

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - FRONT OFFICE EXECUTIVE/GUEST SERVICES EXECUTIVE/GUEST RELATIONS EXECUTIVE/ FRONT OFFICE SUPERVISOR/GUEST SERVICES SUPERVISOR/GUEST RELATIONS SUPERVISOR		
Sector	Hotel and Accommodation Services	
Track	Front Office	
Sub-Track	Front Office Operations	
Occupation	Front Office Professional	
Job Role	Front Office Executive/Guest Services Executive/Guest Relations Executive/ Front Office Supervisor/Guest Services Supervisor/Guest Relations Supervisor	
Job Role Description	<p>The Front Office Executive/Guest Services Executive/Guest Relations Executive/Front Office Supervisor/Guest Services Supervisor/Guest Relations Supervisor supervises and coordinates the daily operations of the front office department to ensure the smooth delivery of guest service in accordance with the department's service standards and procedures. He/She plans resources, allocates work assignments, maintains accurate room status information and handles operational irregularities. He also assists in the check-ins and check-outs of VIP guests and large groups and his responsibilities may include supervising switchboard services and related call services.</p> <p>To uphold service excellence, he monitors service responses, provides information and recommendations to guests, resolves guest concerns and feedback and builds rapport. He also tracks guest satisfaction and implements service innovation, improvement and sustainability plans for continuous improvement. To support operational risk management, he monitors the team's compliance with regulations and security procedures for front office transactions, scans the crowd to identify potential security threats, implements loss and risk prevention and executes response actions during emergency situations. His supervisory role includes reviewing the team's training needs, implementing training plans and monitoring team performance.</p> <p>He is a customer-oriented and well-organised individual with excellent communication and problem-solving skills. He can work well under pressure in a fast-paced environment and is able to interact with culturally diverse guests. He works on shifts, including weekends and public holidays.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage front office operations	Supervise team's delivery of guest services to ensure adherence to organisational standards and procedures
		Coordinate daily front office activities to ensure operational efficiency
		Plan resources and allocate work assignments to team members
		Maintain accurate room status information
		Handle irregularities related to the delivery of front office service
		Supervise upselling procedures to maximise room revenue
		Assist in the check-ins and check-outs of VIP guests and large groups
		Supervise switchboard services and related call services
	Drive service and operational excellence	Monitor and facilitate service responses to guests' requests to ensure timely and appropriate follow-up
		Provide information and recommendations to guests on property's amenities, services and tourism-related activities
		Resolve guests' concerns and feedback to ensure guest satisfaction
		Build rapport with guests to enhance service experience
		Monitor guest satisfaction levels and feedback for service improvement
		Propose improvements to enhance operational efficiency and guest experience
		Implement innovation, improvement and sustainability plans for continuous improvement
		Act as a role model for service excellence to drive service culture
	Manage operational risks	Monitor team's compliance with data protection regulation and organisational security procedures for guest registration and credit and cash transactions
		Manage and scan crowd to identify and analyse signs of potential security threat for appropriate follow-up
		Execute response and recovery actions during emergency situations
Implement loss and risk prevention policies and procedures		
Manage human resources, finance and report management	Verify and analyse operations reports and guest statistics for management updates	
	Identify training needs and implement training plans to enhance team capabilities	
	Provide coaching and feedback to improve team performance	
	Monitor team performance and provide feedback for improvement	
	Technical Skills and Competencies	Generic Skills and Competencies (Top 5)

Skills and Competencies	Crisis Management	Level 3	Service Orientation	Basic		
	Customer Challenges Management	Level 3	Communication	Intermediate		
	Customer Experience Management	Level 3	Problem Solving	Intermediate		
	Customer Feedback and Relationship Management	Level 3	Interpersonal Skills	Intermediate		
	Environmental Sustainability Management	Level 3	Teamwork	Intermediate		
	Front Office Operations Management	Level 3				
	Innovation Management	Level 3				
	Legal Compliance Management	Level 3				
	Loss and Risk Prevention Management	Level 3				
	One-Stop Service Delivery	Level 3				
	Organisational Relationship Building	Level 3				
	People and Performance Management	Level 3				
	People and Relationship Management	Level 3				
	People Development	Level 3				
	Productivity Improvement	Level 3				
	Sales Delivery	Level 2				
	Service Coaching	Level 3				
	Service Excellence	Level 3				
	Service Information and Results	Level 3				
	Service Innovation	Level 3				
	Service Leadership	Level 3				
	Service Planning and Implementation	Level 3				
	Staff Management	Level 3				
Switchboard Operations Management	Level 3					
Technology Adoption and Innovation	Level 3					
Threat Observation	Level 2, Level 3					
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.