









Trends impacting this role

 Guest Preferences	 Shift in Ops Models		
 Data Analytics	 Enterprise Systems	 IoT	 Robotics & Automation

In the next 1 - 3 years...



HIGH degree of change in tasks

The job will potentially require
EXTENSIVE JOB REDESIGN

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

Responsibilities of the role today

The Front Office Officer / Guest Services Officer / Guest Relations Officer / Front Office Agent / Guest Services Agent / Guest Relations Agent **addresses the needs of all guests** and ensures an **exceptional guest experience**. He/She performs room check-ins and check-outs for guests, handles room reservation requests, and attends to guests' enquiries, requests, as well as concerns and feedback with professionalism to promote a positive first impression. He works closely with the housekeeping department to keep **room status reports up-to-date** and performs cashier-related functions and guest account billing.

Responsibilities of the role in the future

Moving forward, the job holder will **leverage technology** to **address the needs of guests** and ensure exceptional guest experience. Technology will **automate most tasks** performed, freeing the job holder to **interact with guests** and **attend to more complex guest queries**. With **accelerated technology adoption**, the job holder must remain **digitally savvy** and **keep abreast of the latest technology developments** in the front office function to maintain operational efficiency and high service quality.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Manage front office operations

Handle and perform room check-ins and check-outs

- **Mobile check-in applications** and **self-service check-in kiosks** allow guests to perform room check-ins and outs independently. However, the job holder will still be required to attend to guests who prefer assisted check-ins and check-outs.

Drive service and operational excellence

Handle reservation requests and promote hotel offerings to guests

- **Online reservation platforms** and **automated telephone systems** may assist guests in the reservation of rooms, thereby freeing up time for the job holder to focus on higher-value guest interactions. However, the job holder will still be required to attend to walk-in guests or guests who prefer to be assisted in their reservations.
- **Customer Relationship Management (CRM) systems** record, and track guest profiles and preferences based on past visits and interactions, enabling the job holder to better promote suitable accommodation packages, loyalty programmes and food and services offerings to guests. Human judgement is still required to assess guests' needs at the point of interaction and make suitable promotions.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Drive service and operational excellence	Maintain accurate room status information and perform guest account billings and generate relevant reports	<ul style="list-style-type: none"> A combination of in-room Internet of Things (IoT) smart sensors, 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. The job holder may still be required to coordinate with housekeeping to resolve discrepancies or address ad-hoc requests or service challenges. Property Management Systems (PMS) integrated with payment gateways automatically input payments into electronic data capture (EDC) terminals to automate billing at the check-out process, freeing up the job holder to interact with and attend to guests. Robotics Process Automation (RPA) can be used to generate and check standard reports. Human judgement may still be required for verifying and managing the quality of output.
	Handle and attend to guests' enquiries to ensure guest satisfaction and gather feedback on guest satisfaction levels on front office services on areas of improvement	<ul style="list-style-type: none"> Handle and attend to guests' enquiries to ensure guest satisfaction. The job holder may be required to amalgamate guests' feedback across various sources, including direct, indirect, and even online feedback, as well as feedback from team members, to understand guest satisfaction levels. Data analytics and visualisation tools may support the analysis of data, allowing the job holder to better identify trends and areas for improvement.
Manage operational risks	Monitor activities on the lobby to identify and report potential service incidents, safety risks or emergencies, and assist in response and recovery actions	<ul style="list-style-type: none"> Monitor activities on the lobby to identify and report potential service incidents, safety risks or emergencies, and assist in response and recovery actions.







Redesign possibilities

Horizontal stacking	<ul style="list-style-type: none"> Stacked <i>Bell Captain</i> and <i>Butler / Club Floor Officer / Club Floor Agent</i> to become Guest Experience Associate.
Segmentation	<ul style="list-style-type: none"> Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce.



Trends impacting this role

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to maintain their employability.*

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)		
Customer Experience Management	Internet of Things Management*	Product, Content and Experience Performance Management
Service Leadership		
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 not marked are available in SFw for HAS but are not currently tagged to this job role in the function.