

How Concierges Have Stepped Up the Game

Written by AZFoothills.com

Tuesday, 17 November 2015 16:40 - Last Updated Tuesday, 17 November 2015 17:36



By Kelly Potts

While technology has changed the way guests interact with resort concierges, upscale resorts are continuing to revamp their personalized service.

"The concierge desk remains the hub of the resort," said Robbie Delaney, front office manager for The Four Seasons Scottsdale at Troon North, a AAA Five Diamond property. "In fact, each concierge handles roughly 60 guest requests in any given day."

Concierges typically maintain a wealth of local, insiders-only knowledge, as well as unmatched personal connections that make many requests seem effortless.

For example, most staff members have not only dined at popular restaurants, but they have met the chef and understand the details of each menu item. They can steer you to a recommendation you may not have considered, based on your personal tastes and preferences. Or, they may be able to score tickets to a popular or sold-out event due to their personal network.

From the ordinary to the extraordinary, no request is too outlandish, according to Delaney.

"While dining and transportation reservations continue to be the most popular requests, any wish is feasible," Delaney said. "Our job is to make it happen for our guests, and we pride ourselves on exceeding expectations."

For an example of an unusual request, he recalled a day when a guest asked the concierge to arrange a last-minute helicopter ride to the Grand Canyon. The fact that the resort doesn't have a helicopter pad might have proven to be too challenging for many, but not for his staff. They jumped into action, contacted Troon's golf course to seek approval to land on the driving range, and in 30 minutes, the guests were on their way to a scenic tour of the Grand Canyon.

When asked how he made it happen, he said, "Luckily, we are so well-networked in the Valley. I'd like to think there's no limit to what we can do."

Many resorts also have been able to enhance the guest experience through technology. The Four Seasons recently launched an app that guests can download and use to make requests and create their itinerary prior to stepping on the hotel grounds. This feature provides guests with the flexibility and convenience of seeking concierge assistance wherever they are and whenever they want. In fact, Delaney recalled a recent experience where a guest used the app to submit a request for a custom coffee order to be delivered at 6:45 a.m. sharp when her husband opened the door to retrieve his morning newspaper. The request was made through the mobile app late in the evening, where his team intercepted and fulfilled the request the next morning, to the surprised delight of the husband.

While the service has certainly adapted over the years, it's clear that concierge services will remain a mainstay of luxury properties.

For more information on AAA Diamond properties, visit AAA.com/diamonds.