










### Trends impacting this role

 Guest Preferences	 Shift in Ops Models	 Sustainability	 Workforce Challenges
 Data Analytics	 Enterprise Systems	 IoT	

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



### Responsibilities of the role today

The Assistant Front Office Manager / Assistant Operations Manager / Duty Manager / Guest Relations Manager / Guest Services Manager **manages the daily operations of the front office** to ensure efficient functioning of the team in accordance with the department's operating procedures and service standards. He/She **develops operations plans, monitors room inventory** and collaborates with other departments on **special guest arrangements**. He also manages **personalised reception services** for VIP guests, implements **loyalty programmes** and identifies and resolves deviations and irregularities in service operations.

### Responsibilities of the role in the future

**Moving forward**, the job holder will still be required to manage daily operations of the front office. Technology **provides visibility on guest satisfaction levels and operations**, allowing the job holder to understand and **improve on processes, team performance, and guest satisfaction**. **Customer and stakeholder management skills** will continue to be crucial in managing team performance and managing guest interactions. The job holder will also be required to **stay abreast of consumer trends and guest preferences**, applying professional judgement and technical expertise to incorporate this knowledge into **innovating new ideas to enhance the guest experience**.

### Critical Work Function

### Job tasks today

### Job tasks within the next 3 years

Manage front office operations	Develop and implement operation plans, identify and resolve deviations and irregularities related to front office services		<ul style="list-style-type: none"> <li>Develop and implement operation plans, identify and resolve deviations and irregularities related to front office services.</li> </ul>
	Monitor room inventory levels, reconcile discrepancies, and collaborate with various departments on VIP guests' special requirements and requests		<ul style="list-style-type: none"> <li><b>Property Management Systems (PMS) enable real-time tracking of room inventory levels.</b> The job holder may still be required to confirm status of rooms and reconcile any discrepancies.</li> <li>While <b>Customer Relationship Management (CRM) systems</b> may <b>provide visibility on guests' special requirements and requests</b>, the job holder is still required to collaborate with various departments to plan and execute on these requests.</li> </ul>
Drive service and operational excellence	Analyse guest satisfaction levels and feedback for service improvement and relationship management, and implement loyalty programmes for guest retention and growth		<ul style="list-style-type: none"> <li><b>Data analytics and visualisation tools support the analysis of guest satisfaction levels and feedback</b> to better identify initiatives to improve service and guest relationships. The job holder will still be required to exercise professional judgement in prioritising improvements with the greatest impact on guest satisfaction.</li> <li>Implement loyalty programmes for guest retention and growth.</li> </ul>



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Drive service and operational excellence	Review systems and processes for workflow and productivity improvement and innovate new ideas to enhance guest experience and revenue generation	<ul style="list-style-type: none"> <li>The job holder will be required to <b>amalgamate various sources of operations information</b> relating to the performance of systems and processes, collected from a variety of sources such as <b>Internet of Things (IoT)-based applications, integrated with Property Management Systems (PMS) and HR Management Systems (HRMS)</b>, and feedback from teams and guests, to identify areas for productivity improvement.</li> <li>Innovate new ideas to enhance guest experience and revenue generation.</li> </ul>
	Direct the implementation of sustainability programmes to drive organisational green initiatives	<ul style="list-style-type: none"> <li>Direct the implementation of sustainability programmes to drive organisational green initiatives.</li> </ul>
Manage operational risks	Manage emergency situations	<ul style="list-style-type: none"> <li>Manage emergency situations.</li> </ul>
Manage human resources, finance and report management	Review manpower allocation and manage staff performance while providing coaching and learning and development opportunities to enhance work performance	<ul style="list-style-type: none"> <li>Review manpower allocation and manage staff performance while providing coaching and learning and development opportunities to enhance work performance. The job holder will be required to propose creative and sustainable operating and resourcing plans to mitigate manpower shortages and rising costs in support of business objectives.</li> </ul>
	Manage cost control to keep departmental operating expenses within budget and support budget forecasting for the department	<ul style="list-style-type: none"> <li><b>Enterprise Resource Planning (ERP) solutions provide visibility on operating expenses</b>, allowing the job holder to manage cost control and identify opportunities for cost-savings to keep departmental operating expenses within budget.</li> <li>Support budget forecasting for the department.</li> </ul>
NEW	Perform market scanning to identify sustainable vendors and suppliers and ensure adherence to the organisation's sustainability guidelines	<ul style="list-style-type: none"> <li>Perform market scanning to identify sustainable vendors and suppliers and ensure adherence to the organisation's sustainability guidelines.</li> </ul>








### Redesign possibilities

#### Horizontal stacking

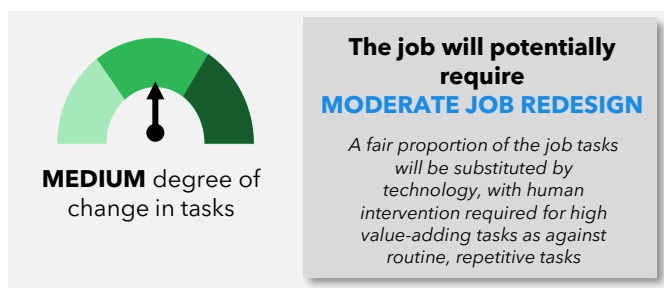
- Stacked *Chief Concierge / Assistant Chief Concierge and Head Butler / Butler Supervisor / Club Floor Manager* to become **Lead Guest Experience Ambassador**.



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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)

Business Environment Analysis*	Consumer Intelligence Analysis*	Data Analytics
Environmental Protection Management*	Infographics and Data Visualisation*	Internet of Things Management*
Tourism Promotion^		

#### Additional Critical Core Skills (CCSs)

Adaptability	Digital Fluency	Learning Agility
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- 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.