024	Tuesday 12/11/2024	Wednesday 13/11/2024	Thursday 14/11/2024	Sunday 17/11/2024
Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome glass cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome glass, cheat chat with the guest

WEEK 3

Monday 18/11/2024	Tuesday 19/11/2024	Wednesday 20/11/2024	Thursday 21/11/2024	Sunday 24/11/2024
Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.

WEEK 4

Monday 25/11/2024	Tuesday 26/11/2024	Wednesday 27/11/2024	Thursday 28/11/2024	Sunday 01/12/2024
I did the check in and check out by myself under the supervision of my superior and sent pre arrival email.	I did the check in and check out by myself under the supervision of my superior and sent pre arrival email.	I did the check in and check out by myself under the supervision of my superior and sent pre arrival email.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome dinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, cheat chat with the guest.

WEEK 5

Monday 02/12/2024	Tuesday 03/12/2024	Wednesday 04/12/2024	Thursday 05/12/2024	Sunday 08/12/2024
Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, chat with the guest.	I did the check in and check out by myself under the supervision of my superior and sent prearrival email.	Exams day	Exams day	Assist with check in and check out process with the guest. Helping the guest out with their luggage and serve welcome drinks to the guest. Handout tripadvisor card and cleaning welcome drink glass, chat with the guest.

WEEK 6

Monday 03/03/2025	Tuesday 04/03/2025	Wednesday 05/03/2025	Thursday 06/03/2025	Sunday 09/03/2025
Room decorations for VIP guest and special occasion guest, writing welcome message for VIP guest	Learning how to do room inspection and how to escort the guest to their assigned room	Writing welcome card for the VIP guest and special occasion like birthday, and honeymoon etc.	Get more familiar with the Opera system and learn how to make payment for room and mini bar	Doing VIP report and room check, update VIP arrival in the line group serve welcome drink, sent prearrival email.

WEEK 7

Monday 10/03/2025	Tuesday 11/03/2025	Wednesday 12/03/2025	Thursday 13/03/2025	Sunday 16/03/2025
Update of VIP arrival in line group, room inspection and assist with check out/in	Update of VIP arrival in line group, room inspection and assist with check out/in	Update of VIP arrival in line group, room inspection and assist with check out/in	Update of VIP arrival in line group, room inspection and writing a welcome message in the mirror	Update of VIP arrival in line group, room inspection and writing a welcome message in the mirror

WEEK 8

Monday 17/03/2025	Tuesday 18/03/2025	Wednesday 19/03/2025	Thursday 20/03/2025	Sunday 23/03/2025
Prepare VIP report, update VIP arrival, sent pre arrival email, update of VIP arrival in line group.	Prepare VIP report, update VIP arrival, sent pre arrival email, update of VIP arrival in line group.	Update of VIP arrival in line group, room inspection and assist with check out/in	Update of VIP arrival in line group, room inspection and writing a welcome message in the mirror	Update of VIP arrival in line group, room inspection and assist with check out/in and serve welcome drinks

WEEK 9

Monday 24/03/2025	Tuesday 25/03/2025	Wednesday 26/03/2025	Thursday 27/03/2025	Sunday 30/03/2025
Room decorations for VIP guest and special occasion guest, writing welcome message for VIP guest	Writing welcome card for the VIP guest and special occasion like birthday, and honeymoon etc.	Prepare VIP report, update VIP arrival, sent pre arrival email, update of VIP arrival in line group.	Update of VIP arrival in line group, room inspection and assist with check out/in and serve welcome drinks	Prepare VIP report, update VIP arrival, sent pre arrival email, update of VIP arrival in line group.

WEEK 10

Monday 31/03/2025	Tuesday 01/04/2025	Wednesday 02/04/2025	Thursday 03/04/2025	Sunday 06/04/2025
Update of VIP arrival in line group, room inspection and assist with check out/in escorting the guest to the room	Prepare VIP report, update VIP arrival, sent pre arrival email, update of VIP arrival in line group.	Update of VIP arrival in line group, room inspection and assist with check out/in	Update of VIP arrival in line group, room inspection and assist with check out/in and serve welcome drinks	Update of VIP arrival in line group, room inspection and writing a welcome message in the mirror

WEEK 11

Monday 07/04/2025	Tuesday 08/04/2025	Wednesday 09/04/2025	Thursday 10/04/2025	Sunday 13/04/2025
Doing VIP report and room check, update VIP arrival in the line group serve welcome drink, sent pre arrival email.	Writing welcome card for the VIP guest and special occasion like birthday, and honeymoon etc.	Get more familiar With the Opera system and learn how to make payment for room and mini bar	Room decorations for VIP guest and special occasion guest, writing welcome message for VIP guest	Learning how do room inspection and how to escort the guest to their assign room

WEEK 12

Monday 14/04/2025	Tuesday 15/04/2025	Wednesday 16/04/2025	Thursday 17/04/2025	Sunday 20/04/2025
Update of VIP arrival in line group, room inspection and assist with check out/in escorting the guest to the room	SONGKRAN HOLIDAY	SONGKRAN HOLIDAY	Prepare VIP report, update VIP arrival, sent prearrival email, update of VIP arrival in line group.	Prepare VIP report, update VIP arrival, sent prearrival email, update of VIP arrival in line group.

WEEK 13

Monday 21/04/2025	Tuesday 22/04/2025	Wednesday 23/04/2025	Thursday 24/04/2025	Sunday 27/04/2025
Update of VIP arrival in line group, room inspection and assist with check out/in	Doing VIP report and room check, update VIP arrival in the line group serve welcome drink, sent prearrival email.	SICK LEAVE	SICK LEAVE	Prepare VIP report, update VIP arrival, sent prearrival email, update of VIP arrival in line group.

WEEK 14

Monday 28/04/2025	Tuesday 29/04/2025	Wednesday 30/04/2025	Thursday 01/05/2025	Friday 02/05/2025	Saturday 03/05/2025
Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message	Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message	Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message	Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message	Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message	Update of VIP arrival in line group, room inspection and assist with check out/in, VIP report sent prearrival email, write a welcome message



.....
(Mr Paphop Thabduang)
Job Supervisor

APPENDICES



Figure:5 Team Members Of Front Office

My certificate of Completion

