

# MARRIOTT

30 MINUTES WITH...

## Pablo Morales

GUEST RELATIONS MANAGER & CONCIERGE



### **How is your daily routine and your duties?**

Our daily routine is related to the guests, who are the most important value of the company so our agenda is set thinking of them. This is the reason why every single day is completely different.

We coordinate varied request as: a tour, recommendations for sightseeing Madrid, a private car, tickets for shows... We are also in charge of looking for the best solution for any request a guest make during the stay.

We answer satisfaction surveys and we are checking the daily evolution of the ratings that the guests give as in order for us to create action plans. I attend to meetings with responsible of other areas in where the decisions about the daily operations are made. We manage a CRM named as GPX (Guest Experience Platform) and we coordinate together with other departments in order to achieve our guests enjoy of an unforgettable experience.

### **The goal of every single guest leaves the hotel satisfied with a smile... How is this achieved?**

Knowing how to listen to the guest and surprise him. This isn't so simple, each client is unique, with a different expectation, a



previous experience, and a mood that can vary. Our strong point is to ensure that our clients end their stay with a smile and a high satisfaction, thanks to the assistance we provide. We try to empathize with them and give them our support. It is about to showing confidence, discovering what they need and offering them a response in a fast, efficient and friendly way.

Working in a team is essential and that all departments are coordinated is very important. You always have to know and be informed about what is happening in the hotel both to help the guests who are staying, as well as to the attendees who attend to a congress. Being proactive is essential to make the hotel seem more personal and closer.

**There is a word that always accompanies Madrid Marriott Auditorium which is personalization. How do you achieve this in your Department and especially in a hotel of such dimensions as this establishment?**

Guests like to be recognized and called by their name. You need to know their needs, as well as the benefits that correspond to each level of membership of Marriott Bonvoy loyalty program. The difference with other establishments is that here we know the client: we look for information about his preferences, reason for his trip, his birthday or anniversary. Any taste, preference or date indicated is important to be able to create a special personalization in the attention of our guests.

In this process all the associates are part of it, we try to observe, look at the details and act to carry it out. Without any doubt, it's a team work.

In addition, in the Guest Relations department we can dedicate more time to the client and manage any request they may have. I'm lucky to be part of the National Association of Hotel Concierges, The Spanish Golden Keys. If there's any request that we cannot answer, I have the help and collaboration of the associates belonging to this association to find the most appropriate solution and achieve the needs of the clients, which, in the end, is the important thing.

It's a true honour to wear the keys on the jacket daily, guests recognize them and identify them as a guarantee and quality of service symbol.

**Something that is being greatly enhanced lately is the digitalization process and technologies. How does this influence into your department?**

Before, for example, a request such as taking a suitcase from a room to the concierge room was executed with a phone call. This meant, in many cases, the saturation of the lines. We now have a mobile device in which requests of this type are received and managed according to priority. Everything is registered which is important to quantified the work.

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The guest has a chat through the Marriott Bonvoy APP where he can contact us and demand any type of request. New technologies also allow us to anticipate and help us offering a better experience. You can check in via your mobile phone by selecting the time of arrival at the hotel, room preferences and even evaluating the attention received or the room upon arrival. We automatically receive it and follow up.

We have a CRS, mentioned above, common to all the hotels that it serves as the main source of information and where we register everything so that this personalized attention continues in the next Marriott hotel which is visited by the client.

**Where is guest service directed? Goals and challenges.**

Continue using technology for the benefit of personalization and creation of experiences.

Using the information, we have and take advantage of the negative comments or incidents that may be revealed to turn them into opportunities.

The key to be different and differentiate ourselves from the competition is to work hard and not relax so that the client who visits us for the first time, wants to repeat and recommend us.

Definitely pamper them. And due to this, the human relation is the key.

Having a company culture and constant training so that all the members of this family go in the same direction is essential. At



Marriott, we take courses called Art of Hosting for both new associates as well as recycling. It's essential.

### **How would you define your experience at the hotel?**

It's been a continuous learning thanks to the associates who are part of this hotel as well as the values acquired thanks to the continuous training and culture of Marriott International, which has taken them to have more than 7,000 hotels and 120 million members in its Marriott Bonvoy loyalty program.

The continuous search for excellence and detail were aspects that I knew but here rise to the maximum exponent. This hotel pushes us to be creative all day and looking for different experiences to offer.

### **What is the differentiating element of Marriott with related to another hotel?**

Regarding MICE field, we've an exclusive product. We're able to accommodate, gather and feed a large number of people without having to leave the hotel itself. We've a unique flexibility when it's time to adapt ourselves.

The excellence and maximum quality of the services we offer together with the comfort of the rooms and facilities completes the experience. You can enjoy at the hotel, go to the gym, take a dip in the indoor pool, enjoy of a healthy breakfast at the new concept of Madrid Buffet, go shopping at a nearby mall taking the free shuttle service, go back and enjoy the Kalma Restaurant. And if you're lucky enough to be a Marriott Bonvoy Platinum guest for example, you can enjoy complimentary access to the Executive



Lounge, our VIP lounge. And he still had things to do, like enjoying a beer, American food and sports in the Champions Bar.

**How would you like to see the hotel here in a few years?**

Being the reference at MICE level in Europe.

**Define the hotel in three words.**

Experiences, personalization and excellence.