

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - FRONT OFFICE OFFICER/GUEST SERVICES OFFICER/GUEST RELATIONS OFFICER/ FRONT OFFICE AGENT/GUEST SERVICES AGENT/GUEST RELATIONS AGENT				
Sector	Hotel and Accommodation Services			
Track	Front Office			
Sub-Track	Front Office Operations			
Occupation	Front Office Professional			
Job Role	Front Office Officer/Guest Services Officer/Guest Relations Officer/ Front Office Agent/Guest Services Agent/Guest Relations Agent			
Job Role Description	<p>The Front Office Officer/Guest Services Officer/Guest Relations Officer/Front Office Agent/Guest Services Agent/Guest Relations Agent addresses the needs of all guests and ensures an exceptional guest experience. He/She performs room check-ins and check-outs for guests, handles room reservation requests, and attends to guests' enquiries, requests, as well as concerns and feedback with professionalism to promote a positive first impression. He works closely with the housekeeping department to keep room status reports up-to-date and performs cashier-related functions and guest account billing.</p> <p>As a frontline service ambassador, he maintains a professional image at all times and is well-versed in the property's services and promotions to promote service offerings to guests. He also gathers guest feedback and provides ideas for operational and service improvement. To ensure guest safety, he maintains confidentiality of guest information and stays vigilant in reporting suspicious characters, items and activities within the property's premises. He may be required to handle incoming calls to address guests' requests or route calls to the relevant channels for follow up.</p> <p>He is a service-oriented individual with excellent communication skills and is able to create a memorable experience for guests. He is able to work independently and effectively handle multiple and concurrent tasks. He works on shifts, including weekends and public holidays.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Manage front office operations	Perform room check-ins and check-outs for guests	
			Handle room reservation requests for call-in or walk-in guests	
			Coordinate with housekeeping function to track and maintain accurate room status information	
			Promote accommodation packages, loyalty programmes and food and services offerings to guests	
			Perform cashier-related functions and guest account billing	
			Generate and check reports for accuracy	
			Handle incoming calls to address guests' requests or route calls to the relevant channels for follow-up	
	Drive service and operational excellence	Adhere to personal grooming and hygiene standards to project a professional image		
		Attend to guests' enquiries and requests to address their needs		
		Handle guests' concerns and feedback to ensure guest satisfaction		
		Gather guest satisfaction levels and feedback on front office services for continuous improvement		
		Provide feedback and ideas to improve front office operations and enhance guest experience		
	Manage operational risks	Comply with data protection regulation and organisational security procedures for guest registration and credit and cash transactions		
		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		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Crisis Management	Level 2	Service Orientation	Basic
	Customer Challenges Management	Level 2	Communication	Basic
	Customer Feedback and Relationship Management	Level 1, Level 2	Teamwork	Basic
	Front Office Operations Management	Level 2	Problem Solving	Basic
	Legal Compliance Management	Level 1	Interpersonal Skills	Basic
	One-Stop Service Delivery	Level 2		
	People and Relationship Management	Level 1		
	Productivity Improvement	Level 2		
	Room Reservation Operations Management	Level 2		
Sales Delivery	Level 1, Level 2			

	Service Excellence	Level 1, Level 2	
	Service Information and Results	Level 1	
	Service Innovation	Level 1	
	Service Planning and Implementation	Level 1	
	Switchboard Operations Management	Level 2	
	Technology Adoption and Innovation	Level 2	
	Threat Observation	Level 1	
	Tourism Promotion	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.