

Initial Reservation

Communicate the following to your customer during the reservation process:

- The room rate
- The hotel's street address
- Confirmation code for a guaranteed reservation and importance of keeping it.
- Cancellation policy and billing of 1 night's stay if customer does not properly follow policy.

Once the reservation is made, mail or e-mail a confirmation letter to your customer that contains the specifics of their reservation (include card number and expiration date) **AND** your cancellation policy. Retain a copy of the original letter in case of a future dispute.

The standard date and time for canceling reservations without penalty is 6:00 p.m. on the scheduled arrival date. If your policy is an earlier cancellation deadline, a written cancellation policy must be mailed to the guest.

- The cancellation time and date may vary, but must not exceed 72 hours prior to the scheduled date of arrival.
- If the reservation is made within 72 hours of the intended arrival, the cancellation deadline must be 6:00 p.m. on the date of arrival.

Guest Check-In

- Obtain an authorization for the estimated cost of the stay. If an authorization is "declined" DO NOT accept it, split it into smaller amounts, attempt to obtain authorization later or try to force it through. This is considered improper authorization and you will not be able to remedy a Chargeback. Ask the customer for another card or a different form of payment.
- Swipe or Imprint card that was used to make the reservation (if a different card is presented at check-in, give a credit to the old card and start a new transaction). Note: proof the card was present at the time of check-in is critical to rebutting a Chargeback.
- Obtain cardholder's signature on the folio. Verify that the signature matches the signature on the back of the card. Note: having the cardholder's signature on file is critical to rebutting a Chargeback.

Cancellation of a Guaranteed Reservation

Provide customer with a cancellation number and advise them to keep it in case of a dispute. Mail or e-mail a cancellation notice to customer (not required but highly recommended).

No-Shows

A guaranteed room must be held until checkout time on the day following the scheduled arrival date. If the room is not claimed or cancelled in time you may bill the guest for one night's stay plus tax.

Send a "No Show" letter to the customer with a copy of the invoice or folio. The letter should contain your cancellation policy. Write "No Show" on the signature line of the sales draft and process along with daily work.