

Front Office Terminology

Following are some common terms used in relation to the front office department:

- **Account receivables:** The amount of money an organization has the right to receive within some specified period (say 30 days) against the delivery of products/services.
- **Bell desk:** An extension of front desk that deals with personalized guest services.
- **Cancellation charges:** They are the charges borne by the guest on cancellation of a confirmed reservation or for not showing-up on confirmed reservation.
- **Concierge:** Information desk that assists guests for transportation, booking of events outside the hotel.
- **GRC:** Guest Registration Card, which the guest needs to fill in with personal formation at the time of registration.
- **Guest:** Customer of the hotel business being served.
- **IP-PBX:** Internet Protocol Private Branch Exchange, where internet protocol is used for call transmission.
- **MICE:** Acronym for Meetings, Incentives, Conferences, and Exhibitions.
- **Non-guest:** Customer of a hotel business not being served at the moment.
- **No-show:** A guest who has reserved an accommodation neither turns up nor cancels it.
- **OHMS:** Online Hotel Management System, a software system to manage all back-office operations of a hotel.
- **PBX:** Private Branch Exchange, a private network of telephones within an organization.

- **POS:** Acronym for Point of Sale. It is the revenue generating place in the hotel where retail transactions are carried out.
- **Rack rate:** The price at which the hotel rooms are sold before applying discount.
- **SMERF:** Acronym for Social, Military, Educational, Religious, and Fraternal.
- **Trial balance:** It is a report of accounts that represents ending balance of each account in the list. It is prepared at the end of an accounting period.
- **Uniformed** services Personalized services provided to the guests.
- **Valet:** A male attendant to park and clean the car.
- **Whitney System:** An old reservation system for hotel accommodations.
- **Yield Management:** A variable pricing strategy, based on understanding, anticipating and influencing consumer behavior in order to maximize revenue from a fixed, perishable resource.