*Trends impacting this role*

| | | | |
|---|---|---|---|
| Guest Preferences | Shift in Ops Models | | |
| 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 | Responsibilities of the role in the future |
|---|---|
| The Assistant Concierge provides assistance and information guidance to guests during their stay at the property. He/She **proactively anticipates and meets the needs of guests** by assisting them on their queries and requests. His responsibilities include **assisting guests to make reservations**, **providing information** and **recommending local features** such as shopping, dining, and entertainment activities and delivering guest luggage and items as needed. | **Moving forward,** the job holder will leverage technology to aid and inform hotel guests. Technology **will automate several routine tasks** such as updating work records and recording guest preferences, freeing the job holder to focus on **higher-value interactions** with guests such as providing **customised recommendations** on tourism-related activities. The job holder should also **familiarise himself** with **IoT-related skillsets and knowledge** to **operate digital tools more effectively.** |

| Critical Work Function | Job tasks today | Job tasks within the next 3 years |
|---|---|---|
| Manage front office operations | Greet guests and assist with their enquiries, concerns and feedback, and provide suggestions on improving concierge services and enhancing guest experience | • Greet guests and assist with their enquiries, concerns and feedback. **Customer Relationship Management (CRM) systems** may **provide insights on guest profiles** to enable the job holder to tailor their interactions accordingly. In time to come, **Robot Concierges** may be used, freeing up the job holder to facilitate **higher-value interactions** with guests.<br>• Provide suggestions on improving concierge services and enhancing guest experience. |
| | Update records on completed work tasks and work items for handover | • **Internet of Things (IoT)-based applications, integrated with Property Management Systems (PMS)**, allow the job holder to **update records** on completed work tasks and work items for handover. |
| Drive service and operational excellence | Provide information on property amenities and tourist-related activities to guests and recommend entertainment, dining and other engagements | • **Customer Relationship Management (CRM) systems record, and track guest profiles and preferences** based on past visits and interactions, enabling the job holder to **better recommend entertainment, dining and other engagements** appropriate to guests. Human judgement is still required to assess guests' needs at the point of interaction and make suitable recommendations. |
| | Guide team members in the conduct of work activities, assist in the training of team members, and provide the necessary feedback to improve work performance | • Guide team members in the conduct of work activities, assist in the training of team members, and provide the necessary feedback to improve work performance. |

| Redesign possibilities | |
|---|---|
| **Vertical stacking** | • Stacked with Concierge to become **Concierge**. |
| **Segmentation** | • Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce. |

 *A list of new or additional skills can be found on the following page.*

*Trends impacting this role*

| | | | |
|---|---|---|---|
| Guest Preferences | Shift in Ops Models | | |
| 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*

*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* | |

| Additional Critical Core Skills (CCSs) | | |
|---|---|---|
| Adaptability | Digital Fluency | 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.