Standard Operating Procedure (SOP)
Handling Group Bookings

1. Purpose:
This SOP outlines the procedures for managing group booking inquiries across the Sales Department, Business Development, and Strategic Partnership & Alliance Departments. It aims to ensure efficient handling, clear accountability, and high-quality service for group bookings.

2. Scope:
Applies to all employees in the Sales Team, Business Development, Strategic Partnership & Alliance Departments, and the Group Bookings Team under the Sales Department.

3. Definitions:

- **Group Booking:** Any booking inquiry involving multiple individuals (more than 3 students). However, if a student states that they would like to refer our rooms to their friends, the sales agent can keep the booking with supporting evidence.
- **Group Bookings Team:** A specialised sub-unit under the Sales Department responsible for handling all group booking inquiries, offer preparation, and contract management.

4. Roles & Responsibilities:

- **Sales Team, Business Development:**

- Identify and flag group booking inquiries immediately.

- Forward group booking inquiries to the Group Bookings Team within 1 business day.

- Provide any relevant background information to support the inquiry.

- **Strategic Partnership & Alliance:**
  All agency bookings, whether group or individual, will be managed by the SPA Team—regardless of any existing relationships. The SPA Team will take full ownership and serve as the primary point of contact for all agents. Sales Agents must forward all group booking inquiries from agencies to the SPA Department.

- **Group Bookings Team:**

- Acknowledge receipt of the inquiry within 24 hours.

- Handle all subsequent client communication.

- Prepare customized offers and manage contract negotiations.

- Coordinate internally as needed for specific client requirements.

5. Workflow:

1. **Inquiry Received:**

- If any department receives a group booking inquiry, it must be forwarded to the Group Bookings Team via email or CRM system.

- Include key details such as client name, contact info, group size, and specific requirements.

2. **Acknowledgment:**

- The Group Bookings Team acknowledges receipt within 24 hours and confirms with the referring department.

3. **Offer & Contract Preparation:**

- The Group Bookings Team prepares tailored offers based on client needs.

- Drafts and negotiates contracts in alignment with company policies.

4. **Internal Collaboration:**

- The Group Bookings Team may reach out to the referring department for additional context or support if needed.

6. Communication Channels:

- **Primary:** Company email system, CRM platform.
- **Secondary:** Internal chat tools or direct phone calls for urgent inquiries.

7. Compliance:
Failure to follow this SOP may result in delays or mismanagement of group bookings, potentially impacting client satisfaction and revenue.

8. Review & Updates:
This SOP will be reviewed annually or as needed to reflect changes in organizational structure or business processes.