



What Do Butlers Really Do? Scope of Work and Role of Butlers

A butler is a multi-skilled professional who can anticipate and take care of all their guest's needs. Luxury properties which promise personalized, luxury service rely heavily on butler service to deliver on this promise. Butlers should be treated as middle management who are responsible for their designated villa or set of suites. Guest satisfaction, loyalty and spending can be significantly increased with excellent butler service. All departments, including Reservations, Housekeeping, F&B and Maintenance must work together to support 100% guest satisfaction.

Butlers are their guest's gatekeeper. No member of staff should enter an occupied villa/suite without first informing the butler:

- Maintains guest privacy
- Avoids unnecessary intrusion to guest
- Ensures butler can decide whether it is necessary to disturb guest
- Ensures standard services (housekeeping, daily amenities) are provided when most convenient
- Several tasks can be done at the same time under the butler's direction
- All in-room dining must be introduced and/or served by the butler

Butlers are their guest's receptionist:

- All staff and management should contact butler before calling guest by phone
- Butler should have information regarding guests' daily activities which might help decide whether guest should be contacted
- Butler may have information that would assist caller and make it unnecessary to call guest

Butlers are the managers of their assigned villa/suite:

- Armed with guest preferences and information from reservations, butler coordinates all services to villa
- Butler can pass relevant information to various departments
- It is the butler's duty to ensure that any requests or issues are followed up on and resolved
- Butler to ensure replenishment of bar and F&B amenities daily
- Butler updates guest history via logbook or online forms
- Butler to follow all reporting and logging procedures to General Manager/ Villa Manager / Villa Liaison as needed
- Butler to liaise with other departments to coordinate any events in villa or suite
- Butler to check standard of housekeeping and cleanliness of villa or suite daily



Butlers are their guest's personal assistant and can:

- Escort guest to restaurants/outlets
- Liaise with outlet beforehand on special restrictions/requests/ VIP guests
- Coordinate all laundry service as guest will likely leave instructions with butler
- Arrange tour/activities booking for guest
- Make suitable recommendations and reservations for spa bookings/pool/beach/restaurants
- Inform guest of activities in hotel

Butlers create an excellent first impression on arrival:

- Butler ensures that villa/suite is prepared to property standard
- Butler ensures that villa/suite is prepared to personal preference of guest
- Butler meets and greets guest on arrival at airport; reception or at entrance of suite/villa
- Butler takes care of any issues or requirements of guest on arrival
- Butler offers to unpack for guest. For large groups, butlers may require assistance from colleagues

Butlers ensure an excellent lasting impression on departure:

- Butler liaises with others to ensure that all transport arrangements have been taken care of beforehand
- Offers to pack for guest. For large groups, butlers may require assistance from colleagues
- Arranges luggage pick up
- Escorts guest to departure transportation
- Checks villa/suite upon departure for guest items left behind and alerts guest as needed

A key operational advantage of having a well-established butler service department is for guests to build trusted bonds with their butlers, and by extension the property. This is what makes the guests return again and again because they feel that there is someone that knows how to look after them and they look forward to seeing that person or team year after year.

All of the above can only be successfully implemented if butlers are supported with adequate resources, like a Butler's Pantry and experienced Head Butler.