Trends impacting this role

Guest Preferences	Shift in Ops Models		
Data Analytics	Enterprise Systems	IoT	

*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 Front Office Executive / Guest Services Executive / Guest Relations Executive / Front Office Supervisor / Guest Services Supervisor / Guest Relations Supervisor **supervises and coordinates the daily operations** of the front office department to ensure the **smooth delivery of guest service** in accordance with the department's service standards and procedures.	**Moving forward,** the job holder will continue to supervise and coordinate daily operations. Technology will **automate certain repetitive tasks** such as **managing switchboard services** and **responding to common guest queries**, freeing the job holder to focus on **diverse, complex**, and **escalated guest queries**. The job holder will require **basic data analytics capabilities** to **analyse reports** and **statistics** for management updates.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage front office operations	Supervise and coordinate delivery of guest and switchboard services and upselling procedures to maximise room revenue, and assist with the check-in and check-outs of VIP guests and large groups	• **Automated answering systems** direct call traffic to relevant channels for follow-up and offer ready-to-deliver responses for common guest queries, **minimising the job holder's effort in fielding incoming inquiries**. However, the job holder will still need to handle diverse, complex and escalated customer queries. • Assist with the check-in and check-outs of VIP guests and large groups.
Drive service and operational excellence	Provide information and recommendations on tourism-related activities and property's amenities and services, manage guest concerns and feedback to ensure guest satisfaction and improve service levels	• **Customer Relationship Management Systems (CRMS) 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. • Manage guest concerns and feedback to ensure guest satisfaction and improve service levels.
	Maintain accurate room status information and analyse operations reports and guest statistics for management updates	• A **combination of in-room Internet of Things (IoT) smart sensors work, Property Management Systems (PMS), and integrated E-Housekeeping applications track real-time room occupancy** and **maintain accurate room status**, freeing up time for the job holder to interact with and attend to guests. • **Data analytics and visualisation tools support the analysis of operations reports and guest statistics**, allowing the job holder to better identify trends in operations performance and guest preferences and identify areas for improvement.
Manage operational risks	Identify and analyse signs of potential service incidents, safety risks or emergencies and execute response and recovery actions	• Identify and analyse signs of potential service incidents, safety risks or emergencies and execute response and recovery actions.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Drive service and operational excellence	Propose and implement innovation, improvement and sustainability plans to enhance operational efficiency and guest experience	• 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.
Manage human resources, finance and report management	Plan resources and allocate work assignments, 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.

Redesign possibilities	
Horizontal stacking	• Stacked *Concierge* and *Butler Supervisor / Club Floor Executive / Club Floor Supervisor* to become **Guest Experience Ambassador**.

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)		
Infographics and Data Visualisation*	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.

[1]*Roles include Front Office Executive / Guest Services Executive / Guest Relations Executive / Front Office Supervisor / Guest Services Supervisor / Guest Relations Supervisor.*