Trends impacting this role

Guest Preferences	Shift in Ops Models	Workforce Challenges	
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 Concierge coordinates and supervises the day-to-day concierge operations to ensure the highest level of service delivery to guests. He/She **plans resources and allocates work assignments**, **coordinates concierge activities,** handles operational irregularities, and takes on concierge duties as needed.	**Moving forward,** the job holder will still be required coordinate and supervise day-to-day concierge operations. Technology will **automate certain routine tasks** such as the drafting of reports and manpower allocation, freeing the job holder to focus on **higher value-added tasks** such as **building and maintaining guest relationships** and providing **personalised recommendations to guests**. The job holder will also have to **ideate creative** and **sustainable operating** and resourcing plans to mitigate manpower shortages and rising costs in support of business objectives.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage front office operations	Supervise and coordinate day-to-day concierge service operations, handle irregularities and generate activity reports for management updates	• Supervise and coordinate day-to-day concierge service operations and handle irregularities. • **Robotics Process Automation (RPA) automates the drafting of standard reports** and **extraction of required data** from existing enterprise system for management updates. Human judgement may still be required for verifying and managing the quality of output.
Drive service and operational excellence	Monitor guest satisfaction, facilitate service responses to guest concerns, and propose improvements to enhance operational efficiency	• Monitor guest satisfaction and facilitate service responses to guest concerns. • Professional judgement and technical expertise remain important in prioritising and proposing improvements. However, the job holder may be required to **examine operational and guest data** from a wide variety of sources, including direct feedback and **Customer Relationship Management (CRM) systems** to identify areas for improvements.
	Implement innovation, improvement and sustainability plans for continuous improvement	• Implement innovation, improvement and sustainability plans for continuous improvement.
Manage operational risks	Monitor hotel activities to identify and report potential service incidents, safety risks and threats or emergencies, and execute response and recovery actions	• **AI-Enabled security systems** and **facial recognition technology** support the **monitoring of hotel activities** and allow job holders to quickly detect signs of suspicious activities or behaviours. • Report potential service incidents, safety risks and threats or emergencies, and execute response and recovery actions

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage human resources, finance and report management	Plan resources, allocate work assignments to team, monitor team performance and provide coaching and training to enhance team capabilities	• **Internet of Things (IoT)-based applications, integrated with Property Management System (PMS) and HR Management System (HRMS), monitor and assign work duties**, as well as **track availability and performance of teams**, freeing up time for the job holder to manage team performance or plan for possible manpower shortages. Human intervention may still be required to override and/or adjust work plans in the event of operational exigencies. • Monitor team performance and provide coaching and training to enhance team capabilities.

Redesign possibilities	
Horizontal stacking	• Stacked with *Front Office Executive / Guest Services Executive / Guest Relations Executive / Front Office Supervisor / Guest Services Supervisor / Guest Relations Supervisor* and *Butler Supervisor / Club Floor Executive / Club Floor Supervisor* to become **Guest Experience Ambassador**.
Vertical stacking	• Stacked with Assistant Concierge to become **Concierge.**

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

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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*	Tourism Promotion^

Additional Critical Core Skills (CCSs)		
Adaptability	Digital Fluency	Learning Agility

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills denoted by an arrow (^) are found in SFw for HAS but may require updates to descriptions, knowledge and abilities.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.