

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - BELL CAPTAIN				
Sector	Hotel and Accommodation Services			
Track	Front Office			
Sub-Track	Concierge Operations			
Occupation	Concierge Professional			
Job Role	Bell Captain			
Job Role Description	<p>The Bell Captain orchestrates a professional and memorable service experience for all guests and customers. Apart from providing bell services to guests, addressing their concerns and feedback and recommending them tourism products and services, he/she also performs the role of a team leader, allocating work duties, coordinating and supervising bell service operations to ensure service standards are met or exceeded. As a key service ambassador, he oversees the grooming of the bell staff and acts as a role model to drive service culture within the team.</p> <p>To ensure workplace safety and the security of the property, he monitors the bell team's compliance with organisational and regulatory requirements as they carry out their duties and keeps an eye on lobby activities to identify security threats. He also assists in the execution of crisis management plans during emergency situations. As a senior member of the team, he trains and guides team members on their work performance.</p> <p>He is a service-oriented individual who possesses excellent guest relations and communication skills to interact with guests from diverse cultural backgrounds. He is physically fit to lift heavy pieces of luggage and to stand or walk for an extended period of time or for an entire work shift. He works shifts, including weekends and public holidays.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Manage front office operations	Allocate work duties for the bell team	
			Coordinate day-to-day bell service operations	
			Supervise bell team in providing guest services	
			Conduct periodic checks of lobbies and driveways	
			Organise storage of guests' luggage and belongings in a secure and systematic way	
			Perform bell duties to support the team	
			Verify records and document bell service activities	
	Drive service and operational excellence	Monitor personal grooming of bell staff		
		Recommend tourism products and services to guests		
		Handle guests' concerns and feedback		
		Act as a role model for service excellence to drive service culture		
		Provide suggestions to improve bell services and enhance guest experience		
	Manage operational risks	Assist to monitor team's compliance with organisational and regulatory requirements on workplace safety and health		
		Monitor activities in the lobby to identify and report suspicious characters, items and activities for appropriate follow-up		
Assist in the execution of response and recovery actions during emergency situations				
Manage human resources, finance and report management	Assist in the training of team members			
	Provide feedback to team members to improve work performance			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Bell Service Delivery	Level 1, Level 2	Service Orientation	Basic
	Crisis Management	Level 2	Communication	Basic
	Customer Challenges Management	Level 2	Problem Solving	Basic
	Legal Compliance Management	Level 1	Teamwork	Basic
	People and Relationship Management	Level 1	Interpersonal Skills	Basic
	People Development	Level 2		
	Productivity Improvement	Level 2		
	Service Excellence	Level 2		
	Service Innovation	Level 1		

	Service Leadership	Level 3	
	Service Planning and Implementation	Level 1	
	Technology Adoption and Innovation	Level 1, Level 2	
	Threat Observation	Level 2	
	Tourism Promotion	Level 2	
	Workplace Safety and Health Performance Management	Level 2	
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has		

The information contained in this document serves as a guide.