

Internship Report

on

**“Reservation Process in the call center
department of Sea Pearl Beach Resort and
Spa”**

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(A dissertation submitted as part of the requirements for the degree of Bachelor of Tourism and Hospitality Management)

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ACKNOWLEDGEMENTS

This project is accomplished under the supervision of Mr. Mohammad Nurul Afchar, Lecturer in the Department of Tourism and Hotel Management, Daffodil International University of Bangladesh. It is a great pleasure to acknowledge our profound gratitude and respect to our supervisor for this consistent guidance, encouragement, helpful suggestion, constructive criticism and endless patience through the progress of this work. The successful completion of this thesis would not have been possible without his persistent motivation and continuous guidance.

The author is also grateful to all respected teachers of the Tourism and Hospitality Management Department for their co-operation and significant help for completing the thesis work successfully.

LETTER OF TRANSMITTAL

10th October 2025

To,
Mohammad Nurul Afchar
Senior Lecturer
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to submit my internship report titled **“Reservation Process in the call center Department of Sea Pearl Beach Resort and Spa”** as part of the requirements for my Bachelor’s degree in Tourism and Hospitality Management.

My internship at Hotel Sea Pearl, Dhaka under supervision of the departmental supervisors has been an invaluable experience. This report presents a general picture of the activities at Service Centre, testing out my responsibilities and documenting in detail how things go wrong-but also principles learnt while under them.

I have made every effort according to your desirable requirements and performed all assignments to the best of my ability. Your guidance and support all the way through have been critical in enabling me to achieve this landmark milestone.

I thank you for offering me this opportunity and for your kind guidance. I hope the report will not disappoint, and am willing to answer any questions or provide additional information if required.

Yours Sincerely,



.....
Zidan Shadman Akmal
ID: 193-43-432
Department of Tourism & Hospitality Management
Daffodil International University

CERTIFICATE OF THE SUPERVISOR

This is to certify that the Internship report on **“Reservation Process in the call center Department At Sea Pearl Beach Resort and Spa”** has been submitted in partial fulfillment of the requirement for the degree of Bachelor of Tourism And Hospitality Management Daffodil International University by **Zidan Shadman Akmal, ID-193-43-432**.

The report has been written under my supervision and guidance. It is the original and authentic work performed by the student during the period of internship.

I hereby authorize the reporting of this case.

Signature,



.....
Mohammad Nurul Afchar

Senior Lecturer

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Preface

Alhamdulillah First of all I would like to thank Almighty Allah for His blessing and mercy that enabled me to finish my internship report on time.

I am extremely grateful for the encouragement and support provided by everybody who assisted me in writing this report, both directly and indirectly. I extend my deepest thanks to Mohammad Nurul Afchar, Senior Lecturer Department of Tourism and Hospitality Management Faculty of Business & Entrepreneurship Daffodil International University for his constant guidance, invaluable suggestions and unending support throughout my report supervision.

I wish to extend my profound gratitude to all the staff of Hotel Sea Pearl, Dhaka and especially my department heads, managers and the complete team of Front Office. Your help and guidance from your end during my internship were vital so that I could learn much which helped me to complete this report in time.

Last, I am most aware that any mistakes or shortcomings in this report are solely my own responsibility.

Sincerely yours,



.....
Zidan Shadman Akmal
ID:193-43-432.

Department of Tourism and Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summary

The internship in the Reservation Call Center Department provided me a real world customer service working experience in the dynamic, fast-moving communication environment. The main goal of this internship was to have practical experience in the functioning and protocols involving reservations along with customer enquiries and issues using state-of-the-art systems. During the duration of the internship, much effort was devoted to understanding the end-to-end journey for reservations from first customer touchpoint until booking confirmations and post-service follow-ups.

During my internship, I gained knowledge about how CRM (customer relationship management) software, handling calls and standard operating procedures (SOPs), which was followed for proper communication and conflict resolution .

Interns were heavily involved in helping the call center Team manage both inbound and outbound calls, enter reservations into a system, verify reservation information for customers and maintain data accuracy and privacy. The internship had also provided hard lesson around maintaining the professional attitude as well as the empathy tone and managing high incoming calls effectively; replying with accountability, and responding promptly.

Through observation and hands-on working, interns learned in-depth the problems associated with how to shoulder consumer experience especially during peak time of service delivery under pressure. These communication skills, time management and problem solving became more polished through ongoing feedback sessions with supervisors and mentorship. Moreover, internship work emphasised the importance of team working, synchronisation and technological practice for a smooth customer experience. Interns gained a perspective on efficiency, responsiveness and customer satisfaction in case center environment as they were exposed to their performance metrics and reporting tools. In conclusion, the internship in the Reservation Call Center Department played an important role in bridging theory with practice, improving interpersonal and organisational skills as well as providing a basis for future position opportunities in customer service / hospitality or related careers. It also instilled in me a greater understanding of what it is like behind the scenes when managing customer relationships, and highlighted that you have to learn new things all the time as well as being adaptable with working in service.

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Chapter-01

Introduction

1.1 Introduction

An internship represents an important connection between theoretical studies and the practice of work, providing students and young professionals with the gift of practical experience in the field of their choice. My internship in the Reservation Call Center Department provided me with a practical understanding of the functions of customer service, communication systems, and efficiency of operations within the fast moving business environment. I was not only able to enhance my technical and people skills but also able to get a general understanding of how the corporate call center functions as a critical connection between an organization and its client customers. Reservation Call Center (Frontline) As a key player in the frontline staff, this department plays a crucial role in delivering good customer service through the management of bookings, inquiries, and complaints professionally and in a time-efficient way.

During the internship, knowledge gained was put to test on call center operations, booking systems and usage, database management and customer interaction skills as reality checks were learned in theory. Interns were trained in how to operate reservation and scheduling software, as well as input logistic data for service records. They also developed what to communicate well, do more than one thing at once, and settle disagreements, which are all important abilities for a contact centre, where things move quickly. As a student, we got to learn about the procedure, protocol and issues that professionals are dealing with while trying to continue professional service.

I learned about “field work” and how to team together to get something done in a difficult context, long after things went wrong, because the customer is first. The information focused on accurate information, privacy and compliance with standard operating procedures. It also provided background info on these things. Overall, my internship in the Reservation Call Centre Department was really useful and it provided me with a good thought of what to expect when you have customers. I think all that training will help me be more prepared for future jobs in customer service. It has not only taught me how to do the work nice, but it has taught me responsibility and respectability and confidence to talk with people in a respectful manner.

1.2 Background

Reservation Call Center is vital department of the travel, transportation and hospitality industry which specializes in customer service. Because these sectors are all about high speed service and customer fit, the call center is a crucial link in an association and clients brainwash. Be it booking a flight, booking a hotel or managing travel plans- Call centres receive tons of consumer requests every single day. While interning in this department you will get to know how service based companies are efficient, manage customer prerequisites and keep instant communication updated. In transportation (e.g. airlines, bus service, and rail), reservation call centers deal with available seat status, booking changes, cancellations and special service requests. Interns discover how to communicate with clients who need to travel on short notice or whose schedules have at the last minute. "To access reservation software, give clear and professional responses, and ensure we're assisting the customer as quickly as possible. For the hotel and hospitality sector, the call center assists guests who need to reserve a room, ask for amenities and customize experience. Trainees also learn about loyalty programs, special promotions and multi-location bookings from the call center interface. This exposure will help them in understanding how through clear communication customer loyalty is established and maintained.

Furthermore, the call center is an important channel to gather feedback from clients as well as to settle disputes and refer more complex cases to relevant parties. Trainees see how customer complaints are handled with tact, to maintain brand image and delivery of service. Through the course of this internship, advertising sales people will gain experience in many CRM tools, phone systems and challenge one another to plug away at your computer entering data as fast and accurately as you can find it. The training course for example is intended to impart soft skills essential in the service industry; among which are active listening, patience and problem-solving skills that enable the person to apply their knowledge effectively. This immerses pre-professional students in the challenging situations of service right at the beginning of their careers. The call center is extremely important in this regard as businesses want to create a perfectly integrated experience over voice, email and chat support. Thus the internship also opens up the opportunity to gain a deep understanding of multi-platform support systems. Finally, the internship in the Reservation Call Center Department delivers all-around professional knowledge and practical skills related to work in tourism enterprises such as transportation or hotel service, as well as more widely - public catering and hospitality industry, real-time trouble-shooting abilities, and an understanding of customer management in service-providing environment.

1.3 Scope of Study

This study is focused on the operational activities, communication procedures and technological devices employed in the Reservation Call Center Department. It examines how customers are managed, reservation systems used and service quality controlled. Topics to be addressed include, but are not limited to working with the telephone call handling systems, CRM usage, customer complaint management and general departmental workflow. It does not include non-reservation call handling like marketing, IT structure or field operations.

Objectives of the study, methodology and limitations in implementing call center at Sea Pearl Beach Resort & Spa as follows:

1.4 Objective of Study

- To explain the reservation process in the call center of Sea Pearl.
- To observe the application of standard operating procedures (SOPs) in customer interactions.
- To identify the major findings and suggest areas for improvement.

1.5 Methodology

The study is descriptive and is limited to the reservation services at Sea Pearl Beach Resort & Spa. Secondary sources were the main data source, with personal observations and day-to-day experiences. Key secondary sources include:

- Internal documents including reservation records, booking reports, guest arrival sheets and departmental logs reviewed with supervision.
- SOPs (Standard Operating Procedures) for reservations making from inquiry, booking confirmation and pre-arrival preparations.
- Sea Pearl's website itself, including information related to rooms/amenities/prices, identity, and guest experience design techniques.
- Resort documentation including the resort fact sheet, prospectus and brochures with organized information about the services, facilities, offers and expected clientele.

1.6 Limitations of Study

- The report covers reservation activities only and is not comprehensive of all reservation system functions.
- There was not enough information provided on the company's website to study.
- Could not access complete reference materials and so depth was limited in some places.
- The document uses examples to explain reservation processes and cannot describe every function of operation.
- Time constraints
- Access of Data

Chapter: 02

Sea Pearl Beach Resort & Spa: An Overview of the Organization.

2.1 Introduction

The "Sea Pearl Beach Resort & Spa", Inani Beach Cox's Bazar a luxury getaway, sits on 14 acres of land (15 acres depending on the source) on Inani Beach, Bangladesh so as to welcome guests with awe-inspiring view of Bay of Bengal bordered by verdant rolling hills that rise to the east while the ocean stretches westwards as far as you can see. Located 40 minutes away from busy town Centre it takes on a pastoral tranquility yet provides access to all necessary service outlets within proximity.

The Sea Pearl boasts 493 spacious and elegantly appointed guest accommodations, featuring 102 luxurious suites and a prestigious "Presidential Suite". Each room offers guests the opportunity to enjoy the world-famous Heavenly Bed for ultimate relaxation combined with modern workstations, high-speed internet access, satellite television penetration, and four-fixture bathrooms.

Guests can indulge in a variety of activities at the resort. Two expansive swimming pools offer opportunities for relaxation. In addition to providing luxurious pampering and treatments, the spa facilities also include a billiard room and gym. The purpose of the latter areas is to help entertain and provide some level of interest to those clients who'd still like to try and maintain their fitness regime on vacation. Other activities to enjoy include live events at an amphitheater, savoring the lush gardens which surround the property and dining at any of the three completely different restaurant options. While guests who are coming with kids have a separate children's zone to keep by their side. Among environmental responsibilities, The Sea Pearl Beach Resort & Spa mingles a few by recycling waste, water and using solar for catering other environmental tactics. The eco-friendly practices war against the utmost luxury and paradise deploying nature's very own sculptor stroke in making Cox's Bazar an absolute leer for eco-tourists in the utmost potential tourist destination the world has to offer like the longest beach coast attractions nestled together

2.2 Mission Statement

Sea Pearl Beach Resort & Spa is committed to delivering exceptional vacation experiences for families in Bangladesh through its five-star resort offerings. Partnering with Bengal Vacation Club Ltd (the resorts exclusive marketing company) to offer exceptional value, facilities and levels of service at very affordable prices. Focus is laid on sustainable and environment-friendly operations for a healthier planet. Bengal Vacation Club Ltd's members enjoy first-class personalized service and a full range of ever more diversified travel opportunities, by land or sea, here or abroad.

2.3 Vision Statement

Sea Pearl Beach Resort & Spa, as a leading hotel and resort developer with the ambition to be the first world-class chain hotel brand originating from Bangladesh and Asia to “Sea Pearl Chain”. To do so, it maintains a focus on delivering the highest levels of service - only the best will suffice. The customers swear by its legacy daily, testifying that management has done what it said it would. Family-friendly -- While being friendliest is great, there is more to be family-orientated: for all living energy in life can sure be hard and we strive to make it so every employee shares in company profit! By disappointing guests in the areas we fail to meet their expectations, and cultivating an atmosphere of warmth and professionalism among our staff, Resort will be uniquely poised to charge toward its target market as a place that sparkles with truly dazzling memories.

2.4 Room Division

Sea Pearl Beach Resort & Spa, Cox's Bazar (Update: 17.07.2025 11:00 Hrs.)

July 2025 All Promotional rate

Promotion Date: 17.07.2025 To 31.07.2025 Stay Duration: 17 July To 31 July 2025

Room Types	Room Rate Inclusive 10%Service And 15% TAX	Accommodation per rooms	Buffet Breakfast and Transport Service		Room Only Offer (July 2025)	
			Stay Duration: (Sunday and Thursday)	Stay Duration: (Friday & Saturday)	Stay Duration: (Sunday and Thursday)	Stay Duration: (Friday & Saturday)
Superior King (Garden View)	19,800	2	7,500	8,500	6,300	7,500
Superior Twin (Garden View)	19,800	2	7,500	8,500	6,300	7,500
Superior (Hill View Triple)	22,000	3	11,000	11,000	8,399	8,399
Superior (Sea View Triple)	25,850	3	12,000	12,000	9,899	9,899
Studio King (Sea View)	25,000	2	11,111	12,999	9,999	11,599
Premier King (Sea View)	26,500	2	12,222	14,499	11,100	12,599
Eco Suite (Hill View with balcony)	22,250	2	9,999	10,300	7,999	8,266
Executive Suite (Sea View with balcony)	31,350	2	13,333	15,555	11,500	14,599
Royal Family Suite (Sea View)	50,000	4	22,222	24,000	17,777	19,200
Royal Paradise Suite (Sea View)	130,000	2	45,500	45,500	-	-
Presidential Suite (Sea View)	200,000	4	120000	120000	-	-

Figure:1 Room rate and categories

2.5 Company Overview:

Facilities & Services

The "Sea Pearl Beach Resort & Spa" caters to wellness seekers. Get in shape at the state-of-the-art health club home of fitness. Guests have free access to the gym and can take advantage of personalized workouts to achieve the best results. The other option is Pleasant Spa. The spa includes traditional treatment of Chinese medicine with many kinds of massage, steam room, hot and cold shower to help guests relax, get rid of aches and all the stress. In addition to fitness and spa services, the resort provides other luxurious amenities and fun activities. The study observes that the two large swimming pools offer relaxation and include child-friendly options. The lit tennis court, billiard room and badminton facilities cater to recreational needs. There is an on-site beauty salon in the resort. Here guests will find services ranging from refreshing facials and relaxing manicures or pedicures to elegant hairstyles and impeccable matrimonial make-up. All beauty needs can be met here. At the same time, guests can take it easy with free tea or coffee. Sea Pearl Beach Resort & Spa provides a wide range of fitness amenities at The Health Club" that include:

Completely furnished fitness center SPA & Chinese Medical Therapy with

- Massage
- Hot/cold showers
- Steam room
- Swimming pool
- Children's wading pool
- Illuminated tennis court
- Billiard board
- Signature amenities and services
- The celestial mattress
- Weak up service
- The celestial bath
- Ergonomic Desk Chair
- Air-conditioned Room
- Room with seating area
- LED flat panel television
- Dual-line Telephone
- Refreshment center
- Smoke Detectors in room
- Work desk
- Nonsmoking room
- Iron/Iron Board
- Direct Calling
- In-room safe
- 24/7 room service
- Refrigerator, Beverage brewing appliance
- Fast internet connectivity

Restaurants and outlets

Sea Pearl Beach Resort & Spa offers a wide variety in dining with eight unique restaurants and bars to experience unforgettable cuisines:

- KASBAH: All-day dining, which offers a wide selection of plates using fresh and local produce.
- SCOOPS For cooling treats from the ice cream parlor.
- BLUE O: A recessed pool bar with a chilled-out ambiance near the water.
- Cocoloco: A casual spot for bites and light snacks.
- Punchbowl: A casual shop specializing in great brews and drinks.menefee.md.
- BLISS: An international bar serves a variety of beverages.
- FISH AND GRILL: Specializing in Indian cuisine.
- LEMONGRASS: Offering Thai and Chinese specialties.
- Pranzi: An Italian restaurant serving authentic Italian dishes.

Groups & Meetings

"Sea Pearl Beach Resort & SPA" offers excellent service, including banquet and meeting facilities. The meeting rooms provide the perfect environment for social and professional gatherings. Whether a host is planning a corporate gathering, wedding, or extravagant celebration, a flexible function room is sure to make an impact on guests. The event is sure to be a success with creative catering options, full audio or visual support and a knowledgeable meeting staff for help. Meeting facilities at the hotel include:

- Catering service offered
- Fast internet connectivity
- LCD projector is accessible
- Sound system

2.5 Key Milestones (Organization Structure)

Key milestones and organizational structure of the Reservation Call Center Department at Sea Pearl Beach Resort & Spa are as follows:

- Year of Establishment: 2015
- Launch of Call Center Operations: September 17, 2015
- Introduction of CRM Technology: September 17, 2015
- Expansion to Multilingual Support: 2015
- Achievement of ISO Certification (if applicable): 2022
- Recognition for Customer Service Excellence: 2022

2.6 Organizational Structure (Reservation Call Center Department):

Call Centre Manager: Responsible for supervising the performance, operation and strategy of the call centre.

Supervisors/team leaders: Monitor day-to-day performance, cooperation between teams and agent performance.

Reservation Agents: Take bookings, customer queries on the phone and resolve issues.

Quality Assurance Team : This team would review calls for quality in adherence and suggests management of operations.

Training and Development Officers: Responsible for staff onboarding and ongoing training programs.

Chapter: 03

Theoretical Background of The Reservation Process

3.1 Standard Reservation Process:

A reservation call center plays a crucial role in the customer service framework of industries such as airlines, hotels, and travel agencies. The primary function of a reservation call center is to handle incoming and outgoing communications related to bookings, inquiries, cancellations, and customer support.

Theoretical Background: participated in training on property reservation system while working as a trainee "Sea Pearl Beach Resort and Spa". The phrase reservation denotes the act of booking a specific room available for a visitor for a specified duration of stay based on the request made by the guest at the time the request to make a reservation is recorded. If a guest makes a reservation ahead of time, it greatly improves their chances of obtaining a better offer & obtaining a room at the property once they arrive. Technology has changed the room reservation process at "Sea Pearl Beach Resort & Spa" specifically using the IDS Next PMS.

This advanced system will enable the reservations team to manage the room inventory, make bookings and easily create real-time reports. The system is easy to use and minimizes human error while automating processes and minimizing the workload on staff, allowing them to increase their time monitoring and pursuing the delivery of exceptional guest services. In addition, the property management system could integrate with OTAs and social media platforms that are necessary for the resort to stay competitive, especially in the digital marketplace. The "Sea Pearl Beach Resort & Spa" can automate a seamless sequence and guest booking experience from inquiry to confirmation.

There are various parties involved with the reservation process. People relocate for a variety of reasons, including business or leisure travel and as a result, they require lodging. They use a variety of channels to make bookings and do so whenever it is convenient for them.

- **Direct Bookings:** Guests reserve rooms directly with the hotel by telephone, email or official website. By bypassing intermediaries, this allows for a personal experience and usually better rates for guests—and saves commission fees to the hotel.
- **Travel Agency/Online Travel Agency (OTA)** Travel agents and OTAs like Booking.com, Expedia and Agoda for bookings. OTAs offer broad exposure and ease of use, but they charge commissions. There may be travel executives handling group bookings.
- **Corporate Bookings –** Blocks of rooms are booked by companies or organizations for employees or guests under an established contract or special rate. This means guaranteed availability and special prices, meaning a consistent source of booking for the hotel.

They are the primary ways that guests make reservations and each platform has its pros and cons when it comes to how hotels should operate.

Following is the reservation process of Le Méridien Dhaka:

1. Inquiry and Contact

Guests can make reservations by various channels- direct phone call to hotel, official website or booking via a reliable OTAs (online travel agencies). The hotel's Reservation Department, from 8:00 AM to 8:00 PM local time.

2. Checking Availability and Rates

When receiving a reservation, the hotel inquires about the room availability directly from their PMS. Rates vary by room and demand, as well as booking strategy. Guests can make requests for smoking preference, bed type required or access needs.

3. Reservation Guarantee

To secure bookings a valid Credit card authorization, deposit or company letter must be provided to guarantee a reservation. The hotel reserves the room on a guaranteed basis and may pre-authorize credit cards prior to arrival. Non guaranteed reservations are released the day prior at 6pm.

4. Confirmation

After ensuring, the guest is sent an official confirmation via email which include information on how to book and terms of booking and cancellation. Cancellations made within 48 hours of arrival are subject to a one night room and tax fee.

5. Pre-Arrival Preparations

All special requests like early check-in, late check-out, special meals and food, pickup from airport or extras are shared internally well in advance to avoid any inconvenience caused to the guest.

6. Check-In and Stay

The standard time of check-in is 15:00. Guests arrive and provide a government-issued photo ID. Requests for early check-in or late check-out are to be made no more than 24 hours in advance, and are contingent upon availability and may involve an additional fee. The hotel offers all the usual during-stay services such as concierge, room service and leisure facilities.

7. Payment and Billing

Offer is valid in Bangladeshi Taka (BDT) and other currency equivalents at the hotel's current exchange rates. The bill will have room rent, section charges, service charge (10%), VAT (15%) & other tax calculated in compounding amounts (~26.5%).

8. Modification or Cancellation

Guests may change or cancel the reservation in writing (e-mail, fax) at reservations department. Cancellation policy as per the written terms and conditions is to be followed to avoid any penalties.

9. Check-Out

Checking out time is by 12:00. The bill is paid and the guest leaves. The hotel may assist with transportation or other post-stay arrangements.

At Le Méridien Dhaka, this booking system is based on a structured mechanism of handling reservations from guests' perspective to set-up luxury service protocols, certify availability and communicate policy clearly for a more valued guest experience.

Chapter: 04

**Discussion and Analysis of Reservation Process
of Sea Pearl Beach Resort & Spa**

4.1 Overview of Service Center Operations

The Sea Pearl Service Center, also named as the Reservation & Guest Contact Department is being Operated in Cox's Bazar. It creates operational efficiency to align guest requests and activities with the necessary departments within the hotel.

Being one of the largest resorts in Bangladesh, with close to 500 luxury rooms and suites and numerous restaurants, banqueting facilities, recreational structures etc., Sea Pearl deals with a large number of daily inquiries and reservations. These are reservation direct bookings, modifications and cancellations, guest service requests as well as guest feedback. The Service Center must run very smoothly to cope with the volume of the sort.

Service Center Operations:

- **Booking Processing:** Apart from the other booking methods, phone, email, and online chat, agents also answer the customers asking about the property, its features, and services through these channels. They also come with availability and enter reservations correctly into the PMS system.
- **Coordination between departments:** The centre tells the Housekeeping, Food & Beverage, Engineering, and Security departments of any specific needs that guests may have.
- **24/7 GUEST OPERATIONS:** The first person guests in the building talk to when they want anything, have a problem, or just need help.
Data & Analytics: Taking into account guest profiles, history, and preferences to give them personalised service.
- **Maximise income:** Help increase occupancy and income by offering extras like membership packages, upselling, or other services.

Sea Pearl can efficiently manage all parts of its complicated business to ensure high levels of guest satisfaction and performance efficiency by having a full Service Centre structure and competence.

4.2 Service Center Chart (Functional Map)

The functional chart below describes how the Service Center is charged with the following responsibilities:

Function	Key Activities	System/Artifact	Output
Inquiry Handling	Responding to phone/email/social media queries	Scripts, Email Templates	Guest inquiry logged
Rate & Inventory Control	Checking room availability and applying rate codes/promotions	PMS & Channel Manager	Accurate quotations
Reservation Execution	Creating bookings, capturing deposits, confirming policies	IDS Next/FortuneNext PMS	Reservation Number generated
Pre-Arrival Coordination	Airport transfer, special bed setup, VIP amenities	PMS Traces & Arrival Reports	Service orders issued
In-Stay Guest Support	Handling complaints and requests, routing to departments	Service Logs/Ticketing System	Issues resolved
Post-Stay Follow-up	Collecting guest feedback, loyalty engagement	CRM System	Feedback reports & retention
Reporting & QA	Preparing daily, weekly, monthly reports	Excel/BI Tools	Performance analysis & improvements

This framework shows that all guest serving actions have traceable procedures, and outcomes to be tracked, with responsibility.

4.3 Operational Process of the Service Center

Inquiry → Quotation → Reservation → Confirmation → Pre-Arrival → In-Stay → Modification/Cancellation → Post-Stay

Step	Input	Action	System	Output	SLA
Answer & Qualify	Call/Email/Web Inquiry	Greet guest, identify needs	Script + PMS	Inquiry recorded	≤ 30 sec
Check Availability	Dates, Pax, Room Pref.	Pull inventory & rates	PMS	Options generated	≤ 2 min
Convert Booking	Guest approval	Create booking, capture deposit	PMS	Reservation ID	≤ 5 min
Confirmation	Booking record	Send confirmation email/SMS	Templates	Confirmation sent	Immediate
Pre-Arrival	Guest preferences	Add traces, coordinate services	PMS Traces	Service orders	1 day before
In-Stay Support	Guest request	Log & route to department	Ticketing	Request fulfilled	≤ 30 min
Modify/Cancel	Change request	Update booking & policies	PMS	Revised booking	Same-day
Post-Stay	Feedback	Send survey, thank-you note	CRM	Guest feedback	Within 24h

The operational journey at Sea Pearl is based on a complete cycle of guest journey:

- Inquiry stage: Guests contact the Service Center through phone, email, OTAs (Booking. com, Agoda), or the website. Agents greet guests in a professional manner while the enquiry is logged.
- Quotation Stage: Agents verify availability and price in the PMS, quoting over the phone or via email, trying to upsell (i.e. offering a premium room).
- Reservation Stage: When the guest agrees, agents make bookings into the PMS, take payment guarantees and apply cancellation policies.
- Confirmation Stage: If booking is successfully created, guests get the confirmation by email or SMS with all necessary information.
- Pre-Arrival Stage: Special requests (e.g. baby cots, birthday cakes, sea-view rooms) are input into PMS as a trace in order to inform departments accordingly.
- In-Stay Stage: Guests communicate with the Service Center to request supplementary services such as room cleaning, amenities, upkeep and transport. Requests are tracked as tickets and routed accordingly.
- Modification/Cancellation Stage: Changes or cancellations are handled by agents, policies are reviewed, and refunds/credits issued transparently.
- Post-Stay stage: Guests are sent thank-you messages, feedback surveys and loyalty program offers.

Sample case: A honeymoon couple books over the phone, with service lines for flower decoration, complimentary cake and late checkout inserted. Housekeeping, F&B and Front Office are pre informed. After arriving, the couple's expectations are exceeded with positive feedback about Sea Pearl.

4.5 Bookings and Reservations

Sea Pearl takes booking from multiple channels of the sea to expand its coverage and serve diverse customer segments:

- Direct bookings: Through phone, email and hotel website booking.
- OTAs (Online Travel Agencies): These are the websites through which we shop for deals (Agoda, Booking.com, Expedia, etc.).
- Corporate Bookings: Corporate Corporate Bookings channel are for bookings made in bulk by companies for their employees or activities.
- Groups & Events: I receive a lot of calls for wedding, conferences, MICE stuff (Meetings, Incentives, Conferences, Exhibitions).
- Membership Booking: Bengal Vacation Club members receive priority access to reservations and awesome perks.

Suppose that we took a hypothetical example of booking distribution that looks like this:

- Direct bookings: 35%
- OTA bookings: 40%
- Corporate bookings: 15%
- Groups/Events bookings: 10%

Every reservation is verified for accurate dates, price rates and policies. We very clearly communicate deposits or guarantees and cancellation terms so that there will be no confusion or arguments.

Comprehensive checks throughout the entire multi channel strategy ensure broad market cover, safe booking and smooth processes in Sea Pearl's reservations system. Below is an elaborate explanation of how Sea Pearl will manage reservations in different channels:

- Direct reservations including phone, email, and website bookings.
- Online Travel Agencies such as Agoda, Booking.com, and Expedia.
- Corporate accounts booking room blocks for employees or events.
- Groups and events like weddings, conferences, and MICE.
- Priority bookings for Bengal Vacation Club members.

4.6 Guest Services

End-To-End Guest Services Across the Stay Cycle directly from Service Centre:

- **Pre-arrival Services:** Coordinating with regards to airport transfers, special meal requests and any other requirements before the guest arrives.
- **At-In Services:** These include looking after Room service requirements, maintenance problems, wake up and taxi calls to ensure guest comfort.
- **Post-Stay Services:** Offering thank you letters to their guest and message service that encourages them to post feedback, fill out a survey or rewards in points for loyalty programs.

Example: Imagine, a VIP customer requests gluten-free food before arrival. The service center monitors it for PMS traces in the food and beverage notice. At check-in, the guest is not given the house wine; rather, he or she is presented with a personal menu from which to make a selection.

This way, the proactive and personalized service through the attention given to the guests at every step of the journey, makes them happy and loyal. The service center has three main services from a service-progressing functional perspective with technology in the guest journey:

- **Pre-Arrival:** The guest is transferred from the airport at no charge, and a personalized request and convenience room of the guest's choice are provided.
- **During the stay:** Service requests, repairs, orders, complaints, wake-up calls, and taxi bookings are monitored to make sure everything is going smoothly.
- **Post-Stay Services:** The in-charge follows up with thank-you notes and feedback forms and makes sure that they are onboarding things (joining loyalty programs) by following up.

4.7 Coordination and Logistics

Coordination between the call center/service center and other hotel departments is accomplished through a well-structured communication and workflow system:

- Daily Arrival and departure reports , the day of processing corresponding departments and on-call room movements to make room for the guest.
- A Morning Huddle includes daily meetings with the respective heads at the board to get a glimpse of what is happening today. Special events and any other updates may also be considered.
- PMS traces are used to identify guest requests for follow-up and service delivery.
- An Escalation Matrix has been developed to manage emergencies by forwarding more critical issues to the appropriate managerial level.

4.8 Service Center Activities

The Call Center/Service Centre operates on a daily, weekly, and monthly basis, as detailed below:

- **Daily Responsibilities:** Process emails and phone calls, input reservations into the system, generate an arrival report for the day, and expedite visitors' requests.
- **Weekly Objectives:** Calls that are of high quality responses to enquiries from guests that have not yet been answered verifies the rate parity of OTAs and ensures that they are all consistent.
- **Monthly responsibilities:** Monitor KPI's such as conversion rates, call answer time and guest satisfaction scores (GSS) and coordinate regular refreshment training sessions for the team to maintain high standards of service.

These planned events are maintaining operational consistency, service levels and continuous improvement in the Guest Contact & Reservation Management center operations. Call Center Practice and Events in Cycles. The end result: serving the right customer in a great way with quality assurance and an enhanced guest account and reservation management.

4.9 Departmental Organization Structure

The organizational structure for a Call Center / Service Center (Reservations & Guest Contact) can be illustrated as follows:

- At the top, a **Call Center Manager / Head of Department (HOD)** is in charge of the contact center.
- Reporting to the Manager/HOD are **Supervisors/Team Leaders** with responsibility for separate specialist teams:
- **Reservations Agents** communicating with customers through phone calls, email and web inquiries.
- **OTA/Channel Desk**'s focus remains on online travel agents and channel management.
- **Corporate & Groups Desk** for corporate customers and group bookings.
- **Guest Services Desk** addressing guest requested service and support.
- A **Quality Assurance & Training department** that are monitoring service quality and agent training while doing so.
- A team of **Admin & Reporting Support** provides administrative support, and they generate performance and operational reports.

This structure allows a clear role and responsibilities between the functions of the call center, so that effective management of reservations and guest contact services can be accomplished.

4.10 Call Center Responsibilities & Activities

Core operational responsibilities for the Call Center / Service Center -

- **Handling inquiries and reservations.** Responding promptly to question and booking requests in reservations and guest contact with different channels,
- **Maintaining guest profiles in PMS (Property Management System).** Making sure that the information of the guest is relevant and updated to give value-added service from the first steps,
- **Monitoring OTA inventory and rates.** Overlooking the availability and rates of OTA's to achieve maximum occupancy and revenue,
- **Coordinating pre-arrival arrangement.** Making sure that all selective arrangements before arrival of the guest is well prepared such as special requests, transportation or room preferred,
- **Routing in-stay guest requests.** Ensuring that all the requests during guest stay are properly routed to the related departments and services to maximize the efficiency,
- **Generating daily performance reports.** Reviewing the operational metrics in terms Key Performance indicators,
- **Conducting QA audits and training.** Performance audits for developing a proper document and organizing training.

Together, these duties lead to the successful and efficient operation and quality guest experiences. There are a couple of main operational duties that the Call Center / Service Center needs to perform:

- Addressing guest's inquiries and reservations over all forms of communications.
- Ensuring all guest profiles on the Property Management System (PMS) are current and updated for proper recordkeeping.
- Overseeing OTA inventory and pricing to ensure maximum availability and pricing.
- Organizing all up to pre-arrival arrangements as per guest requests or special requirements.
- Proficient in routing in-stay guest requests to appropriate departments for action.
- Producing performance reports daily to monitor the service level and control efficiency.
- Conducting Quality Assurance (QA) checks and training session to ensure the quality of service.

These are the roles that keep everything running and are neatly kept while providing outstanding customer service and supporting the revenue generation within the facilities.

4.11 Specialized Areas

The other activities and functions of the Call Center / Service Center structure can additionally be represented as follows:

- The **OTA Desk** is working for online travel agency channel management, promotion monitoring, and availability maintenance.
- The **Corporate desk** job is to manage long term contracts and cater their business clients in order to retain corporate relations.
- The **Groups/MICE Desk** does bookings and organizes all events of conference, wedding and large group activities.
- Exclusive **VIP Concierge** provides personalized, top-notch service to your high-rolling guests.
- The **Membership Liaison** process and coordinates reservations as well as all related communication for the Bengal Vacation Club membership program.
- The **After Hours Support** is a small team working through the night hours to take calls and service requests.

4.12 Tools & Technology Snapshot

The main technological systems and tools leveraged by the Call Center / Service Centre for reservations and guest facing contact are:

- **PMS (IDS Next/FortuneNext):** It is the central reservation system for bookings and guest information.
- **Channel Manager:** A tool that manages connections with Online Travel Agencies (OTAs) and other channels.
- **CRM:** Guest profile, relationship and feedback to provide personalized services.
- **Shared Inbox:** Work collaboratively on managing your emails and responses for team work.
- **Call Scripts & Logs:** Standardizes communication and logs contact for quality control.
- **Reports/Dashboards:** Deliver real-time reports, arrival list to expectation of occupancy and KPIs for monitoring and decision making.

Combined, they provide a comprehensive means of managing reservations, guest relations and operational effectiveness. The Call Center / Service Center is organized and operates as follows:

Organization:

- Supervised by a Call Center Manager / Head of Department.
- The Supervisor / Team Leader will oversee specialized teams: Reservations Agents (voice/email/web), OTA/Channel Desk, Corporate & Groups Desk, Guest Services Desk.
- Support teams are Quality Assurance & Training and Admin & Reporting.

Specialized Desks:

- OTA Desk looks after online channels, promotions and availability.
- Corporate Desk manages the long term contracts and business clients.
- Groups/MICE Desk manages events such as conferences and weddings.
- VIP Concierge-It's all about high profile guest services.
- Membership Liaison Coordinates the bookings for the Bengal Vacation Club.
- After-Hours Support - this only covers night shifts and is less staffed.

Core Responsibilities:

- Handle inquiries and reservations.
- Maintain guest profiles in the PMS.
- Monitor OTA inventory and rates.
- Coordinate pre-arrival and in-stay guest requests.
- Generate daily performance reports.
- Conduct QA audits and training.

Analytical Conclusion

At Sea Pearl Beach Resort & Spa, the Service Center is more than just a reservation office; it also acts as a vital back-office that provides connectivity between sales, front office and all other departments. The Service Center ensures that reservations, guest requests and post stay engagement like high guest satisfaction, efficiency in our operations, and the best revenue to the company can be easily communicated to the rest of the hotel team with automation.

Sea Pearl already utilises some of the best systems worldwide, including multi-channel communication integration, proactive profiling and robust KPI reporting. But adopting advanced technology such as AI-driven chatbots for real-time guest engagements and predictive analytics to predict guest preferences could take it a notch higher both in terms of performance and experience.

Chapter: 05

Finding Recommendation & Conclusion

5.1 Major Findings

While working as an intern in the Reservation Call Centre Department, I have seen certain things that are good and some things that are bad about it.

- **Excellent Customer Service:** The department's goal - employees should always be kind, polite and efficient in their dealings with customers. This is how it all starts for a satisfied customer. What is more important is how it turns out in the end.
- **Technological integration:** The use of CRM systems along with physical means such as telephones facilitates the management of customer data easier allowing it to be kept secure, there should be a complete interaction with our systems and the gradual merging of units by real-time selection of people for opportunities, customer relationship management (CRM) systems and communication filtering and routing systems ensure that a minimum number of calls will be handled in such a professional manner that even untrained new recruits will be able to assist seniors from those work areas.
- **High call volume:** The department is flooded with calls during both busy periods and sales hours. This puts pressure on agents, causing them to be slow to communicate with customers.
- **Excellent Customer Service:** The main goal of the department is for all employees to always treat customers in a kind, polite and friendly manner to help customers and eand their satisfaction.
- **Technology Integration:** We can easily and securely manage Customer Data through CRM systems and physical equipment such as telephones, the interactions with our systems should be permanent gradually matching units by selecting people in real-time for opportunities Customer Relationship Management (CRM) systems and contact filtering and routing systems win.
- **High Calls volumes** The department is getting more calls than it can handle during peak hours and sales times. This puts a lot of pressure on the agents and results in slowness in the service provided to customers.
- **Training & Development:** On-going product training on so that staff can communicate well, know what they are dealing with and use the systems properly: for every employee that undergoes this type of instruction their performance is bound to increase immediately one can scarcely ever speak in such a peaceful tone of voice.
- **Performance Recording:** "The department should set and monitor KPIs such as AHT, FCR, CSAT to both the agent and operating unit levels so that everyone knows how well they are doing." (P55)
- **Team Collaborations :** Managers, team leaders and agents all work well together in resolving issues because of good communication.
- **Customer feedback:** Information is collected and used to improve the service, however it would be helpful to have more formal ways to look at this data.

5.2 Problems Faced:

Challenges of an Employee in a Call Center at Hotel Sea Pearl, Dhaka

Call centre agents, especially those who work in hotels like Hotel Sea Pearl in Dhaka and others, have to deal with a lot of problems. These problems are general call center issues specifically to the hotels and local environment.

- Physical and mental fatigue. Dealing with angry customers, picky clients, and long hours at work especially. Some times employees become exhausted sitting on a chair and continuously talking politely to customers.
- Strict Performance Metrics / KPIs. Challenges here are characterized by quick resolution of issues with the lowest number of repeat calls possible, great customer satisfaction and, on top of that, effective management of how the employees spend their time. Therefore, it can be quite challenging to maintain consistency at times.
- Monotony / Repetition: The same calls, scripted answers and no diversity of tasks.
- Lack of Autonomy: One's ability to make decisions on their own is constrained by sterile scripts and guidelines.
- Lack of Training / Knowledge Gaps: Little to no training on how to deal with both weird guest requests and regular updates.
- Technical Problems & System Limitations: A slow or out of date CRM/phone system that brings delays to call time.
- Heavy Call Volume / Peak-Period Pressure: Calls volume gets heavy especially in tourist seasons and with short staff problems.
- Work-Life Imbalance/Shift Work Problems: Disrupted social and health life due to shift work or irregular working hours.
- Little Career Growth & Low Morale: Few promotional chances and high turnover of employees.
- Guest / Customer Related Problems: Misunderstandings, unrealistic expectations, billing arguments, and complaints.
- Emotional Toll & Burnout: Verbal abuse, complaints and pressure on mental health.

5.3 Recommendations

From my point of view, I would suggest the following suggestions for betterment to the Reservation Call Center Department:

- **Increase Staffing During Peak Hours:** Bringing on part-time or seasonal agents could help cope with heavy call activity and decrease wait times
- **Upgrade self-service:** Investing in or improving IVR systems, chatbots and FAQ portals enables to significantly reduce frequently asked questions and provide customers with a way to handle more basic issues themselves.
- **Advanced analytics:** Using the latest analytics technology to get data from both customer feedback and agent performance. So the employees can find new ways to support the customers.
- **Mental Wellbeing Program:** Organizing or facilitating regular meditation and wellness programs is a prevalent practice that can be considered helpful in maintaining high employee morale and performance.
- **Cross-training:** It is also an option to train the agents in different tasks within the department so that the workload can be shared and the agents can assist one another, which increases not only the probability of change but also the power at a functional level rather than a strategic level.

5.4 Conclusion

Throughout my time as an intern in the Reservation Call Center department, I have developed profound experience and understanding, and at the same time, I have seen the role of call centers in customer satisfaction and even business growth. The fast-paced environment did not, which meant that nice service could not be realized through tech, politeness, communication skills, and good organization. Never can the role of call centers in maintaining customer satisfaction and facilitating business growth be lessened. Empathy, active listening and speedy resolution were things that I was always slapped with in our department. I also found out what your performance metrics like Average Handling Time and Customer Satisfaction Scores drive decision making and staff development. One major lesson was just how much of the “seamless” running of everyday life depends on cooperation and communication. Despite the challenges of high volume and customer expectations, the following are effectively managed with proactive management and consistent training on modern tools and systems. On the whole, the training helped me utilize theory to real life setting and improved my professional skills and gave more insight on call center operations. I feel the experience will be a great background for future customer service/operations management positions.

Chapter: 06

Appendices

6.1 Appendices

Below are the supporting documents and materials referenced or used during the internship period:

Appendix A – Daily Log Sheet of Internship Activities

Appendix B – Organizational Chart of the Reservation Call Center Department

Appendix C – Sample Call Scripts for Reservation Handling

Appendix D – Training Materials Provided to Interns

Appendix E – Performance Evaluation Template for Agents

Appendix F – Sample Customer Feedback Form

Appendix G – Screenshots of CRM System (Blurred for Confidentiality)

Appendix H – Internship Completion Certificate (If Applicable)

1. SOP: Standard Operating Procedure
2. PMS: Property Management System
3. OTA: Online Travel Agency
4. LTA: Local Travel Agency
5. F&B: Food and Beverage
6. FO: Function Order
7. FIT: Free Independent Traveler
8. HP: Hotel Position
9. Fortune Next IDS: The property management Software used.
10. RSV: Reservation
11. RSVM: Revenue, Sales, and Visitor Management
12. VIP: Very Important Person
13. Rack Rate: An officially published price for a hotel room with no discount applied
14. HOD: Head of Department

Chapter: 07

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