










Trends impacting this role

 Guest Preferences	 Shift in Ops Models		
 Bluetooth/ RFID	 Enterprise Systems	 IoT	 Robotics & Automation

In the next **1 - 3 years...**



**MEDIUM** degree of change in tasks

**The job will potentially require**  
**MODERATE JOB REDESIGN**

*A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks*

Responsibilities of the role today

The Butler / Club Floor Officer / Club Floor Agent **coordinates the daily operations** of the suites, club floor rooms and club lounge to provide a warm and personalised guest service to club floor guests during their stay. He/She **conducts room checks, distributes guest amenities, performs room check-in and check-out** processes and conducts property tours and room orientations for club floor guests. His responsibilities as a Butler includes **performing household management**, ad-hoc services, personal errands as well as food and beverage related duties. He also assists in **stock count and supports club floor events and functions**.

Responsibilities of the role in the future

**Moving forward**, the job holder will continue to coordinate daily operations of the suites, club floor rooms and club lounge. Technology will enhance the efficiency of certain **repetitive tasks**, such as **monitoring inventory levels** and **generating standard reports**. The job holder is freed to focus on **engaging with guests** and attending to VIP guests. Ultimately, **people and relationship management** will remain crucial for providing personalised guest service to club floor guests. The job holder will also have to be **digitally savvy** to troubleshoot technologies and **oversee the quality of technology output**.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Manage club floor operations

Conduct room checks and distribution of guest amenities, guest arrival and departure activities, property tours and room orientations, other food and beverage-related duties, as well as ad-hoc services

- **Internet of Things (IoT) smart sensors track real-time usage of room amenities**, allowing the job holder to be notified on rooms that require replenishment of amenities and supplies. **Autonomous delivery robots** may assist with the **delivery of requested amenity items**. However, human intervention is still required to assist and attend to VIP guests and to operate and troubleshoot technologies if needed.
- Conduct guest arrival and departure activities, property tours and room orientations, other food and beverage-related duties, as well as ad-hoc services.

Conduct stock count on guest room and club lounge inventories and supplies, and generate reports related to the delivery of club floor and/or butler services

- A **combination of RFID sensors and smart Inventory Management Systems (IMS) monitor inventory levels** and **alert the job holder when inventory levels are low**. This improves the accuracy of inventory tracking and frees up the job holder to prioritise other day-to-day tasks, such as engaging with guests. At times, the job holder may still be required to conduct manual stock counts.
- **Robotics Process Automation (RPA) automates the generating and checking of standard reports**. Some human judgement may still be required for oversight and managing quality of output.

Drive service and operational excellence

Collect and update guest personal information, preferences and pertinent data in guest database

- **Customer Relationship Management Systems (CRMS) and data analytical tools gather real-time and actionable feedback on guest satisfaction levels**, allowing the job holder to develop targeted plans to improve service levels









Critical Work Function	Job tasks today	Job tasks within the next 3 years
Drive service and operational excellence	Handle general requests, enquiries or concerns from guests, and gather feedback on club floor and/or butler services for continuous improvement	<div></div> <ul style="list-style-type: none"><li>Handle general requests, enquiries or concerns from guests, and gather feedback on club floor and/or butler services for continuous improvement.</li></ul>

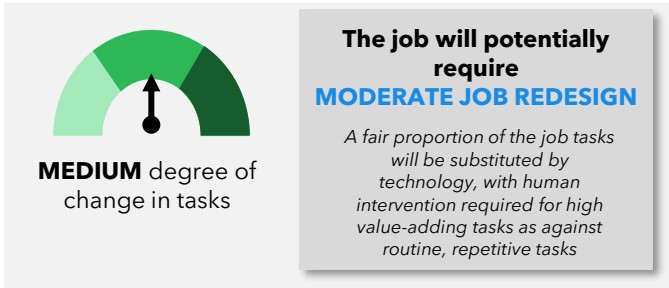
Redesign possibilities	
Horizontal stacking	<ul style="list-style-type: none"><li>Stacked with <i>Bell Captain</i> and <i>Front Office Officer / Guest Services Officer / Guest Relations Officer / Front Office Agent / Guest Services Agent / Guest Relations Agent</i> to become <b>Guest Experience Associate</b>.</li></ul>



Trends impacting this role

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In the next **1 - 3 years...**



In addition to the Skills and Competencies identified in the [Skills Framework for Hotel and Accommodation Services](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Internet of Things Management*	Product, Content and Experience Performance Management*	Service Leadership

Additional Critical Core Skills (CCSs)		
Adaptability	Learning Agility	Self Management

- Skills denoted by an asterisk (\*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.