

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - RESERVATIONS OFFICER/RESERVATIONS AGENT				
<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>	<b>Reservations Officer/Reservations Agent</b>			
<b>Job Role Description</b>	<p>The Reservations Officer/Reservations Agent responds to reservation requests from guests, travel agents, and referral networks made through various communication platforms. He/She ensures that reservation hotlines are attended to at all times to meet daily business needs, and is responsible for creating, updating and maintaining reservation bookings promptly in accordance with guests' booking confirmations. Additional duties may include preparing the list of expected arrivals for the front office, assisting in pre-registration activities and processing advance reservation deposits.</p> <p>He updates room inventory via the distribution channels and assists to develop forecasts and reports for room revenue and occupancy. He is familiar with the types of rooms the property has, their locations and layouts, as well as the available packages to upsell and close sales. He adheres to reservation policies and procedures to meet compliance and quality assurance expectations.</p> <p>He is passionate in delivering excellent guest service and possesses strong communication and administration skills. He is able to work on shifts, including weekends and public holidays 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>	
			Assist guests in room reservation requests	
			Provide information on property facilities, promotions and special programmes to guests	
			Handle guests' concerns and feedback on reservation requests	
			Handle telephone and email enquiries in a timely manner	
	Liaise with travel agents and referral networks on reservation requests			
	Manage reservation operations	Perform enquiries to check room inventory and availability of room types and rates		
		Make reservations in the property management system (PMS) in accordance with room booking requirements		
		Process requests for reservation cancellations, amendments, and updates of guests' information and preferences		
		Liaise with front office to prepare pre-registration activities and process advance reservation deposits		
		Maintain confidentiality of guests' information when carrying out reservation operations		
		Perform reservation operations in accordance with property's policies and standard operating procedures		
	Manage room inventory	Create room blocks for group bookings in PMS		
		Update room inventory through global distribution system, online travel agents and web booking systems		
		Assist to prepare reports on room occupancy		
		Assist to develop forecasts for room revenue and occupancy		
	Create sales opportunities	Upsell hotel rooms and facilities to maximise room revenue		
Create sales leads by converting guest queries into sales				
Follow-up with guests to close sales				
Manage human resources, finance and continuous improvement	Provide suggestions for productivity improvement to enhance reservation operations			
	Generate ideas for service innovation to enhance service delivery and customer experience			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Customer Challenges Management	Level 2	Service Orientation	Basic
	Customer Feedback and Relationship Management	Level 1, Level 2	Communication	Basic
	Legal Compliance Management	Level 1	Problem Solving	Basic
	People and Relationship Management	Level 1	Interpersonal Skills	Basic
	Productivity Improvement	Level 1, Level 2	Managing Diversity	Basic
	Room Reservation Operations Management	Level 2		

	Sales Delivery	Level 1, Level 2	
	Service Excellence	Level 1, Level 2	
	Service Innovation	Level 1	
	Service Planning and Implementation	Level 1	
	Technology Adoption and Innovation	Level 2	
	Tourism Promotion	Level 2	
<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.