
Front Office Operations Training Course: Reception, Visitors and Service Standards

11 – 15 October 2027
Casablanca





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Ref: 676_33447 Date: 11 – 15 October 2027 Location: Casablanca Fees: 4000 GBP

Programme Summary

The front office operations training course runs for one week for office, administration and reception managers, ending in a front office service standard pack for one reception area. Visitors form their view of an organisation at the front desk, yet arrival, waiting, escalation and confidentiality are often left to habit. The programme moves from visitor flow to service standards, access control, difficult contacts and executive support, using cases from corporate offices and public bodies. Mars Training Centre UK delivers this programme on front office operations to mixed-organisation cohorts.

The Business Case

A front office carries the first and often the most frequent contact between an organisation and its guests, clients and officials. Unclear procedures lead to long waits, misdirected visitors, exposed information and unrecorded complaints. A shared set of standards lets managers brief staff, judge service against written expectations and see where visitors are lost.

- Visitor Waiting Time: Shortens as arrival, registration and hand-over steps are defined and timed.
- Information Exposure: Falls as access, identity and confidentiality rules are applied at the desk.
- Complaint Recurrence: Falls as contacts are logged, escalated and traced to a cause.

Principles and Evidence Base

- ISO 10002 on Complaints Handling in Organisations: Frames how complaints at the desk are received, recorded and resolved, and is applied in Session 4.
- ISO 9001 Quality Management Principles: Customer focus and process approach shape the service standards written in Sessions 2 and 5.
- Service Blueprinting: Maps what visitors see and what staff do behind the desk, and is applied in Session 1.

Intended Participants

- Office managers who set the way visitors are received, registered and directed.
- Administration leads who supervise reception teams and set their working procedures.
- Managers who schedule appointments and protect the time of senior executives.
- Facilities and security coordinators who control access to offices and meeting areas.

Typical functions include corporate head offices, government departments, professional firms and hospitality-linked offices.



Learning Outcomes

1. Participants will be able to construct a visitor flow map that shows each step from arrival to departure.
2. Participants will be able to evaluate reception procedures against written service standards.
3. Participants will be able to prioritise requests from visitors, callers and executives when several arrive at once.
4. Participants will be able to justify access and confidentiality rules for different visitor types.
5. Participants will be able to diagnose the causes of repeated complaints from a contact log.
6. Participants will be able to design a front office service standard pack that a team can follow without supervision.

Programme Structure

Day 1: Front Office Operations and Visitor Flow

What happens between a visitor's arrival and departure, and who is responsible at each step?

- Service Blueprint of the Front Desk
- Visitor Journey Map
- Role and Hand-Over Matrix
- Peak Time Demand Chart
- First Impression Observation Sheet

Day 2: Reception Standards and Communication

How are service expectations written so that every team member applies them in the same way?

- Greeting and Handling Script Set
- Telephone and Message Log
- Appointment and Diary Rules
- Service Standard Statement
- Cross-Cultural Courtesy Guide

Day 3: Access, Security and Confidentiality

Who may enter, wait or be told what, and how is that recorded?

- Visitor Registration Procedure
- Access Level Table
- Confidential Information Handling Rule
- Delivery and Courier Control Sheet
- Emergency and Evacuation Desk Card



Day 4: Difficult Contacts and Escalation

How are complaints, delays and tense situations handled and passed on?

- Complaint Intake Form
- Escalation Path Chart
- Calm Response Phrase Bank
- Contact Log Cause Analysis
- Service Recovery Checklist

Day 5: Front Office Standard Pack for One Reception Area

Do the flow, standards, access rules and escalation records form one workable pack?

- Applying the Session 1 Visitor Journey Map
- Testing the Session 2 Service Standard Statement
- Reviewing the Session 3 Access Level Table
- Checking the Session 4 Escalation Path Chart
- Completing the Front Office Standard Pack

Methodology

The programme uses a structured exercise method built on a shared case of a busy head office reception serving clients, officials, couriers and staff. Participants build each artefact from prepared case data, test it against staged visitor situations, and then adapt it to their own reception area.

- Suggested activity: Timing a staged arrival of six visitors and redesigning the registration steps.
- Suggested activity: Drafting and testing an escalation path for a delayed and unhappy visitor.
- Suggested activity: Reviewing a message log for gaps in confidentiality.

Capstone Output

Each participant completes a front office standard pack for one reception area. It holds a visitor journey map, a service standard statement, an access level table, an escalation path and a contact log template. The pack is used at work to brief reception staff, set expectations with the executive office and review service at regular intervals.

Frequently Asked Questions

Is front office operations training suitable for managers new to reception work?

Yes. Front office operations are taught through staged cases and templates, assuming office or administration experience but no specialist reception background.



Which standards does front office operations training rest on?

Front office operations training rests on ISO 10002 for complaints handling, the quality management principles of ISO 9001 and service blueprinting for mapping visitor contact.

How is the pack from front office operations training used at work?

You use the front office standard pack to brief reception staff, agree expectations with the executive office and review service against written standards.

How does front office operations differ from executive assistant training?

Front office operations centre on visitors, access and reception service, while executive assistant training covers diary management, correspondence and support to one senior leader.