

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - RESERVATIONS EXECUTIVE/RESERVATIONS SUPERVISOR					
<b>Sector</b>	Hotel and Accommodation Services				
<b>Track</b>	Revenue and Distribution				
<b>Sub-Track</b>	Reservation Operations				
<b>Occupation</b>	Reservations Professional				
<b>Job Role</b>	Reservations Executive/Reservations Supervisor				
<b>Job Role Description</b>	<p>The Reservations Executive/Reservations Supervisor is responsible for supervising the operations of the department in selling rooms and managing room inventory to maximise sales. He/She ensures that all guest requests, concerns and feedback relating to rooms reservations are addressed in a timely and professional manner and collaborates with relevant departments on booking requirements and special guest requests to provide a seamless guest experience.</p> <p>He performs checks to ensure the accuracy of reservation bookings and records, keeps track of room availability and inventory, monitors room sales and occupancy levels and analyses reservations forecast to maximise the property's occupancy potential. He assists to meet monthly revenue targets by identifying new contacts and proposing promotional packages to increase room sales and revenue. He is also responsible for monitoring the team's compliance with the property's policies and procedures for reservations operations. He guides and coaches team members in performing their job functions and is responsible for the coordination of training for the team.</p> <p>He is a meticulous team player with excellent selling capabilities and communication skills. He is also a service-oriented individual who is able to deliver a high level of guest service. He is able to work on shifts, including weekends and public holidays and handles multiple information systems in an office environment.</p>				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Manage reservation requests	<b>Key Tasks</b>		
			Monitor team to ensure that information provided to guests are accurate and updated		
			Assist guests on enquiries and provide room recommendations or packages to guests based on their purpose of stay		
			Resolve escalated guests' concerns and feedback relating to reservation requests		
	Manage reservation operations	Monitor guest satisfaction levels and feedback for service improvement			
		Check reservation records and reservation data entry in the property management system to ensure data and documentation accuracy			
		Keep track of all reservation transactions including offers, options, confirmations, reminders, deposits, billing and no shows			
		Collaborate with relevant departments on group allocations and reservations and special guests' requests			
		Monitor team's compliance with property's standards and procedures for reservation operations			
	Manage room inventory	Execute risk response activities to manage system downtime			
		Monitor room sales and booking pick-up rates for management reporting			
		Monitor occupancy levels and escalate sudden changes in levels for appropriate follow-up			
		Verify room inventory and availability of room types and rates on booking platforms			
		Verify and analyse reservations reports for management updates			
	Create sales opportunities	Analyse reservation forecasts by reviewing seasonal and historical trends			
		Guide team on the use of positive selling approaches to maximise yield in occupancy			
Identify new contacts and respond to sales opportunities to maximise revenue					
Manage human resources, finance and continuous improvement	Propose promotional packages to increase room sales				
	Implement innovation, productivity and technology enhancement plans to improve reservation operations and service delivery				
	Facilitate opportunities for knowledge and information sharing to achieve team goals				
	Identify skills development needs and implement training plans to enhance team capabilities				
	<b>Technical Skills and Competencies</b>	<b>Generic Skills and Competencies (Top 5)</b>			
		Business Negotiation	Level 3	Service Orientation	Intermediate
		Customer Challenges Management	Level 3	Communication	Intermediate
		Customer Experience Management	Level 4	Problem Solving	Intermediate
		Customer Feedback and Relationship Management	Level 3	Interpersonal Skills	Intermediate

<b>Skills and Competencies</b>	Enterprise Risk Management	Level 3	Managing Diversity	Intermediate
	Hospitality Data Collection and Analysis	Level 3		
	Innovation Management	Level 3		
	Legal Compliance Management	Level 3		
	Organisational Relationship Building	Level 3		
	People and Performance Management	Level 3		
	People Development	Level 3		
	Productivity Improvement	Level 3		
	Room Reservation Operations Management	Level 3		
	Resource Management	Level 3		
	Room Revenue Management	Level 3		
	Sales Delivery	Level 3		
	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		
Technology Adoption and Innovation	Level 3			
<b>Programme Listing</b>	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/has">www.skillsfuture.sg/skills-framework/has</a>			

The information contained in this document serves as a guide.