Service Blueprint in the Hotel services: A study on Radisson Blu

Water Garden Hotel

Sheikh Sadi Bappy

This report is submitted to the School of Business and Economics, United International University as a partial requirement for the fulfillment of Bachelor of Business Administration Degree.

Service Blueprint in the Hotel services: A study on Radisson Blu

Water Garden Hotel

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**Date of Submission: March 17, 2019**

# Letter of Transmittal

March 17, 2019

**Dr. Kawsar Ahmmed**

Assistant Professor

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United International University (UIU)

**Subject:** Submission of internship report on “Service Blueprint in the Hotel services: A study on Radisson Blu Water Garden Hotel Dhaka”.

Dear Sir,

It is my pleasure to submit my internship report on “Service Blueprint in the Hotel services: A study on Radisson Blu Water Garden Hotel” to you. I have completed my 3 months internship program at Radisson. I have tried my best to put accurate efforts for the preparation of this report. Any defect may arise as I am learner in this aspect.

I have demonstrated to make each and every element significant to my topic and discussed under the context of whatever I have learned from the course. It would be pleasure for me, if this report can serve its purposes.

Thanks You.

Sincerely Yours,

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**Sheikh Sadi Bappy**

ID: 111-141-123

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Unite International University (UIU)

# Student’s Declaration

I, Sheikh Sadi Bappy, declare that, the internship report named “Service Blueprint in the Hotel services: A study on Radisson Blu Water Garden Hotel” is prepared by me, after completion of three month of internship at Radisson Bluas a part of my BBA program. It is my own research and pursued under the supervision of **Dr. Kawsar Ahmmed**, Associate Professor, United International University (UIU).

I further affirm that the work reported in this report is original and no mis-information has been submitted to anywhere for any purpose.

Sincerely Yours,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sheikh Sadi Bappy**

ID: 111-141-023

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**Unite International University (UIU)**

# Letter of Authorization

This is to clarify that this report on the topic **“**Service Blueprint in the Hotel services: A study on Radisson Blu Water Garden Hotel**”** has been prepared by Sheikh Sadi Bappy, ID: 111-141-023 from United International University and which has only been prepared for the partial fulfillment for the degree of Bachelor of Business Administration (BBA).

The Report has been prepared under my guidance and supervision. This report supports the topic title and fulfills the entire requirements. I instructed him to prepare. Here by, I accept the report as the successful completion of the internship program. During the program he was sincere and attentive to him work and I wish him every success in life.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Dr. Kawsar Ahmmed**

Assistant Professor

School of Business & Economics

United International University (UIU)

# Acknowledgement

First of all I would like to express my gratitude to Allah for special blessing in completing this report. This is an exclusive intense of professional life. I passed and enjoyed the time of my internship, which helped me to prepare this report. The report is on “Service Blueprint in the Hotel services: A study on Radisson Blu Water Garden Hotel” which has been prepared to fulfill the requirements of BBA degree.

I am deeply indebted to my internship supervisor **Dr. Kawsar Ahmmed** for giving me such an opportunity to prepare the report. He also provided me some important advices and guidance for preparing this report. Without his assistance, this report would not be a comprehensive one.

I am affluent that I received sincere guidance, supervision and co-operation from various respected people during preparing this report.

Lastly, I would also like to give special thanks to my fellow BBA students and my Radisson colleagues for giving me some required information, valuable advice and suggestions to complete the report.

I thank them all from the core of my heart.

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Sheikh Sadi Bappy

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# Executive summary

Service blueprint is an operational planning tool of a service organization that provides guidance on how a service will be delivered with the specification of physical evidence, staff actions, and supporting infrastructural facilities required to deliver the service. This report will give a clear idea about the Service Blueprint. With the help of Radisson Blu Water Garden Hotel in Dhaka example, this report explained how the service blue print is used and maintained at Radisson Blue. Service structure is compatible with a specific customer and user specifications for this trip. This journey can vary in his power. Therefore, due to this service, you may find many features if there are different ways they can enter. For example, with a restaurant business, you can find a specialized service for food processing services for paying and eating in the restaurant. Use of blueprinting is very useful while adjusting the process of launching to accommodate cross-sectional activities. Often, the success of the section has been successfully achieved through the key it has. However, users are experiencing many problems each time they travel and they do not know (or care) which the department manages. While the department can achieve its objectives, the larger images of the pictures, the objectives of the organization, cannot be achieved. Colored color spectators to see what's going on in both of the customer's travels - gives them insight into refreshing and awe-inspiring things that they cannot see.

**Keywords**: Service blueprint, Radisson Blue, hotel service, cross-sectional activities, Bangladesh.

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**Chapter – 01**

**INTRODUCTION**

# BACKGROUD OF THE REPORT

The Dedicated Program is a very important part of the Bachelor of Business Administration (BBA) training course. Launch at the end of this program provides a way to apply what we have learned. It enables students to use their knowledge in the present and learn technology to research and present its findings in a scientific and structural way. This report was prepared to meet the requirements for Bachelors in Business Administration (BBA) at the United University, one of the major centers in Bangladesh. This report is prepared on some of the skills gained throughout the training period. The main source of this report is the view and ability of one to join Radisson Blu, as a college student. This report is based on the "Radisson Service Room".

# SIGNIFICANCE OF THE STUDY

As a mandatory requirement of the Bachelor of Business Administration (BBA) Program, I was assigned to do my internship in Radisson for a period of three months.By this internship program student can establish contacts networking. This report "Service Blueprint at Radisson” has been prepared to fulfill the requirement of BBA program as a mean of Internship Program.

# SCOPE OF THE STUDY

This report is mainly combined of“Service Blueprint at Radisson”. In order to conduct the study on this main issue, the following aspects came within the span of the study.

* An overview of Radisson.
* Analysis of Service Blueprint at Radisson

# 1.4 OBJECTIVE OF THE REPORT

Objectives of this report are:

* Understanding the activities of front office.
* Identifying issues in the workplace.
* Recommend solutions of the problem.

# 1.5 LIMITATIONS

To prepare a report on the achieved practical on the achieved practical experiences in a short duration it doesn’t an easy task for anyone. In preparing this report, some problems and limitations raised which are summarized below:

* **Time and Cost Limitation:** For the specified time when prices have been submitted the search in the selected areas. To keep such a phase requires a great deal of time and cost.
* **Difficulty to Collect Data:** Generally company is not willing to provide their actual data of financial statement.
* **Lack of Secondary Information:** The secondary source of information was not enough to complete the report.
* **Lack of Co-operation:** As the company’s officers are so much busy that sometimes it become difficult for them to co-operation with me, which is also a constraint for this report.
* **Unavailability of Records:** Innumerable manuscripts, writers, and figures. If these restrictions are not there, the report will be most effective.

**Chapter – 02**

**ORGANIZATIONAL PROFILE**

# 2.1 HISTORY OF RADISSON

Radisson Blu is the world's largest international railway station and many Radisson parks outside the United States, including those in Europe, Africa, and Asia. These are controlled by Carlson Rezidor Hotel Group. In December 2014, Radisson Blu has 287 guest rooms in the world with 68,270 rooms, with 102 hotels under development and over 23,489 locations. Hotel Group.

**LOGO**



**OVERVIEW OF THE HISTORY OF RADISSON BLU DHAKA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hotel Chain | | Radisson Blu | | |
| **History** | | | | |
| 1960 | Royal Copenhagen hotel opened in Denmark. Designed by the **Arne Jacobsen** for SAS International Hotels (SIH) - the hotel division of the Scandinavian airline group, SAS. | | | |
| 1994 | Radisson SAS was created when SAS International Hotels (SIH) joined forces with the Radisson brand for Europe, the Middle East and Africa (EMEA) in a joint branding initiative. | | | |
| 2000 | | Radisson SAS opened its hundredth hotel. | | |
| 2002 | | Rezidor introduced the SAS Hospitality brand. Radisson SAS operated more than 150 properties at this time in more than 40 countries throughout EMEA. | | |
| Late 2006 | | Rezidor SAS, renamed the Rezidor Hotel Group, and made an initial public offering on the Stockholm Stock Exchange. | | |
| 2008 | | Rezidor Hotel Group had a total portfolio of over 360 hotels in 55 countries. | | |
| 2009 | | Following the withdrawal of SAS from the partnership, the name changed from Radisson SAS to Radisson Blu | | |
| 2012 | | Carlson Hotels and Rezidor Hotel Group combined to form Carlson Rezidor Hotel Group. | | |
| Late 2014 | | Radisson Blu had 287 hotels operating throughout the world with 68,270 rooms, and 102 hotels under development with an additional 23,489 rooms. | | |
| March 5, 2018 | | Carlson Rezidor Hotel Group formerly announced a rebrand to Radisson Hotel Group**.** The new corporate identity aligns the global brand portfolio around its leading hotel brand, Radisson. | | |
| **General Information** | | | |  |
| Headquarter | | | Brussels, Belgium; Minnetonka, Minneapolis; and Singapore | |
| Founded | | | 1960 | |
| Founder | | | Curtis L. Carlson | |
| Industry | | | Hospitality | |
| Services | | | Lodging | |
| Number of Employees | | | 95000 | |
| Number of Location | | | 380 | |

# 2.2 VISION OF RADISSON

# This is one of the top three companies in the world, as well as the company of selected immigrants, owners and investors, and talented.

# 2.3 MISSIONSSTATEMENT 0F RADISSON

# To create trust, suitable customers who will return to Radisson frequently on the basis of the importance and value given ".

# 2.4 OBJECTIVES OF RADISSON

* **Responsible and Restorative Business Management (including CR/CSR):** To boost business activities across the globe in ways where people, the world's world, the world's work and the world of the world have everything they use.
* **Food security:** To create and build a healthy diet based on the understanding that food is an important part of our life.
* **Positive and Clean Energy Management:** To improve the full foot by using new methods of cleaning and refining, resource and technology.
* **Responsible Water Management:** To improve the footprint of water with the emphasis on supply, use and use in all management and operational areas (including signals and production of equipment).
* **Zero Waste Management:** To improve and maintain our eye (and yours) by managing your Healthy Consistency with stress on cycling and re manufacturing.
* **Responsible Air Quality Management:** To maintain the quality of indoor air (IAQ) to improve the health, productivity and comfort of home-based people.
* **Responsible Sourcing and Procurement:** To improve the Sourcing and Affiliated Sense of Employment with Empowerment on Carbon Positive, Fair Trade, Fair Wage and "Freedom".
* **Low Carbon Mobility:** To improve the small Carbon Mobility that focuses on improving the efficient and efficient Carbon transportation system in all operating areas (including manufacturing sector).
* **Thought Leadership and Awareness Raising:** To create strengths through ‘Leadership’ - that distinguishes you from the competition.
* **Wellness: Creating a Healthy Bottom Line:** To ensure health, clean and healthy environment that enhances the situation and enjoys guests, workers, communities and the environment.

# 2.5GOAL OF RADISSON

Radisson’s goal is to ensure 100% guest satisfaction with the **Yes! I Can**spirit and if the guest is not satisfied the guest can tell the staff and the staffs will try to fix it and if the staff cannot fix it the money will be returned.

# 2.6 CORE VALUES

**360° Hospitality for Guest**

Radisson Blu offers a 360 ° outdoor gift, designed to ensure that guests enjoy the events. The Blu-ray Blu-ray feature features feature the total cost of our modern and functional features - they are used through a relaxed, clean and sophisticated way; believe them in the design with the purpose and with Yes I can! Attitude.

Their special gift allows all of them to travel freely, thinking that every one of the most important things in the world, including all of the things involved in traveling to the world of the world, is clear and provides sign-in signs to answer all the questions. And the needs that are taking place on the road. Some of them are small, all of them important.

# 2.7 CULTURE & BELIEFS

In the heart of the Radisson Hotel Group is its promise, All Talk. More than sign-in, it's how Radisson works and what Radisson has. Radisson helps to achieve success by coordinating with 95,000 groups around the world about the radiator's side effects:

* Radisson delivers memorable moments every day, everywhere, every time.
* Radisson enjoys serving with our “Yes I Can!” spirit.
* Radisson grow talent, talent grows Radisson.
* Radisson is many minds, with one mindset.
* Radisson value open and direct interactions to build trust.
* Radisson believes anything is possible.
* Radisson has fun in that entire Radisson does.

# 2.10 SLOGAN

**Yes I Can!**

Radical Blu-ray feature at Radisson Blu. Usually more than a word, yes I can! Is the design: special philosophy designed by Radisson Blu from the competition. Yes I can! The way of life of the company. Keeping and Encouraging, guides the company to meet every challenge and discover every opportunity.

# 2.11 THE SERVICE PHILOSOPHY

**360°Hospitality for Guests.**

Radisson Blu offers a 360**°** design, designed to ensure that guests enjoy a lot of fun.

# 2.12 RESPONSIBILITIES TO PEOPLE, COMMUNITIES AND THE PLANET

**Every moment Matters**

# Radisson Blu, is responsible for caring for people, communities and the world. Radisson welcomes guests in a safe and secure hotel.

# 2.13 DESIGN STORY

**Radisson Blu. Designed For Guests**

One of the world's leading world-class sites, Radisson Blu has been very interested in the beautiful design: driving and sending visitors' wishes. Radisson works with the world's leading designers to provide architectural and modern architecture. With an impressive electric, inviting ambiance, elegant and new lobbies, gorgeous, fashion inspiration rooms, regular wash baths, and elegant inspirational public places.

# 2.14MANAGEMENT STRUCTURE OF RADISSON

**Figure: 2.2 Hierarchy of the Management Structure of Radisson.**

**Chapter – 03**

**SERVICE BLUEPRINT**

# 3.1 SERVICE BLUEPRINT DEFINITION

* Service structure is a tool that guides how to provide service, distribution of personal data, employee services, and support systems / tools needed to deliver service across its channels.
* Service blueprints visualize organizational processes in order to optimize how a business delivers a user experience.
* A trademark symbol is a feature that looks at the relationship between different sections - people, applications (physical or digital information), and steps - directly tied to the backup in a specific client.

# 3.2 WHAT IS SERVICE BLUEPRINT?

The service page is the software used to configure service experience, but also provides applications to address issues that are relevant to work. The first strategy by G. Lynn Shostack, a banking bank, appeared in the Harvard Business Review in 1984. The service plan is a system that shows service delivery systems from the customer's perspective. The service plan is one of the most commonly used tools for managing service services, service services and service status.

Consider the drawings as two parties to a map. With regard to travel companies, designers have tools in stations that include many service offerings. Blueprinting is a way to adapt to the associated elements, including many things, or they need to work on the cross (ie, connecting to different parts).

Service structure is compatible with a specific customer and user specifications for this trip. This journey can vary in his power. Therefore, due to this service, you may find many features if there are different ways they can enter. For example, with a restaurant business, you can find a specialized service for food processing services for paying and eating in the restaurant.

The design of works should be adapted to a business goal: reducing decrease, improving the workforce, or connecting the steps.

# 3.3 BENEFITS OF SERVICE BLUEPRINTING

Functions provide services to the organization with full understanding of service and the essentials and steps - and the unseen for the user - this is possible. Considering this larger understanding (with the content and design of the design) is useful in the commercial sense.

Pictures have a map of the tools that help to find out every day. The user information is often caused by the misguided party failure - the weak band in the area. While we can understand what might be incorrect in the user's design (good design or keypad), defining the exact source (such as dirty data or planes) is difficult. Pictures show pictures of a big picture and give rise to a map, so leaving a business to find a solid weakness in its roots.

Similarly, artwork helps make it easier to optimize. The methods shown in the artwork are well-developed and ways to eliminate re-registration. For example, the information collected during the first trip in the client is possible to retrieve later. This system has a good effect:

(1) Customers are happy if they are known the second time - personal service and they save time and effort;

(2) When employee and effort cease to re-collect information;

(3) There is no risk of inferior data if this question is not asked twice.

Use of blueprinting is very useful while adjusting the process of launching to accommodate cross-sectional activities. Often, the success of the section has been successfully achieved through the key it has. However, users are experiencing many problems each time they travel and they do not know (or care) which the department manages. While the department can achieve its objectives, the larger images of the pictures, the objectives of the organization, cannot be achieved. Colored color spectators to see what's going on in both of the customer's travels - gives them insight into refreshing and awe-inspiring things that they cannot see.

# 3.4 KEY ELEMENTS OF A SERVICE BLUEPRINT

Service sites carry different features, more sophisticated than others. Whatever form of visual and power, every service arrangement contains some of the most important things:

* **Customer actions**

The steps, options, functions, and contact that the customer makes while working with the service to achieve the purpose. Customer services are available from a customer's travel guide or map.

* **Front stage actions**

Events that occur directly in front of the customer. These tasks can be person-to-human or computer-based activities. Man-to-human activities are the steps and activities that the network operator (client and client) does. Computer activity works when a customer deals with self.

* **Backstage actions**

Steps and events that take place behind the scenes to support the events. These tasks can work with a back worker (for example, a cook in the bedroom) or another employee who does something invisible to the customer (for example, an entry entity in a lovely kitchen).

* **Processes**

Integrated components and interactions that help employees provide the service.

This upgrade includes something that must happen for everything above to take place. Prosperity services include credit card certificates, prices, unit’s transfers to a warehouse from staff, written test, and so on.

In the process of work, important items are organized into clusters along the line that separates them. There are three main lines:

1. The connection between the client and the organization is direct communication.

2. The visible way separates all the services that visible ones can see from the unseen. Everything in the future (visible) appears above this line, while everything else (unknowingly) appears below this line.

3. Homework method separates employees from those who do not support your customers and customers.

The final statement of the certification is the identification, which is made of the materials and places in which the entire system is affiliated with. The certification may be included in the next steps and the information and services.

**Secondary School to Join It on Service Map**

Color can be used to adjust and trademark by presenting additional items as needed:

**• Struggle**

Challenges are an important part of the service. They show relationships, and most importantly, depend. One way shows a liner, a single alternative, while two arrows indicate the need to make a treaty and adjustment.

**• Time**

If time is crucial in your service, the duration of any customer service is determined in your system.

**• Rules or Policies**

Any policy-oriented policy (system of food, security policies, etc.) can be added to your system. This information will enable us to understand what can and cannot be changed as we have developed.

**• Words**

As represented by the user in a customer list, employees may be represented in the process. (Movement movement is reflected in green and red in the faces in the example below.) Where are the workers frustrated? Where are the workers happy and moving? If you have some qualitative qualifications (possibly available from internal surveys or other methods), you can use them in order to help focus on the design process and easier to locate the affected areas.

**• Measures**

Any successive steps that can provide the context to your system are useful, especially when shopping is a goal design. For example, it may be when they are used in some cases, or the cost of meeting them. These numbers will help detecting businesses where time or money has been lost because of misunderstandings or other inaccuracies.

**Chapter – 04**

**SERVICE BLUEPRINT AT RADISSON**

Internship Experience at Radisson Blu

As a part of my study after completion of all course of Bachelor of Business Administration (BBA) program, I have done my internship at Radisson Blu Dhaka Hotels & Resorts to have a real-world experience on workplace. The topic of my internship affiliation report is “Service Blueprint at Radisson Blu Dhaka’’. This Report signifies the real-world experience on tourism and hospitality management activities on private sector hotels and resorts in Bangladesh. It also represents the service Blueprint of “Radisson Blu Water Garden Dhaka Hotels & Resorts” as internship report for BBA Program. With academic studies and knowledge it is essential for the students to gather knowledge and experience of other sectors practically which assists students to move forward to cope up with their future prospects and goals.

I was a catering sales agent and business Centre agent at Radisson blu hotel as a intern. There are some to do list for a catering sales trainee, which a trainee must do as daily activities. Here are the to-do list Catering Sales Coordinator Work:-

1. Collect food token daily from Cafeteria.

2. Make daily activity report.

3. Make daily signage.

4. Give BEO delivery.

5. Daily revenue input and average cheque.

6. Opera even actual.

7. How to create booking and check upcoming events.

8. Daily follow up email, venue release email, and offer letter.

9. Kormee software update.

10. Filling and cabinet box update.

11. Weekly forecast report.

12. Weekly cancelation report.

13. Weekly sales board.

14. Monthly PNL Report

I had the privilege to work as Business Centre agent too at Radisson Blu as a trainee. The Business Centre Agent is the person who represents a most important part of the hotel and the brand. At Radisson the BC Agents have a friendly and outgoing personality and in the mean time we have to take instant decisions to control the situation calmly. We are genuinely interested in meeting and serving new guests from all over the world. Ensuring to the guests is provided with proficient, professional service through meeting and go beyond the guest's expectations. Maintain a warm and friendly atmosphere for both internal and external guests.

This report covers the operations of Sales and marketing Department’s The Radisson Blu Dhaka. It also includes the activities that I have learned, problem and the solution. Working in a hotel through internship gives a close idea and experience about the operations of a hotel. Besides, if anyone want to do internship report based on hotel industry, this report will be helpful for them as a guideline. In this report I have pin pointed on Sales and Front office department activities of “Radisson Blu Dhaka”.

**Chapter – 05**

**RECOMMENDATIONS AND CONCLUTION**

# RECOMMENDATIONS

It is not easy to recommend anything for a five star hotel like Radisson Blu Dhaka as a trainee. Cause I have tiny knowledge about the actual policy of the management that run their business. Previously I’ve mentioned some challenges while dealing with their clients and customers as well as the road blocks they face to keep their valued customers satisfied with their service. After a keen observation while working and studying even further, below are the suggestions that I came up with regarding how the obstacles can be dealt with and improve their game as the leading hotel in Bangladesh. However, my internee period I have found something I would like to share.

* **Name doesn’t match with the interior they have:**

Few years back Radisson Blu Dhaka was Radisson Green Dhaka. So, that means they have upgraded their customer satisfaction and service quality. It’s very honorable to become “Blu”. But there is no sign of it in there interior except the swimming pool. They could change the carpet of the lobby area, couch, the lights, flowers with blue. It will create the environment more attractive and classy.

* **Need more employees:**

Radisson Blu Dhaka has some shortage of employee in most of the departments. And after required staff they can improve their service better. Because of shortage man power they did not serve their best service timely. Sometimes the duty manager was out of temper. So if they come out from those problems, they must have to require new, active and cool temporal staffs. And also they should focus in required time that the staffs will be faster people; I mean staff must do their task with sprit.

* **Employee dress should be change :**

Some of the restaurant and front desk employee’s dress should be changes. Because that dress are not that much of attractive to the guest and as a 5 star hotel it not goes with them. I think their dress code should be more attractive as like Dubai staff. Radisson should update their status.

* **Briefing should be arrange before the duty:**

A briefing should be arranging every day when duty will be started. It makes work easy, motivated and management looks good. Discussed about previous day mistakes and brief how to avoid those mistakes. So, daily briefing system is very important for any Five Stars Hotel.

* **Management should have good relation with departments:**

Management should try to keep good relation with all the departments. Because it’s very impotent to any organization and it also help to employee to finish their daily work easily. If managers have good relation with staffs then Managers must act with them very quietly and also every time they inspired their staff. So the staffs will be motivated and feel interested to complete their daily task.

* **Purchase new latest equipment’s for hotel operations:**

Purchase new latest equipment’s for hotel operations because technology always helps to go next level, and it will also help to satisfy more guests. During duty time in Business Center I observed that some equipment is very oldest version. Photocopy Machine, black and white printer, scan mashing are oldest version. So they need to re-buy those machines. Otherwise it will be very difficult to maintain Five Star category.

* **Establish quick get order and serve the food for feeling the guest satisfaction:**

During my internship time I have found some special quality of their services and service personnel behaviors and some other things. Actually they are trying to all time provided best services to the guest and they know how to motivate the guest to come more frequently and make them to believe them it is their neighborhood. Hope Radisson Blu Water Garden Hotel Dhaka goes long in the hotel industry.

# CONCLUSION

It has been a great experience for me to work with the Front Office Department and Catering sales as a trainee in Radisson Blu Dhaka Water Garden Hotel. During my educational period at university I have gained only academic knowledge and in Radisson Blu Dhaka acquired the practical knowledge. In the time of my internship I have got the chance to gain knowledge of practical things which is slightly related with my academic knowledge and rest of the thing was completely different. But I have tried my best to implement all those theoretical knowledge which I gathered from our university. On the other hand I have learned many different things that have no similarity. I feel proud to be a part of such a renowned organization as a trainee.

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