

Accor professions guide: Reservation agent (m/f)



What exactly does my mission involve?

- Take reservations over the phone, by fax or internet, and handle all associated operations
 - Increase and optimise room sales in line with the brand and hotel's sales policy
- Apply on line for the reservations agent positions

This profession exists...

In most of the large hotels of the group around the world.



Testimony of Andrea Oliveira at the Novotel Center Norte

"I started working in the hospitality sector by chance because my first job experience was as an assistant accountant in a hotel. I really liked the atmosphere and decided to continue my hospitality experience working in the reservations and events department. At that moment, I realized that I really enjoyed my routine activities and chose to continue my studies in Hospitality and Tourism.

Today I work at the Novotel Center Norte for 3 months as a reservation assistant. I am happy to work for a world-renowned brand doing what I love."

[Personality](#) | [Activities](#) | [Qualifications/Experience](#) | [Progression](#)

Good listening and analytical skills
Dynamic
Availability and reactivity
Sale spirit
Welcoming and service orientated
Diplomacy and self control

Organized
Self confidence

Customer relation

Provide a friendly and personal welcome for guests
Rapidly identify the new customer and modify the sales pitch accordingly
Cater to the needs and inform customers of Services provided
Provide answers that are adapted to customers' needs
Familiar with the local area around the hotel, including the competition
Communicate in English

Management

Help optimise occupancy and average room rates
Respect and apply the hotel and brand's pricing policies
Implement the Revenue Management policy

Professional techniques / Production

Follow up the administration of reservations
Transform a request for information into a potential reservation
Present the brand and/or Group's loyalty programme to customers
Counter any objections with a suitable and structured sales argument
Handle reservations by applying the various step-by-step processes defined by the brand
("Reser-Vision")
Enter and confirm the reservation

Commercial

Communicate and cooperate with the other hotel departments

Professional training hospitality, reception or telephone contact position
Knowledge of the hospitality sector
Fluent English ((another language is appreciated)
Knowledge of desktop applications
Some experience in a customer contact position

Reception (after training)
Larger hotel or of a different brand
International mobility