



MARRIOTT

30 MINUTES WITH...

Alzira García

RESERVATIONS MANAGER

Could you explain what the job is about and how is your daily routine?

As head of the department I supervise and support to the management of it. I'm in charge of the distribution of tasks; the resolution of the problem and I also connect with other departments. The work begins by making a review of the weekly booking, listings, groups in house and review the availability of the entire year in case there're any significant change to consider. Then, I focus on managing emails, group requests, balancing systems, etc.

How do you consider the relationship in the department is?

Really good. I'm lucky to have an impressive team, we help and support each other. We're a little family which take care of each other.

Among other things, the personal motivation is something really important, how is achieved at Auditorium?

It's a key point. A motivated team always achieve good results and it's important to know their concerns, aspirations, give them challenges and responsibilities, but, above all, value their work,

their effort. We believe that our task is very important. From our position nobody sees us, we're at the front desk back so we're not in front of the client. It motivates us and makes us happy when someone remembers our name, they mention us in a comment or want to greet us.

The Hotel also has a much higher percentage of international clients. What requests do you usually make unlike the national one? Is there any difference?

One of the main features is the location of the room. They want to be near the gym, the pool or the ground floor, the type of bed or pillow and even for a special occasion, they request us to decorate the room in a particular way. We always try to live up to expectations and strive to achieve it daily.

Regarding technology and innovation, Marriott Auditorium is a hotel that always seeks to advance and innovate in all its departments. How has it influenced the improvement of the reservation processes?

It has influenced the way we travel, the destination we choose to what we do when we're there. It's more agile, more complete and right now with the mobile phone, you go everywhere. In our case, the Marriott reservation system has numerous collaborators, it makes our booking management much faster. The speed which

the chain develops the new applications, it helps guests and hotel to be more communicated at all times. I'm sure the process will be improved even more.

What has the entry of Marriott taken at reservations level? And in Madrid?

We've noticed the increasing in both transient and group clients. Marriott is a worldwide reference chain. With values and a very strong policy of taking care of the client. They know that wherever they go, Marriott is a guarantee of good quality and service.

Has this been reflected in the price as well?

The price can be affected by many factors: a demand, competition...

Has there been a change in the form of reservation in the last years?

Technology is the key. Nowadays, people have their hand on the computer, mobile, tablet and it's much faster. You can see the photos, offers and just select quickly. The new generations use more the mobile, which is what they like and they've it all in one click.



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Is it also faster? And more flexible?

It’s much more agile and immediate. You see the photos at the time you want, as many times as you need. You realize that it’s a very easy way to access any hotel, see the rates, offers, with breakfast, romantic package, which includes a massage or dinner at Kalma Restaurant. At a glance you have different offers and you can choose what fits you or what interests you the most.

In the case of Madrid Marriott Auditorium, what methods do you have?

We’re human being lovers, the telephone or the email, which is warmer, but the hotel website and the integrated reservation system are the most used by guests.

You’re talking about that direct and personal behaviour that Marriott tries to do within each department. How do you achieve that personalization from the very beginning of the stay, which is precisely the moment when a reservation is made?

Listening to the guests, their concerns, try to feel them comfortable and tell you what they need. Besides, we try to get closer and, for example, ask for an email, where we can send the confirmation, photos of the hotel, shuttle schedules or any other information they need. Our main goal is they feel comfortable to ask us any questions that may arise. We try to respond as soon as possible.

Have you experienced the join Marriott International?

I've been in the Hotel for 14 years and changing the system has been the most challenged one. It's a new system, very different from everything we're used to, but we're very excited about the change. It's learning something new and the challenges, improvement and not getting stuck motivates us.

We talked about that step in the past, but how do you imagine the hotel in a few years?

As a European leader in MICE. We're working to get the first position.

If you had to define Madrid Marriott in three words, what would they be?

Team, empathy and excellence.

